



# Program Plan 2024



## INTRODUCTION

SharingStories program practice, outcomes and outputs are consistently evaluated and proven to achieve impact. Each partner community works with SharingStories to develop, implement, evaluate, and continuously evolve program and impact plans. At the heart of these plans is a rigorous, well-developed Community Arts and Cultural Development (CCAD) practice overseen by senior custodians, SharingStories' Advisory Council, and SharingStories local and regional program managers. This practice offers partner communities a suite of programs and digital tools that are tailored to their needs according to their identified goals and objectives. These operate across two activity streams identified as 'Create' and 'Share'.

In addition to community specific programs, in 2024 SharingStories will continue to deliver a slate of national programs including mentoring, advocacy, professional development and ongoing marketing/evaluation of permanent distribution pathways.








## COMMUNITY PROGRAM PLAN KEY

### CREATIVE PROGRAMS

**CREATE programs** build creative and digital media skills, stories and culture in community participants. Returning to Country lies at the heart of all programs.







Creative initiatives include:

	<b>Digital/Creative Storytelling</b> reclaims and builds story in community participants through the intergenerational transmission of knowledge and community participation in diverse arts practices. The program supports creative interpretations of cultural knowledge with practices such as painting, drawing, animation, performance, projection, puppetry, song, sound-design, 360-degree and linear video, as well as augmented reality. Being on and returning to Country lies at the heart of the program and involves comprehensive cultural mapping, which often stimulates a process of collective remembering and reclaiming by Custodians. This program can be delivered as a template for community to adapt, whilst long-standing relationships of trust enable incorporation of experimental practices and creative risk-taking.
	<b>Cultural Short Films</b> is populated with language recordings, images, and text to create community owned and controlled audio-visual language dictionaries. The platform is built to integrate into local community owned and controlled websites.
	<b>Connecting Community</b> focuses on the connection between schools and local Custodians, providing valuable opportunities for schools to partner with the community in the development of authentic First Nations educational resources and classroom cultural protocols linked to community produced media.
	<b>Language reclamation and revitalisation</b> is part of all programs and involves documentation and development of engaging, accessible resources. Programs build skills in local language workers.
	<b>Mentoring</b> brings together emerging First Nations artists with experts in the field in supportive and creative environments. All Digital Storytelling Programs include significant skill building for the group but each mentoring program is specifically designed to meet the needs of the emerging artist for the purpose of developing cultural arts leaders.

## SHARE INITIATIVES

**Share initiatives** support ongoing local community access to creative program outcomes and broader distribution to inspire, inform, and build respect for First Nations culture, fostering a connection to Country among all Australians. Sharing outcomes are often supported by teacher resources developed with community and impact campaigns designed to build new audiences and enhance First Nations representation across education, arts and tourism sectors.

### Share initiatives include:

	<b>Exhibition/Permanent Installation</b> - co-curates content for local keeping Exhibition/Permanent Installation initiatives co-curate content for local keeping places, museums and galleries, bringing existing and new audiences into relationships with new creative interpretations of cultural knowledges and stories. These can include sculpture, photography, art, performance, and user-generated experiences such as the SharingStories Interactive Display Panel, a template initially developed with the Jaara community, which offers an engaging interface for sharing knowledge in public spaces and major galleries.
	<b>Publication initiatives</b> co-curates and distributes books and digital interactive books. The digital interactive book architecture delivers knowledge and stories in an exciting format. Users experience a Welcome to Country then meet the storyteller and community through interviews and photographs. They learn cultural stories, delivered in bilingual audio and text, and interact with artwork, animations, soundscapes and maps filled with drone footage and video. Eleven partner communities have utilised this template, developed by SharingStories and the Nyikina and Jaara communities, to share their stories and knowledge. Digital interactive books are first distributed locally, through schools and cultural centres, then nationally through the libraries, web and app platforms.
	<b>Broadcast initiatives</b> co-produce and distribute short films and audio arts features through radio, festivals, web and television.
	<b>Jajoo Warrngara</b> is an online platform which educators/schools subscribe to and provides communities the opportunity to co-curate and share creative outcomes and place-based cultural educational resources whilst partaking in a revenue share model. Developed over 10 years with 11 partner communities this platform provides a space where community creations and knowledges can grow understanding for First Nations peoples and Country amongst all young Australians.
	<b>Connecting to Country Mobile App</b> architecture, initially designed with the Lake Mungo Aboriginal Advisory Group, supports respectful tourism, connecting visitors to Country. Location sensitive technology delivers arts media and augmented reality experiences at important sites.
	<b>Corporate Workplace</b> initiative partners with corporations and local communities to co-create/curate place based content embedding the Workplace with names, knowledge, Traditional Owner stories, artwork, film and interactive experiences. This initiative supports community to hold all rights to content developed and generate significant licensing revenue.

