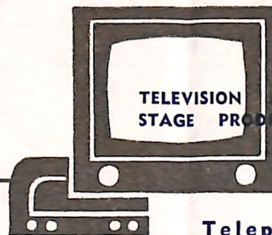


CRAWFORD PRODUCTIONS
PTY. LTD.



CABLES: CRAWFORDISC MELBOURNE

TELEVISION AND BROADCASTING PROGRAMMES
STAGE PRODUCTIONS • SYMPHONY CONCERTS

ENTERTAINMENT FOR THE PEOPLE
475 COLLINS STREET, MELBOURNE, AUSTRALIA

Telephone: 62 3851

HC:DP

3rd April, 1964

Mr. Robin Boyd,
290 Walsh Street,
SOUTH YARRA. VIC.

Dear Robin,

We are preparing a recommendation to the Department of Trade, regarding a new series of "Export Action" for the next financial year.

We feel a completely new approach should be made to the series, and I would like your ideas on this.


These programmes are designed to:

- (i) foster a greater export consciousness in the commercial community
- (ii) bring about a greater awareness of export by the general public
- (iii) give praise for exporting firms
- (iv) compel non-exporters to take "export action"
- (v) leave the impression of the non-exporter as being a 'parasite'.

The programmes have to be recorded on film and to be of approximately four (4) minutes' duration.

Would you give this some thought and perhaps let me have your views?

Sincerely yours,
CRAWFORD PRODUCTIONS PTY. LTD.


HECTOR CRAWFORD
Managing Director