



DAF

DOCUMENTARY AUSTRALIA  
FOUNDATION

# DONOR REPORT FY 2020

# Messages from our CEO and Chair



**Dr Mitzi Goldman,  
CEO of Documentary  
Australia Foundation**

We founded Documentary Australia in 2008 so documentary storytelling could shine a powerful light on lived experiences that illustrate pressing contemporary issues.

Working alongside committed donors and partners, over the past decade we've seen our supported projects deepen understanding, enrich the national conversation and drive behavioural, corporate and legislative change.

In this new era of information overload, disinformation and declining public trust, factual stories bring us together, build unity, offer solutions and role models and spark action. They are still central to informing, connecting and inspiring, and that is why we are committed to ensuring strong documentaries are made and used effectively.



**Sam Meers AO,  
Chair of Documentary  
Australia Foundation**

It is now well recognised that a documentary is a powerful, and at times visceral way, of persuading us to change our perception on an issue and inspiring us to action, particularly when accompanied by a strategic outreach campaign.

It's exciting to see not-for profit organisations, advocates and community groups use the visual power of a documentary to touch broad audiences, move an issue from the abstract to the tangible, mobilise supporters and influence public policy.

As Chair, I would like to thank our board and the many philanthropic individuals and foundations whose vital support, both financial and non-financial, has been critical to the development of Documentary Australia and also acknowledge the visionary leadership of our Founding Chair, Ian Darling AO.

# About Documentary Australia Foundation

## WE ARE AUSTRALIA'S ONLY NOT-FOR-PROFIT THAT SUPPORTS SOCIAL CHANGE THROUGH DOCUMENTARY STORYTELLING.

We place important stories at the heart of social impact campaigns with a unique model that allows:

- Talented independent filmmakers to access philanthropic funding
- Donors to tax-effectively support change for the issues they care about
- Teachers, not-for-profits and community groups to use these films as tools to create understanding, shift attitudes and empower audiences
- Corporates and individuals to get proactively involved

Our knowledge of each sector, together with our governance and reporting makes these collaborations possible.

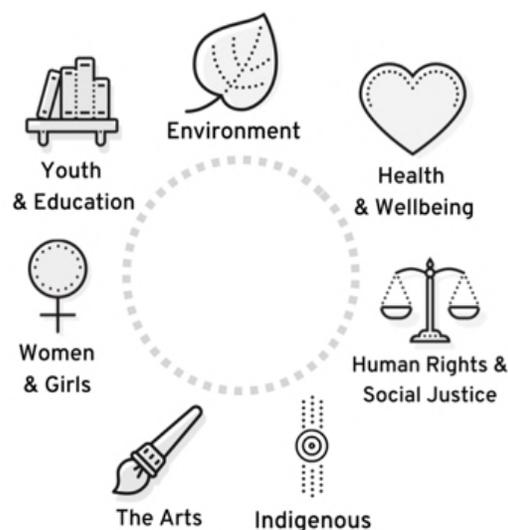


Through our three pillars:

1. Filmmaker Support
2. Audience Engagement
3. Impact & Evaluation

We support change across seven Impact Areas:

- Environment
- Health & Wellbeing
- Human Rights & Social Justice
- Indigenous
- The Arts
- Women & Girls
- Youth & Education



**As a small not-for-profit we cannot support this thriving ecosystem alone. Thank you for your support.**



# Scaling our successful model

Image : Her Sound Her Story

The last 12 months have been extremely busy and challenging, but also rewarding.

Here is a brief overview of activity and some insight into where we plan to take Documentary Australia Foundation. The future is bright.

