



WAVE AID TSUNAMI RELIEF CONCERT - 29 JANUARY 2005

PROJECTED PROFIT & LOSS STATEMENT (EXC GST)

AS AT 15 FEBRUARY 2005

DESCRIPTION	DETAIL	SUB TOTAL	TOTAL	DETAIL	SUB TOTAL	TOTAL
	WAVE AID			COMMERCIAL		
INCOME						
Concert						
Ticket Sales (45191 attendance)		2,220,362				
43150 @ \$49.49						
385 @ \$62.36						
716 @ \$85.09						
940 @ \$ 0.00 (suppliers)						
Corporate Boxes (18 x \$5000)		90,000				
Merchandise		176,956				
Bigpond License Fee		15,000				
<i>Total Concert</i>			\$2,502,318			
Donations						
Public - 1800 line		57,128				
Ticketek Donation		255,000				
Playbill Donation		65,706				
Showbiz Donation		2,500				
K2 Agency Donation		2,385				
Rode Microphones Donation		10,000				
ATS Donation		1,690				
<i>Total Supplier Donations</i>			\$394,409			
TOTAL INCOME			\$2,896,727			
less						
EXPENSES						
Cost of Ticket Sales						
Credit Card Charges		43,318				
<i>Total Cost of Sales</i>			\$43,318			
Talent Fees & Expenses						
<i>Total Talent Fees & Expenses</i>			\$0		\$1,200,000	



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	WAVE AID			COMMERCIAL		
Production						
Production Management Team	8,350			17,000		
PA Hire & Crew	24,672			84,000		
Lighting Hire & Crew	2,520			56,000		
Screen Hire & Crew	9,500			40,000		
Stage Crew & Loaders	23,980			50,000		
Drivers & Runners + Petrol	6,014			12,000		
Risers	900			4,000		
Backline Hire	2,652			7,000		
Trucking	51,208			75,000		
Banners	8,101			9,686		
<i>Total Production</i>		\$137,897			\$354,686	
Venue						
Hire Fee	0			350,000		
Customer Service Staff	0			30,000		
Crowd Safety Staff	0			30,000		
Maintenance Staff	0			7,000		
Admin Staff	0			2,000		
Wage On-Costs	0			12,420		
Contractor Fees - A/C, Lifts	0			3,000		
PA Staff On-site	0			2,000		
Cleaning Service/Waste Removal	29,800			49,000		
Skip Bin Hire	0			0		
User pays Police Charge	0			30,000		
Cash handling/Money	0			550		
Scrolling Signage removal	7,940			3,300		
Sports Lighting	0			13,120		
Medical Charges	0			7,000		
Event Accreditation	0			250		
Turnstyle Hire & Installation	0			0		
Barricade Hire	627			8,000		
Variable Message Boards	0			2,500		
Scoreboard & Operator	0			2,000		
EPA Charges	0			7,500		
Sound Monitoring Charge	0			6,000		
Trust Terraplas Hire	0			11,000		
Turf Replacement	0			13,000		
Radio & Headset Hire	0			2,300		
Venue Directional Signage	0			2,000		
Backstage Furniture Hire	2,850			12,000		
Phone Lines	0			1,000		
GA Wristbands	2,453			3,000		
Damages/Misc	0			30,000		
<i>Total Venue</i>		\$43,670			\$639,940	



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	WAVE AID			COMMERCIAL		
Staging						
Engineering & Drafting	2,250			5,814		
Project Management	2,500			2,500		
ESS Crew	22,932			27,925		
Ground Support	0			30,000		
Waterproofing	0			12,000		
Rigging & Build Over	5,338			10,500		
FOH Scaffold Rental	0			2,000		
Decking & Scaffold Rental	2,000			30,000		
Staircase Rental	0			420		
Ballast Rental	600			2,500		
Equipment Prep	10,000			11,897		
Insurance	750			750		
Flights	2,500			2,500		
Set Specials	500			500		
Accommodation	3,500			3,500		
Mojo Barrier	0			8,000		
Incidentals	5,000			5,000		
Local Crew	42,989			56,746		
Catering	0			2,000		
Crane	3,000			5,000		
Hoeckers	4,127			8,500		
<i>Total Staging</i>		\$107,986			\$228,052	
Security/Site Administration						
Toilets, Basins, Cleaners	3,560			8,000		
Pro floor 9600m2	43,524			96,000		
Bike Rack Fencing	0			4,000		
Plastic Barrier	0			6,200		
Waterfills	0			3,500		
Event staff	500			1,500		
Forklift Hire/Fuel	0			6,900		
Fork Operators x 5	10,527			3,000		
Generator Hire/Fuel	15,507			26,000		
Letterbox Drop	0			1,200		
Lighting Towers	0			900		
Site Misc - Float	0			3,000		
Tools (Site Crew)	0			900		
Road Ply	5,310			5,841		
Black Plastic	1,086			1,400		
Cherry Picker/Scissors	2,479			4,770		
Security Staff	39,600			55,000		
Radios	746			4,000		
Site Manager Fee	0			6,000		
OHS Management Syst	500			4,200		



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	WAVE AID			COMMERCIAL		
Safety Officer	2,300			6,700		
Water	4,275			4,000		
Wet weather Contingencies	0			2,500		
1st Aid Marquees	500			2,300		
Contingency	13,291			20,000		
Site Labour	28,916			38,169		
<i>Total Security/Site Administration</i>		\$172,621			\$315,980	
Catering						
Load-in & Setup days	0			10,000		
Artist Dressing Rooms	0			10,000		
Backstage catering - Show day	9,513			20,000		
Water for crew	2,435			5,000		
Media Room	0			2,000		
<i>Total Catering</i>		\$11,948			\$47,000	
Travel & Accom						
Air Travel - International	1,900			15,000		
Air Travel - Domestic	12,009			30,000		
Accommodation	431			40,000		
Ground Transport - Hire cars	1,924			1,000		
<i>Total Travel & Accom</i>		\$16,263			\$86,000	
Administration & Mngment						
Accreditation	1,928			3,750		
Office Costs	20,000			70,000		
Mobile Phones x 7	5,000			9,000		
<i>Total Administration & Mngment</i>		\$26,928			\$82,750	



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	WAVE AID			COMMERCIAL		
Marketing & Publicity						
Logo Design	0			3,000		
Artwork	0			10,000		
Radio Ad - Production	0			5,000		
TV Ad - Production	992			15,000		
Press Ads - Production	0			10,000		
Street Poster Print	700			4,000		
Street Poster Distribution	0			3,000		
Street Press Advertising	0			5,000		
Metro Press Advertising	0			170,000		
Radio campaign - Nova	0			5,000		
Radio campaign - Triple M	0			5,000		
Radio Campaign - 2Day-FM	0			5,000		
Foxtel platform Campaign	0			100,000		
Free To Air TV Campaigns	0			50,000		
Publicists x 3 - fees	0			30,000		
Publicity Costs	6,704			7,500		
Press launch - Venue/Prodn hir	0			7,000		
Website & E Cards	0			25,000		
<i>Total Marketing & Publicity</i>		\$8,396			\$459,500	
Finance & Insurance						
APRA	0			35,000		
Insurance - Public Risk	25,645			59,000		
Accounting/Legal	2,055			20,000		
<i>Total Finance & Insurance</i>		\$27,700			\$114,000	
TOTAL EXPENSES			\$596,727			\$3,527,908
NET PROFIT			<u>\$2,300,000</u>			