

DRONES

SPECIAL FEATURE



DRONE IMAGE & FILM AUSTRALIA

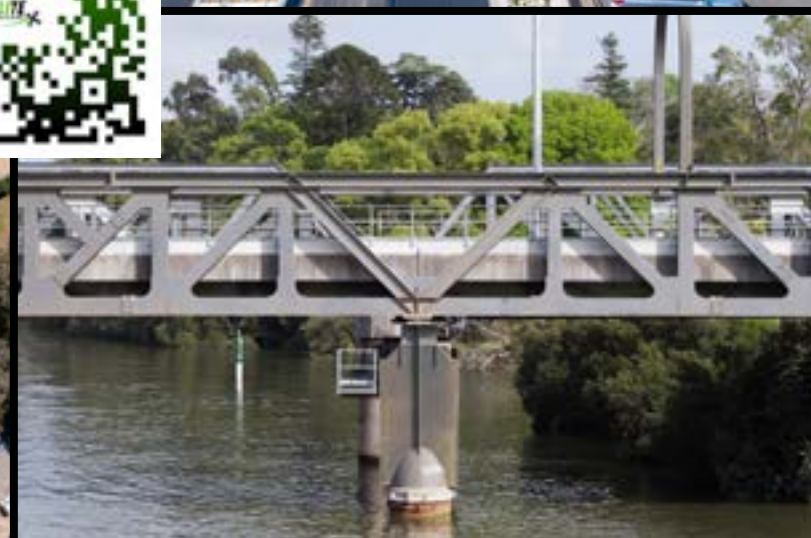
FLITE AERIAL SOLUTIONS

THE DRONE AGENCY



Need aerial
photography or
videography?

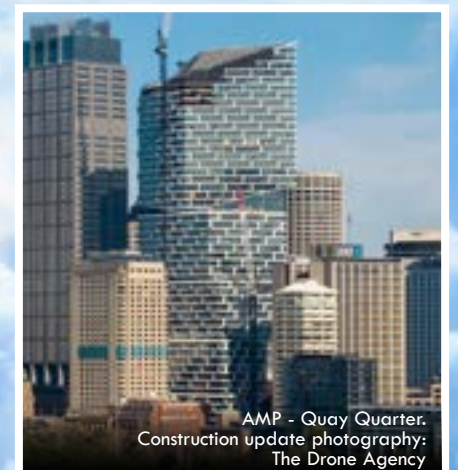
We offer high quality drone and aerial photography services to help
you and your business



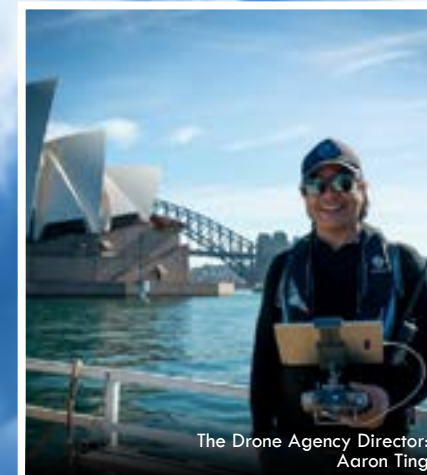
Flite Aerial Solutions was established to help individuals and businesses with their aerial photography, videography, and surveying needs. With the rapid evolution in drone photography over the last couple of years, businesses are identifying the benefit and need to utilise the capabilities of drone technology to open up new ways of inspecting, surveying, tracking progress, and providing high quality imagery and videos to clients.



Frasers - Shell Cove.
3D rendering: Studio Modus background photography: The Drone Agency



AMP - Quay Quarter.
Construction update photography:
The Drone Agency



The Drone Agency Director:
Aaron Ting



LendLease - Darling Harbour Precinct
Viewline photography: FloodSlider / The Drone Agency

TAKING CONSTRUCTION HIGHER

A bespoke company providing personalised customer service, The Drone Agency delivers aerial imagery to a premium standard for an international audience. They conduct golden hour, high resolution 50mp aerial photography, and construction update videos, marketing views and lifestyle, for high rise and large scale developments, working closely with developers, architects, design agencies, The Civil Aviation Safety Authority (CASA) and local councils.

“We compliment the language of architecture with our high resolution aerial photography and silky smooth video imagery delivery, using innovative approaches with our drone operations, aligning relevant weather and approvals for authorised, compliant drone operations and aerial imagery deliveries,” said Owner and Operator, Aaron Ting. “I have over 18 years of cross pollinated design experience and mentorship within architecture, design, aviation, photography and film industry, so I hope I can work closely with you and your team.” With drones in construction, The Drone Agency, works at different stages throughout a construction timeline, supplying a range of aerial imagery such as beautiful marketing photography for billboards, hoarding, glossy magazines, development application, drone photography, photogrammetry, asset/safety inspections and savvy construction update videos and photography for social media events.

The Drone Agency can facilitate small to large developments and properties, and has a fleet of drones to cater to varying customer budgets and requirements. Aaron has almost 1,000 site visits over the

past seven years of flying drones commercially along the East coast of Australia, mainly in Sydney.