## **OUR TEAM HAS BEEN STRENGTHENED AND IS INCREASINGLY SPECIALISED**

New team members have expanded our skill set and capacity to support filmmakers, donors and impact partners. They are:

- CFO, Lisa Sherrard is also Producer of In My Blood It Runs and Gayby Baby and brings deep financial and filmmaker experience
- Impact & Evaluation Specialist, Lucy Corrigan has a strong analytical background from the NGO and university sector
- Communications & Marketing Manager, Diego Garcia Luna is expanding our digital presence and brand

## **OUR NEW WEBSITE IS DELIVERING RESULTS**

Launched with the support of Nelson Meers Foundation and AndyInc Foundation, our attractive new digital platform has enhanced project discovery and fundraising:

- Over 80% of films on our site received some form of online donation
- Online donations under \$1,000 have grown with 1,459 donations in 2019, up 27% from 2018 (and up 30% in value)
- Between June and December 2019 we had 52,367 unique web visitors
- June FY 2020 saw explosive growth with thousands of smaller donations being received in support of projects.

## **OUR 'NEXT LEVEL DIGITAL' STRATEGY**

In order to envision the next ten years, we formulated an information technology infrastructure and transformation plan to underpin our strategic plan and growth objectives.

We're excited to announce we've just been awarded a Screen Australia Enterprise Funding that will support this important project to increase our digital capacity, build new revenue streams and deepen engagement with existing and new audiences.

Developing stronger digital resources and functionality will:

- Improve our online accessibility and broaden our reach nationally, especially to disadvantaged communities
- Improve filmmaker knowledge and capability
- Create an online hub for filmmakers and the sectors we serve to drive opportunities for collaboration, promotion and engagement with the broader community
- Create 360° digital stakeholder engagement that is broader and deeper
- Improve organisational capacity and sustainability
- Increase funding and donations for a documentary sector that has been seriously affected by rapid change, Covid restrictions and multiple funding cuts.

# Filmmaker Support

Image: [Undermined - Tales from The Kimberley](#)

## THE 'STORYWORKS' FILMMAKER SUPPORT PROGRAM

For a second year, Film Victoria supported an 8 month program for 20 early-stage filmmakers in Victoria. It consisted of:

- Four modules of specially designed online content, in the areas of Impact, Evaluation, Partnerships and Fundraising, with exercises and planning templates to guide the development of pitch documents for partners and funders
- Specialist Masterclasses focused on case studies: 'The Hunting Ground' with Andrea Durbach, Associate Professor at the Australian Human Rights Institute 'Ka-Ching! Pokie Nation' with Producer, Dr Mitzi Goldman 'Backtrack Boys' with evaluation specialist, Lucy Corrigan
- Monthly one-on-one mentoring with our Impact & Education Director applying the learnings to specific projects and extensive feedback on their impact strategy and pitch materials

## QUARTERLY IMPACT AND FUNDING WORKSHOPS

These one day group sessions help filmmakers understand the philanthropic environment, how to strategise and how to partner with aligned organisations to create a path-to-action for viewers.

Post workshop surveys FY 2019 reveal:

- 61% of attendees in our training programs were women
- 51% had no experience seeking philanthropic funding
- 100% reported workshops were excellent (78%) or good
- Over 90% agreed that:
  - the course had been beneficial to their career
  - they gained a better understanding of the philanthropic landscape
  - they were helped to formulate their fundraising approach
- Over 85% agreed it helped clarify their aims and objectives and frame the impact of their film

## GRANT SEEKING AND APPLICATIONS

We've increased the number of funding applications by 109% (44 in 2019 vs 21 in 2018) and created a much more comprehensive review process that ensures applications are of a high standard and have a better chance of success. The high level of input and oversight from our team has seen us double the number of grants approved and helped accelerate high potential projects.

## OUR WHAT'S YOUR ISSUE CAMPAIGN

Thanks to Creative Partnerships Plus1 initiative, we were able to offer matched funding for new donations received during the campaign to support our work in the Impact Areas. This will enable us to provide greater support to key projects and to continue building specialist knowledge, networks and partnerships in each area.

Whilst we have now secured the available match funding, we are still hoping to secure strategic long-term partners in each area. If you have a strong focus on a particular issue or or know of individuals or foundations who do, we would greatly appreciate your help in developing a partnership.





