CLAIMS:

1. An isolated influenza virus comprising one or more of PA, PB1, PB2, NP, M and NS viral segments that encode one or more viral proteins that independently comprise, consist of or consist essentially of an amino acid sequence selected from the group consisting of SEQ ID NOs: 9-17, 28-36, 47-55, 66-74, 85-93 and 104-112, or a fragment, variant or derivative thereof.

2. The isolated influenza virus of Claim 1, comprising one or more of the PB2, PB1, PA, M, NP and NS viral segments that independently comprise, consist of or consist essentially of a nucleotide sequence selected from the group consisting of SEQ ID NOs: 1-6, 20-25, 39-44, 58-63, 77-82 and 96-101, or a fragment, variant or derivative thereof.

3. The isolated influenza virus of Claim 1 or Claim 2, comprising five or six of the PA, PB1, PB2, NP, M and NS viral segments that encode one or more viral proteins that independently comprise, consist of or consist essentially of an amino acid sequence selected from those set forth in:

(a) SEQ ID NOs: 9-17 or a fragment, variant or derivative thereof;

(b) SEQ ID NOs: 28-36 or a fragment, variant or derivative thereof;

(c) SEQ ID NOs: 47-55 or a fragment, variant or derivative thereof;

(d) SEQ ID NOs: 66-74, or a fragment, variant or derivative thereof;

(e) SEQ ID NOs: 85-93, or a fragment, variant or derivative thereof; or

(f) SEQ ID NOs: 104-112, or a fragment, variant or derivative thereof.

4. The isolated influenza virus of any one of Claims 1 to 3, comprising five or six of the PA, PB1, PB2, NP, M and NS viral segments that independently comprise, consist of or consist essentially of a nucleotide sequence selected from those set forth in:

(a) SEQ ID NOs: 1-6 or a fragment, variant or derivative thereof;

(b) SEQ ID NOs: 20-25 or a fragment, variant or derivative thereof;

(c) SEQ ID NOs: 39-44 or a fragment, variant or derivative thereof;

(d) SEQ ID NOs: 58-63 or a fragment, variant or derivative thereof;

(e) SEQ ID NOs: 77-82, or a fragment, variant or derivative thereof; or

(f) SEQ ID NOs: 96-101, or a fragment, variant or derivative thereof.

5. The isolated influenza virus of any one of Claims 1 to 4, further comprising a heterologous or chimeric HA viral segment and a heterologous or chimeric NA viral segment.

6. The isolated influenza virus of any one of Claims 1 to 5, which is a recombinant influenza virus or a reassortant influenza virus.

7. A method of preparing an influenza virus, said method including the step of contacting a cell with: (a) one or more genetic constructs; or (b) an isolated influenza virus comprising one or more of PA, PB1, PB2, NP, M and NS viral segments; that encode one or more viral proteins that independently comprise, consist of or consist essentially of an amino acid sequence selected from the group consisting of SEQ ID NOs: 9-17, 28-36, 47-55, 66-74, 85-93 and 104-112, or a fragment, variant or derivative thereof.

8. The method of Claim 7, wherein the one or more genetic constructs comprise or encode one or more of PB2, PB1, PA, M, NP and NS viral segments that independently comprise, consist of or consist essentially of a nucleotide sequence selected from the group consisting of SEQ ID NOs: 1-6, 20-25, 39-44, 58-63, 77-82 and 96-101, or a fragment, variant or derivative thereof.

9. The method of Claim 7 or Claim 8, wherein the isolated influenza virus is that of any one of Claims 1 to 6.

10. An isolated cell, preferably an MDCK cell, infected with the isolated influenza virus of any one of Claims 1 to 6.

11. A genetic construct or a plurality of genetic constructs that encode one or more viral proteins that independently comprise, consist of or consist essentially of an amino acid sequence selected from the group consisting of SEQ ID NOs: 9-17, 28-36, 47-55, 66-74, 85-93 and 104-112, or a fragment, variant or derivative thereof.

12. The genetic construct or the plurality of genetic constructs of Claim 11, wherein the genetic construct or the plurality of genetic constructs comprise or encode one or more of PB2, PB1, PA, M, NP and NS viral segments that independently comprise, consist of or consist essentially of a nucleotide sequence selected from the group consisting of SEQ ID NOs: 1-6, 20-25, 39-44, 58-63,

77-82 and 96-101, or a nucleotide sequence complementary thereto, or a fragment, variant or derivative thereof.

13. A method of making an immunogenic composition, including the steps of:

(a) providing the isolated influenza virus of any one of Claims 1 to 6 and/or a viral protein derived therefrom; and

(b) combining the isolated influenza virus and/or the viral protein with an adjuvant and/or treating the isolated influenza virus with an agent that inactivates the virus, preferably wherein the adjuvant comprises an immunostimulatory DNA sequence, a bacterium-derived component, an aluminium salt (alum) or a squalene oil-in-water emulsion system.

14. An immunogenic composition comprising the isolated influenza virus of any one of Claims 1 to 6 and/or a viral protein derived therefrom and a pharmaceutically acceptable carrier, diluent or excipient.

15. Use of the isolated influenza virus of any one of Claims 1 to 6, a viral protein derived therefrom or an immunogenic composition comprising the isolated influenza virus in the manufacture of a medicament for: (a) eliciting an immune response in a subject; or (b) preventing and/or treating an influenza-associated disease, disorder or condition in a subject.

16. The isolated influenza virus of any one of Claims 1 to 6, a viral protein derived therefrom or an immunogenic composition comprising the isolated influenza virus for use in preventing influenza infection and/or therapy.