“The Drone Agency is continually refining innovative equipment and remotely piloted aircraft operations to facilitate client expectations and ideas,” Aaron said. “This is because we are always exploring further opportunities and ideas, which has been our point of difference over the past seven years.”

One of the main parts of The Drone Agency’s business is to push through the red tape and get the job done while abiding by CASA’s moto: ‘Safer Skies for All’. They do this by operating under the ReOC (remotely piloted aircraft operator’s certificate) of OVRL – one of Australia’s most experienced and professional drone organisations. Their Chief Remote Pilot, Mitch Bannink recently won the Next Gen award at AAUS – Australian Association for Unmanned Systems. “We at The Drone Agency are proud to mitigate the risk wisely and confidently, because we know each job is 100% compliant,” Aaron said.

They are currently under a 3.5 year contract to document with a drone and conduct aerial imagery the refurbishment of AMP Quay Quarter, Circular Quay, taking off and landing from Justboats, a commercial barge, that can position itself within most places within Sydney Harbour.

For more information contact The Drone Agency, phone 0414 877 103, website www.thedroneagency.com.au



Fortis Development, South Melbourne

The 'New Normal' in Construction Marketing: Drone footage raising the bar in big build communication

Showcasing and providing progress updates for large developments has long been a time-consuming – and often expensive – exercise for construction companies. Communication with investors, buyers and other interested parties is vital in nurturing the relationship between builder and stakeholder. But as the landscape of construction marketing has evolved, so too have the expectations of this communication.

Drone footage was once seen as a resource reserved for the upper-echelons of construction heavyweights. It set their projects apart from smaller builders that didn't have the dizzying budgets for such a premium advertising tool. But times have changed and a new industry standard has emerged.

Anton Goodman from *Drone Image & Film Australia* (Drone IFA), is part of the turning tide in construction marketing and has seen first-hand the positive effects drone footage can have on a construction project's narrative.

"If you're buying off the plan, it's a thrill to see the development rise from the ground," he says.

"If you're investing, witnessing this kind of footage gives you a lot of confidence. And if you are looking to buy, it makes the hair on the back of your neck stand up."

By specialising in the construction industry, companies like *Drone IFA* have helped revolutionise the accessibility of drone footage. The scope of imagery they offer includes anything from timelapse progress videos to large-scale site flyovers, resulting in a final product of broadcast quality (4K HD), at a fraction of the price. The imagery captured isn't just visually stunning – it is also informative and functional. Construction companies are now using this footage in live presentations, website showcases, stakeholder communications, social media, television advertising and more.

"...it makes the hair on the back of your neck stand up."

Goodman is also the founder of *Dynamite Digital Australia*, a full-service marketing agency. It was this experience that helped him identify a lag in construction and development marketing. He recognised a need to increase drone resources within the industry, knowing this imagery could be leveraged as a powerful selling tool for developers.

"We always have the end user in mind, with a focus on how the final product will be absorbed. As the perspective from above is unfamiliar, it has both an instant and lasting impact," Goodman says.

With a team of drone pilots and production experts who oversee the entire project, *Drone IFA* streamlines the production process end to end, offering a product of superior quality at an affordable price. For a small outlay, the team can plan, coordinate and execute the production shoot; then edit and curate the footage, with additional options such as graphics, location pins, music soundtrack, voiceover and slides. The quality of the end product speaks for itself.

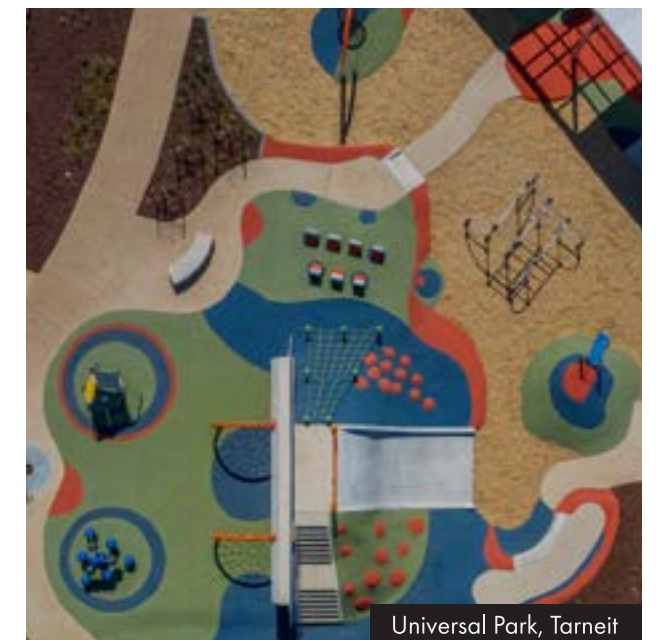
What was once seen as a luxury product is now an essential part of every new development's marketing toolkit, particularly if companies want to showcase a business that is up to date with consumer expectations. Construction companies need to harness this shifting trend by embracing drone technology, to ensure their project communications meet this new benchmark.

To elevate your presence with the use of drone imagery and film, and ensure your business keeps up with the new industry standard, speak to the team at Drone Image & Film Australia.

Email: info@droneifa.com.au

Web: www.droneifa.com.au

Phone: 1300 00 DIFA (3432)



Universal Park, Tarneit