COMMUNITY PROGRAM PLAN 2024

	Create					Share					
	Digital Creative Storytelling	Cultural Films	Connecting Community	Language	Mentoring	Exhibition/Permanent Installation	Publication	Broadcast	Jajoo Warrngara: The Culture Class-	Connecting to Country Mobile App	Moment of Truth Campaign
Northern Territory											
Liya Dhälinymirr	●			●			●				
Wägilak		●					●	●	●		
Western Australia											
Gija	●		●	●		●	●	●	●		
Nyikina	●	●		●		●	●				
Noongar						●	●		●		
Ngaanyatjarra						●	●				
South Australia											
Adnyamathanha	●		●	●			●				
New South Wales											
Dhungutti	●								●		
Mungo (Paakantji, Mutthi Mutthi, Ngyiampaa)									●	●	
Yuin	●				●						○
Mungo		●		●			●				
Bundjalung									●	●	
Queensland		●									
Pitta Pitta											
Ghungulu		●									
Toorbal/Yuggera											
Victoria											
Bangerang			●	●							
Gunai Kurnai			●						●		
Wurundjeri			●	●			●		●		
Gunditjmara							●		●		
Jaara						●	●		●		

● Launched/Maintenance

## National Programs

### Mentoring Hub

With intergenerational unemployment, lack of jobs in remote communities and ineffectiveness of the Community Development Program & the Vocational Educational Training (VET) to drive economic participation for Aboriginal people, there is a need for new ways of engaging the latent creative workforce in the Kimberley. This program addresses existing barriers to entering the workforce through the establishment of a Regional Media Hub & Mentorship program, responsive to cultural, ethical and moral needs of engagement with First Nation families and communities.

With full support of local partners Kimberly Aboriginal Law and Culture Centre and Kimberley Land Council and managed by expert Djugun-Yawuru photographer and videographer Michel Torres, the program taps into the latent creative workforce in the region engaging five early-career First Nation artists, building their knowledge & professional practice capabilities. Upon completion of the mentorship program, mentees will have a comprehensive understanding of all aspects of content creation production, communication, and business skills to set up an independent business and a portfolio of work to evidence their increased creative and technical capacity.

These future creative leaders and role models will be independent contractors gaining meaningful employment through SharingStories Foundation's programs, local NGO programs, and in a professional capacity across the cultural, commercial, and government industries. Mentees will be encouraged to share their acquired knowledge and experience with mentees in future programs.

The mentoring hub is being set up as a social enterprise which after the first year of grant investment will be able to sustain itself through hiring of creative workspaces and media equipment.

### Place-Based Professional Development program

Place-Based Professional Development program is a fee for service operation which provides an opportunity for educators to participate in professional learning experiences, both online and face to face. It supports and encourages collaboration with Custodians to embed locally developed media and perspectives into the classroom.

As part of the program, SharingStories guides educators through the process and cultural protocols of engaging First Nations peoples in a school setting. Educators work alongside SharingStories and Custodians using First Nations holistic planning tools and pedagogies to co-create localised, meaningful and authentic learning experiences that engages First Nations students in learning and supports the schools whole of

curriculum planning.

For online delivery, SharingStories has partnered with 3 communities and Education Changemakers. The face to face model currently has 3 bookings for the year which is expected to double.

### Jajoo Warrngara

In 2024 SharingStories has capacity to include 2 existing communities and 8 new community partners in the Jajoo Warrngara platform and revenue share business opportunity. This will be achieved through a combination of partnering with communities who have already developed films and are desiring new distribution pathways for increased impact as well as communities wanting to develop new content through SharingStories Create Programs such as Cultural Films and Connecting Community. The SharingStories team collaborating on these films and resources is entirely First Nations, from community engagement manager to film, sound, editing, curriculum development and loading/testing of content to the site.

