Process/Problems

We began the assignment with individual internet research into commercial stations, SBS and ABC as well as Foxtel, to gain a more detailed understanding of the discipline of broadcast design and station identity. We then came together, and decided to approach a medium sized company responsible for the broadcast design of a few Foxtel channels, namely Arena and Channel V. The company, XYZ Entertainment, is located at Wharf 8 and we quickly made phone contact and explained our situation. The next step was that we had to email them a brief statement of our intentions and purpose, with a few sample questions before they could agree to our coming to interview them. They did not get back to us, despite numerous follow up phone calls, until the Thursday before the deadline, and even then it was to give a brief description of the company, but refuse an interview. It was with very little time that we fell back on another possibility, Foxtel itself.

Again, getting direct answers to our questions as been extremely difficult due to our contacts time limitations, the notions of design philosophy/attitude and the companies strategic approach in relation to design were left unanswered.

Employment possibilities

According to the Foxtel website, general traits sought in admin and creative staff include -

'... excellent writing skills, visual literacy, strong relationship building skills and management qualities.'
'... a sense of humour and an ability to work under pressure...'

Work Environment

• Dynamic, interesting
• Experienced, well qualified team members
• Close knit team

FOXTEL CONTACTS
Wharf 8, Murray Street, Pyrmont
NSW 2009
Phone: (02) 9200 1000
Fax: (02) 9200 1111
Website: www.foxtel.com.au