# Filmmaker Support Programs

## INDIGENOUS DOCUMENTARY FELLOWSHIP

Aiming to help bring unique Central Australian projects and perspectives to the screen, the [Fellowship](#) supports the professional development of Indigenous documentary filmmakers who are resident in the Northern Territory or South Australia with up to \$30,000 in support.

It is part of 'Centralised', an initiative between Documentary Australia Foundation, Screen Territory, South Australian Film Corporation, National Indigenous Television (NITV) and Australian Film Television and Radio School (AFTRS) Indigenous. Our philanthropic partners are Aesop Foundation, Fade To Black Foundation, Resolve Litigation Lawyers and My Timor Network.

After a highly competitive selection process Tamara Whyte from Nhulunbuy, in the Northern Territory has been selected as the Inaugural Fellow. She will now undertake a year-long bespoke fellowship with the funds, in addition to \$10,000 in kind support in skill specific training at AFTRS.

This will enable her professional development as she advances her documentary project 'Base 8' exploring the use of mathematics in Indigenous kinship systems.

**“This opportunity is a game changer. As a carer, parent and Aboriginal woman working in film and media, the ability to craft my own professional development pathway is an essential opportunity to move forward. The lives of carers are unique and nuanced and so are our professional development needs. Thank you. I’m excited to be able to undertake this fellowship and be able to engage further with documentary making.”**

– Tamara Whyte, Inaugural Recipient

## ENVIRONMENT DOCUMENTARY INCUBATOR

Seeking to provide a suite of stories that illustrate climate change, deepen our understanding and support collective impact and action, The Environment Documentary Incubator has been launched with the support of Lord Mayor’s Charitable Foundation and VivCourt Trading.

During this two-year program, we will work with high potential documentaries focused on climate change and key environmental advocacy groups to build capacity and strategic partnerships for impact by:

- Providing expertise, strategic support and feedback across production, impact, fundraising and evaluation
- Developing partnerships with NGOs and advocacy organisations and providing advice on outreach and education
- Unpacking how to influence target audiences and spark action during annual two day workshops
- Hosting events that connect impact partners, build networks for change and share key lessons and tactics
- Providing templates for the development of key assets and tools for reporting and evaluation
- Developing and disseminating case studies

Projects currently shortlisted:

- [Big Weather](#)
- [Youth On Strike!](#)
- [Wild Things](#)
- [The Seeds of Vandana Shiva](#)
- [Australia’s Other Reef](#)
- [Thin Ice VR](#)



# Audience Engagement & Community Building

Image: [Wild Things](#)

## STORIES THAT WORK

The culmination of the Storyworks Program was a high profile event held at The Arts Centre Melbourne. [WATCH THE SIZZLE](#) It showcased how film can be leveraged to advance a broad spectrum of issues.

Keynotes by 2040, The Alliance for Gambling Reform and The Staging Post inspiringly illustrated what is possible and these exciting emerging projects had the opportunity to present to a captivated room of potential partners:

- [88 Days a Slave](#)
- [Paper City](#)
- [Incarceration Nation](#)
- [Five Year Grandma](#)
- [Born to Stand Out](#)
- [Brazen Hussies](#)
- [The Show Must Go On](#)
- [We Don't Want You Here](#)
- [Water for Birds](#)

The event inspired Foundation for Young Australians to write '4 Films About Young People That Spark Change' and Screenhub to comment on '[Film, philanthropy and the biology of hope](#)'.

## DOCACCESS, AN ONLINE SELF-DIRECTED LEARNING JOURNEY FOR FILMMAKERS AND COMMUNITIES

Funded by Screenrights Cultural Fund, DocAccess resources will distill our knowledge into bite-sized lessons that help users shape impact campaigns, strategise and learn the basics of impact, evaluation and fundraising - and how these elements work together to create lasting social change.