The following communities are committed to co-developing and/or distributing media content and educational resources through Jajoo Warrngara in 2024; Noongar, Toorbal/Yuggera, Wurundjeri, Gunditjmara, Gunai Kurnai, Ngaanyatjarra, Eora Nation, Gija and Adnyamathanha.

### Ongoing promotion and evaluation of long term/permanent projects

SharingStories has and will continue to work with communities on the development of permanent exhibitions/installations. These projects support strategic goals of reaching 1 million visitors annually, raising the profile of community artists and knowledge holders and increasing respect for First Nations Peoples and Country.

Permanent and long-term projects also require ongoing promotion, evaluation as well partnership nurturing and development. The following projects have been launched and require ongoing management

### Boorp Boorp Boondyil at the Market Building on Jaara Country

Boorp Boorp Boondyil – Passing Knowledge to our Children, launched in October 2022, is a collaborative exhibition with the Jaara Community and Mount Alexander Shire Council. Over ten years, the exhibition was co-designed with the community and built around content produced with young people from Nalderun Aboriginal Education Corp in Castlemaine and St Peters Primary School in Bendigo.

An interactive digital world of immersive surround sound, film, art work, photography, interactive display panels, maps and animated interpretations of important knowl-

edge is curated alongside sculptures, giant puppets, a large woven eagle's nest and twenty-five timber poles represent a forest, with etched local birds and animals, using pyrography techniques.

Designed with ample space at its centre, the exhibition provides a meeting point for community, classroom and education initiatives. Community Custodians would like to utilise the ongoing evaluation to determine if other cultural tourism possibilities can branch out from the permanent exhibition.

### **Gawarre exhibition and online installation at Western Australian Museum**

Launched in 2020 as part of the Origins Gallery at the WA Museum, the Gawarre exhibition includes sculptures of the Bungles Bungles, a painting from Gawarre Custodian and a large interactive display panel housing film, animation and interviews with Custodians.

"The 'Frog and Brolga' exhibition... is a standout piece of work for its depth and breadth of community collaboration and participation." Dr Moya Smith, Western Australian Museum.

In 2021, with the support of the ADAPT grant, the interactive display was adapted into an online installation, making the work more accessible to the Gija community and wider audiences, expanding people's understanding of Creation Stories and the diversity of First Nations' languages.

In person evaluation will be undertaken at 4 intervals throughout 2024 to determine both the success and improvements to the project as well as future opportunities for SharingStories partner communities to display their work through WA Museum.

### **Woonyoomboo Interactive Display at Jarlmadangah Burru Culture Centre**

Launched in April 2024, Woonyoomboo: The Night Heron interactive display panel is for all Nyikina young people to learn from and share with the wider Kimberley communities so everyone visiting Jarlmadangah Burru can connect to Country. With floods and COVID-19 making travel and learning on Country a challenge over the last 2 years, this was truly a cause for celebration. The creation of this work was a journey that took place over more than a decade. Groups of Nyikina young people explored Nyikina Country as part of Digital Storytelling Programs, under the guidance of senior knowledge authorities, learning the stories and songs of Woonyoomboo: the Night Heron from the site of their creation. The group flew drones, filmed, drew, painted, animated, acted, and created soundscapes with the SharingStories facilitators,

exploring and interpreting the story of Woonyoomboo in exciting new ways. This project maps 26 locations, 52 songs, and has involved over 100 community members in its creation.

Evaluation throughout 2024 will determine, uptake of the and usage of the display and how improvements can be made to ensure all Nyikina people are strong in the knowledge of Woonyoomboo.

### **Koorie Culture Map with Koorie Heritage Trust**

Launched in October 2020, the Koorie Culture Map increased public engagement significantly with Koorie stories and knowledge. The collaboration between SharingStories and the Koorie Heritage Trust resulted in the online experience being made accessible from the gallery's website. The work was guided by the Cultural Custodians from Bangerang, Jaara and Wamba Wamba communities who shared cultural insights, stories and artwork. Ongoing evaluation has shown that this site attracts new visitors. During 2024, four new communities will have the opportunity to display and promote their cultural productions through this platform.