Specially conceived worksheets include:

- [Building your impact strategy](#) to brainstorm key messages and goals and the actions you hope audiences will take
- [Research and Mapping](#) to understand the issue landscape, identify existing players to find partners and funders

## DOCUMENTARY AUSTRALIA SHELF ON DOCLAY

If you'd like to binge watch films we've supported please find [our shelf on documentary streaming platform DocPlay](#).

## 'DOCO OF THE MONTH' WITH PROBONO

Our partnership with Probono allowed us to highlight compelling case studies such as:

- [2040](#)
- [Backtrack Boys](#)
- [Visible Farmer](#)
- [Happy Sad Man](#)
- [Ghosthunter](#)
- [The Common Thread](#)
- [The Leunig Fragments](#)

## SCREENINGS WITH THE AUSTRALIAN HUMAN RIGHTS INSTITUTE

In the intimacy of the Golden Age Cinema, experts panels use the films to discuss:

- Human Rights & Health: [Surgery Ship](#)
- Human Rights & Business: [The Opposition](#)
- Human Rights & Gender: [Geeta](#)

## SCREENINGS WITH THE ART GALLERY OF NSW

Our quarterly program curated to complement current exhibitions continued in 2019 with:

- [Whiteley](#)
- [The Good Looker](#)
- [China's 3Dreams](#)
- [Namatjira Project](#)



# Impact & Evaluation

Image: That Sugar Film

## **DEMONSTRATING LEADERSHIP BY BUILDING A NEW PRIME-TIME SPOT IN PARTNERSHIP WITH SBS**

[Australia Uncovered](#) is a new prime time strand of one-off social issue documentaries that will provide greater exposure to important stories in 2021.

The first three films selected are:

[The Bowraville Murders](#)

[Children In The Pictures](#)

[Strong Female Lead](#)

## **REWARDING EXCELLENCE WITH AN AWARD FOR BEST AUSTRALIAN DOCUMENTARY AT SYDNEY FILM FESTIVAL**

[She Who Must be Loved](#), by Erica Glynn won the \$10,000 Documentary Australia Foundation prize presented at SFF's Closing Night ceremony.

Shortlisted were: [Sanctuary](#), [In My Blood It Runs](#), [I Am No Bird](#), [The Leunig Fragments](#), [Life After The Oasis](#), [White Light](#), [It All Started With a Stale Sandwich](#), [Lili](#), [Martha: A Picture Story](#)

## **HIGH CORE DONOR SATISFACTION**

- A survey late last year revealed 92% of our core donors where 'very satisfied' with Documentary Australia and 8% 'satisfied'.
- Reasons to support included comments such as: "I support films because I believe in the power of storytelling as an agent for social change. I support DAF because it helps make better stories, and helps leverage them to create discussions"
- Please take a few minutes to [answer our survey](#) and let us know what you think.

## **EVALUATING OUR IMPACT AS AN ORGANISATION**

Significant progress has been made to develop a sustainable organisational evaluation framework, including the development of program logics and data collection tools.

It will enable us to routinely assess and articulate our impact, as well as assess how effectively organisational activities are being implemented and how they can be improved. Analysis of results, including findings from our workshops, events and fundraising initiatives, are underway.

The Documentary Evaluation Framework will support our filmmakers to monitor and report on the outcomes of their projects using customisable tools and templates, as well as evaluation guides and online resources and learning.

We've already received thousands of survey responses from films such as [Backtrack Boys](#), [Undermined](#), [The Show Must Go On](#) and [Yesterdays Stories](#) who are using our templates. And we've increased evaluation support to projects receiving grants to improve the quality of their / our reporting.

Comprehensive case studies are being developed to share best practice for impact campaigns. [BLUE](#), [Call Me Dad](#) and [Kaching! Pokie Nation](#) coming soon!

# Responding to Uncertainty



Image :The Staging Post

**There's never been a more important or relevant time for deep, thoughtful stories that cut through the news cycle and create understanding, compassion and action.**

## **WE ARE EVOLVING RAPIDLY WITH THE TIMES WHILST MAINTAINING STRATEGIC FOCUS**

Covid 19 has certainly posed its fair share of challenges, but as an organisation that has been focused on developing its digital and community building capability, the crisis simply accelerates many initiatives we had previously planned and encourages us to adapt and innovate to fill visible gaps.

We are committed to reaching an even broader set of people at home, or wherever they may be.

### **1) Filmmaker Support**

Workshops will be taking place online which will allow us to support a broader, more geographically diverse group of filmmakers and share learnings cost-effectively and at scale.

### **2) Audience Engagement**

Continues via our online events, resources and newsletters. The 2020 Documentary Australia Foundation Award for Australian Documentary will be awarded as part of a virtual instalment of Sydney Film Festival. Festival Chief Executive, Leigh Small, cites it as being “a pinnacle for feature-length documentaries each year”.

### **3) Impact & Evaluation**

The Framework is being rolled out with online surveys, interviews and interactive tools.

## **STORIES FOR CLIMATE ACTION MASTERCLASS**

In May, nearly 200 donors, filmmakers, NGOs and community leaders joined us for an immersive, informative and inspiring week of documentary for environmental impact. They watched 2040 and BLUE online and participated in a Masterclass exploring how to inspire environmental activism and change with:

- 2040's Director and Impact Producer, Damon Gameau and Anna Kaplan
- BLUE's Impact Producer, Sarah Beard (now CEO of Take3 for the Sea)
- Greenpeace's CEO, David Ritter

**Watch the Masterclass (password: Stories4Climate)**

This event launched our Environmental Documentary Incubator and was supported by Strategic Partners (Lord Mayor's Charitable Foundation and VivCourt) and Community Partners (Probono, Intrepid Travel, Australian Communities Foundation, NEXUS, Groundswell Giving).



## **THANK YOU FOR BEING PART OF OUR STORY**

Continuity and strong partnerships are crucial during this uncertain time. We are extremely grateful for your ongoing support.

Documentary Australia Foundation 2020

# Partner Feedback

## PHILANTHROPIC PARTNERS

"I think people do increasingly have a hunger for social change and awareness and activism and films suit their social lifestyle as well. You put it all together and I think the future of documentary storytelling should be very bright indeed."

- *Darrell Wade, Founder of Intrepid Travel and Director of the Intrepid Foundation*

"The truth is that we can speak to people endlessly about particular issues, but we aren't going to be able to connect with them without a story. Narrative is what moves us as human beings, so documentary can play a key role in bringing about effective change, powerfully and quickly."

- *Ben Ferris, Board Director of Documentary Australia Foundation and Director of Ferris Family Foundation*

"You do such a great job of giving life to stories that need to be told. I'm proud to be a supporter of DAF."

- *Tracey Steggall, Director of the Horizon Foundation*

Thank you for the great work you are doing, especially in these challenging times.

It is a privilege to be able to support you.

- *Bill Manos*

## FILMMAKERS

"Documentary Australia Foundation is a drawcard for those considering making a donation, not only because of the tax deductibility, but because of all the ways you have designed and presented the Foundation and its goals. It inspires confidence... We appreciate your contribution to our efforts."

- *Martha Ansara, Producer of Jobs for Women*

"Documentary Australia is a trusted name and brand. Donors can do their research and know there is a really respected name behind where their money is going.

It really helps filmmakers especially as we move into a new era where documentaries are really on the frontline for creating social change and we need organisations like DAF to provide that security for people who want to help out financially."

- *Damon Gameau, Director of 2040 and That Sugar Film*

"Thank you for your continued support of films... Without Documentary Australia our industry would really suffer. It's a wonderful organisation"

- *Greer Simpkin, Producer of The Sanctuary*

## IMPACT PARTNERS

"I wanted to thank you all for the support you have given Genevieve Bailey to make Happy Sad Man. I had the pleasure of seeing it at the Antenna Festival and wanted to let you know that LIFELINE is really pleased that you saw the value in both the issue of mental health and the approach that Genevieve has taken to shine light on male mental health and the importance of connection."

- *Ina Mullin, National Manager Public Affairs, Lifeline*

"People see a documentary, and the vast majority of people will want to do something immediately - that is the key. You can't let them walk home without giving them an action to take. The bit in BLUE that you walk away remembering is when they pump the stomachs of seabirds and find plastic."

- *Katie Walters at Australian Maritime Conservation Society*



# Impact of our Executive Produced Slate

Image : [Backtrack Boys](#)

## **BACKTRACK BOYS**

- Winner of the Audience Award at Sydney, Melbourne International and Stronger Than Fiction 2018 Festivals & Best Documentary at 2018 Byron Bay Film Festival.
  - The 18 month impact campaign has exceeded goals:
- 1) Attracting new funding for the Backtrack organisation:
    - over \$500,000 raised including many major donors
    - Bernie Shakeshaft won Australian Local Hero of the Year at the Australia Day Honours after being nominated by young inmates who knew nothing of the program but who saw the documentary in their correctional facility.
    - Profiled to VIP audience during an impressive '[Stories With Impact](#)' VIVID IDEAS event at the MCA.
  - 2) Encouraging whole-of-community approaches:
    - Seen by over 220,000 on SBS and NITV and discussed at 150+ community screenings
    - inspired 'RuffTrack', 'Down The Track', 'Making Tracks' programs to be started in other regional towns.
  - 3) Supporting Youth Workers to deepen their practice:
    - training materials created;
    - pilot screenings in Juvenile Detention centres Brisbane, Dubbo and Wellington
    - major screening with FACS workers in Sydney
  - 4) Supporting Advocacy Organisations to raise the age of criminal responsibility (from 10 in many states):
    - early-stage collaboration with Smart Justice For Young People (Victoria), Amnesty's International 'RaiseTheAge' and 'Community is Everything' campaigns, Youth Law and ANTar (justice, rights and respect for Australia's First Peoples)
  - 5) Increasing public understanding of youth issues and providing young people with a positive narrative.  
[Read the impact report for more detail](#)

## **UNDERMINED - TALES FROM THE KIMBERLEY**

- Impact screenings in Fitzroy Crossing, Goolarabooloo, Warmun and Yiyilli communities sparked conversation around issues of consultation and conservation of Country.
- Working closely with Traditional Owners, the [Kimberley – Like Nowhere Else](#) alliance, and Environs Kimberley to advocate for the protection of the Fitzroy River from Murray-Darling style intensive agriculture and Gina Rinehart's proposal to take 325 GL of water for mining.
- Supported signing of the [Environs Kimberley petition](#) opposing fracking was promoted on social media.
- Albert Wiggan, the Indigenous ranger in Undermined, was invited to speak at [TEDxSydney](#) and recently won the Australian Geographic Society's award for [Conservationist of the Year](#) in recognition of his work.
- Fitzroy Crossing Police are using Undermined as a tool in their cultural awareness training to educate officers about the social and historical context of the region.
- Held an [event during VIVID IDEAS](#) and our impact screening was attended by Social Justice Commissioner June Oscar AO and Australia's Human Rights Commission.

## **THE LEUNIG FRAGMENTS**

- Screened in competition at the Melbourne International and Sydney Film Festival and is [now on ABC iView](#).
- Educational package being produced and it was a [finalist in the Atom Awards](#).

## **INCARCERATION NATION**

- Currently in concept phase, this landmark feature created in partnership with NITV will put our prison system on trial and reveal the systemic injustice that oppresses our indigenous people.

Documentary Australia Foundation 2020

A man and a woman are shown in a park-like setting, engaged in planting a young tree. The man, on the right, is wearing a maroon t-shirt and dark shorts, and is leaning forward to hold the tree's trunk. The woman, on the left, is wearing a green patterned top and is also leaning towards the tree. In the background, there are modern buildings and a clear sky. The text 'Other Film Updates' is overlaid in large white font on the left side of the image.

# Other Film Updates

Image : 2040

## **OUTREACH & IMPACT HIGHLIGHTS**

This is a non-exhaustive snapshot of a few projects making a mark. Congratulations to the film teams for the significant and far reaching impact they have achieved!

### **2040**

- Presenting a positive vision, it is suitable for children, families and schools and has enabled new conversation around climate.
- Premiered at Berlin International Film Festival 2019, it became the most watched documentary in Australian history and is in the midst of a [major international launch](#).
- Was [shown to world leaders](#) at the official opening of the United Nations 2019 Climate Action Summit and to the UN Climate Summit Youth delegates.
- 950,000 students have been taught [curriculum materials](#)
- \$850,000 have been raised for [microgrids](#)
- \$600,000 raised to install [the world's first seaweed farm](#)
- \$63,000 raised and 360 farmers committed to switch to [regenerative agriculture](#) through Carbon8
- \$14,500 to support [girl's education initiatives](#)
- 18,553 trees planted via @Ecosia search engine

### **THE STAGING POST**

- After starting a school for refugees in Indonesia, the film has inspired a refugee-led education revolution in Indonesia with 15 refugee-led initiatives and over 2,000 students.
- Audiences have supported the schools and a borderless community has formed raising over \$100,000 a year and providing amazing volunteer and institutional guidance.
- [The Staging Post Sequel](#) is now underway.

### **EMBRACE**

- Millions of people seen the film distributed in over 190 countries on Netflix and iTunes.
- [A global study on the film's impact on 1429 women aged 18-77](#) has been published by Victoria University and Flinders University finding that: "women who had seen the film were much more likely to report appreciating their body, and in some cases, the film had prompted some really major and positive shifts in their lives that the women said contributed to their wellbeing."
- Dr Laura Hart, from the School of Population Health at the University of Melbourne specialises in teaching parents about positive body image in children says "this research is important in showing us that documentary films are a useful and powerful force for good in changing body attitudes."  
[Embrace Education Study Guide](#) has received great teacher feedback with students sharing personal stories.
- [Embrace Kids](#) focusing on youth body image is underway.

### **GHOSTHUNTER**

- Has been made into an [Audible podcast](#) with a 4.3/5 rating.
- [Free educational resources](#) for professionals working with childhood trauma have now been launched.
- Watched and discussed at the Family and Community Services Practice Conference, it was rated the second most useful session. 97% of FACS workers confirmed that they had 'developed a stronger understanding of how childhood abuse and neglect can affect a person's sense of identity and belonging across their lifespan' and of 'how their response to a child or adult can affect their sense of connection, belonging and self-worth'.
- [Generated a lot of press](#) on the topic of childhood trauma.



# Other Film Updates

Image : [The Final Quarter](#)

## **THE FINAL QUARTER**

- Pre-release screenings with influential organisations and individuals, including peak Indigenous bodies and the Australian Human Rights Commission, as well as the AFL, its Indigenous Players group, and all 18 AFL clubs.
- Six sold out sessions at SFF, all with standing ovations.
- Seen by over a million Australians and had a prime-time screening on Channel 10 during the AFL season.
- Impact screening at the AGNSW with Q&A with Stan Grant and Adam Goodes, hosted by the Saturday Paper
- The film and its [education resources](#) were donated schools and sporting clubs
- All sales revenue, screening fees and broadcast proceeds will be donated to the [GO Foundation](#) and the AFL Indigenous Players Alliance.

## **IN MY BLOOD IT RUNS**

- Winner of Best Documentary at Byron Bay Film Festival and the [Atom Award for best documentary - social and political issues](#) and screened at many international film festivals.
- [Dujan became the youngest person ever](#) to address the Human Rights Council at the United Nations in Geneva and has also been invited to speak at Festival of Dangerous Ideas and AGNSW events along side Adam Goodes AO and other prominent indigenous voices

## **VISIBLE FARMER**

- This [15 part online series](#) provided wonderful examples and role models of women on the land.
- They are working with [partners](#) to empower female farmers and narrow the gender gap in Australian agriculture and hope to roll out [their impact campaign](#).

## **DON'T STOP THE MUSIC**

- Continued campaign backed by ABC TV + iview, [Musica Viva Australia](#) and The Salvation Army Australia donating instruments to schools to combat the dire lack of musical education in Australia's schools – 63% of which offer no music lessons in the classroom.
- 7,000+ instruments donated so far with 2,500 instruments already distributed to roughly 100 schools.
- \$90,000+ donated to the partners Musica Viva and the Salvos for their 'Just Brass' music education program.
- South Australia announced a \$7million boost to music education, as part of a 10-year plan.
- Victoria's 'The Song Room' announced funding to deliver music mentoring to an additional 80 schools.

## **THE SHOW MUST GO ON**

- Broadcast on ABC for Mental Health Week, then iView.
- The release was followed by the launch of the nationwide Wellness Roadshow reaching over 1000 attendees. It started at Arts Centre Melbourne with an opening by the Victorian Minister of Arts and Mental Health.
- Dozens of workshops supported Creatives during the Covid crisis, including a [Wellness Workshop for Documentary Filmmakers](#) co-hosted by us.
- 85% of audience reported being 'someone who relates to the issues explored in the film' and 40% had 'no prior awareness of the extent of anxiety, depression and suicide attempts in the entertainment industry'.

## **TRUE VISION**

- Have partnered with Vision Australia who will be using the film to support the caregivers of children who are legally blind or living with vision impairment.

# Thank you to our core supporters.

## Founding Partners

Caledonia Foundation  
Shark Island Institute  
Nelson Meers Foundation  
Thyne Reid Foundation

## Major Donors

Ian Darling AO  
Sam Meers AO  
Nelson Meers Foundation  
AndyInc Foundation  
Sidney Myer Fund & Myer Foundation  
Kim Williams AM  
Williams Dovey Creative Support Fund  
Snow Foundation  
Hantomeli Foundation  
Rob Thomas AO  
WeirAnderson Foundation  
Ferris Family Foundation  
The South Coast Foundation

Intrepid Foundation  
Dusseldorp Forum  
English Family Foundation  
Limb Family Foundation  
Doc Ross Family Foundation  
Horizon Foundation  
Mark & Jackie Worrall  
Fade to Black Foundation  
Andrew Cameron AM  
Vine Foundation  
Bill Manos  
Joanna Baeviski  
Yulgilbar Foundation  
Ruth Armytage AM  
Community Impact Foundation  
Sandra & Paul Salteri  
Mary Henderson  
Anita Jacoby AM  
Helen Semler  
Mamoma Foundation  
Crookes Family Foundation

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Penelope Seidler AM  
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Capricorn Foundation  
Brigitte Ross  
CR Brad Foundation  
Coles Danziger Foundation  
Ian McGill  
Watson Family Foundation  
Sue Jacobs  
Paul Wiegard  
Marion Beer  
Kate Hayward  
Cuming Bequest  
Kevin Farmer  
Jacqui Feeney  
James Logie-Smith  
Michael Radovnikovic  
Narelle Hooper  
Margaret Johnson Foundation  
Suma Tekkatte  
Este Darin-Cooper  
Roisin Ryan  
Georgie Stromland  
Warren Scott  
The Janice Durkin Family Gift  
Margaret Johnson Foundation  
Yvonne Langley Walsh  
Phillip Cornwell  
Annabel White Dulhunty  
Patricia Fanning  
Lindy Henderson

## Program Supporters

Lord Mayor's Charitable Foundation  
Screenrights Cultural Fund  
Film Victoria  
CreateNSW  
SBS  
National Indigenous Television (NITV)  
South Australian Film Corp  
Screen Territory  
Screen West  
Aesop Foundation  
VivCourt  
Australian Human Rights Institute  
Art Gallery of NSW  
VIVID IDEAS  
Golden Age Cinema