### **Campaigning and Advocacy**

At the commencement of 2024, SharingStories will embark on a media and advocacy campaign which draws upon the validity of high quality research conducted in partnership with University of Queensland over 2023. SharingStories will be able to demonstrate that working in collaboration with First Nations communities to include locally produced cultural media and resources increases teacher confidence to embed Aboriginal and Torres Strait Islander Histories and Cultures and engages young people in culturally inclusive, real life learning experiences that support the opportunity for increased self esteem and academic achievement.

The 2023 'Invasion Day Moment of Truth' campaign developed with the Jaara and Bangerang communities in 2023 which brought 7.1 million audience members into connection with community produced media, cultural stories and truth telling. In 2024 another Moment of Truth campaign will be developed with three communities (Pitta Pitta, Yuin and Bundjalung) and focussing the causes of intergenerational trauma. Again utilising the power of community arts and truth telling as a means for conveying important messages.

## **Campaign of Campaigns Books (re)-releases**

In partnership with Google, State libraries and various universities across the continent and internationally, the Campaign of Campaigns is a series of interactive digital books releases or re-releases. This will see each book being launched in new formats being, as apps and online accessible, with marketing and events being targeted to relevant audiences.

Communities re-releasing interactive digital books in new formats with new targeted marketing: Jaara, Gija, Nyikina, Bangerang

Communities releasing publicly for the first time (these books are currently only distributed within community and through Jajoo Warrngara educational platform): Wurundjeri, Gunditjmarra, Liya Dhalinyimirr, Wagilak, Mungo Three Traditional Tribal Groups (Barkandji, Mutthi Mutthi, Ngiyampaa), Ngaanyatjarra, Adnyamathanha.

## **Community Arts and Cultural Development Programs**

### **Adnyamathanha**

**Exhibition/Installation** - Re-engage venues to develop a touring plan for 'Virikuthalypila - Same Like Yesterday'. Originally displayed in 2019 at Dream Big Festival, plans were developed to tour the 3D pop up projection in 2020 but with the delay of COVID and illness in the community, this will commence again in 2024.

Digital Storytelling Project - Scoping and developing framework for a new project honoring the life of Elder, Cliff Coulthard.

### **Nyikina**

**Digital Storytelling and Research** - Working in partnership Walalakoo Aboriginal Corporation, Australia National University and Deakin University and funded through the Australia Research Council, The Madjala Project, aims to document the traditional and contemporary uses of the Madjala plant and develop a case for acceptance through the Therapeutic Goods Administration, becoming the first Indigenous Plant to go through this process, setting a sample and template for other communities to follow.

Working with the mentees and mentor from the Regional Media Hub in Broome - The community arts element of this project will focus on developing testimonial films regarding the ICIP, extraction and usages as well as a community on Country trip. Senior Custodians will teach young people and adults these usages - how to stun

and catch fish and use the plant as antiseptic for wounds. The outcomes will include development of a 20 minute TV episode style film exploring the plant and various original artworks that will be utilised in the design element for the final Madjala product which will be marketed to the public.

### **Gija**

#### **Digital Storytelling - Joonba project**

Bringing together traditional Gija arts & culture with contemporary digital media skills, Gija Elders & young people will document & creatively respond to the Texas Downs Corroborree (Joonba), a Ngarranggarni (Dreaming) songcycle containing significant social & ecological traditional knowledge. The Gija community will learn traditional dances & songs, paint large-scale visual arts boards of the story, and perform the corroboree, to be recorded by First Nations filmmakers Michael Jalaru Torres and Kimberley Benjamin, as well as Purnululu School students.

Michael Jalaru Torres and Kimberley Benjamin will teach creative thinking, photography, filmmaking, storyboarding skills to young Gija people who will record their Elders through the mediums of film and photography and produce a creative response to the Texas Down Corroboree.

Creative and technical skill development workshops will run each term with approximately 8 students (12-15 year olds), who will scaffold their learning across the year. Skills will include film, photography and potentially augmented reality. Professional development workshops will also take place for Gija staff in the processes used by the students - eg Adobe Premiere Pro Filmmaking software, as well as basics of filmmaking using ipads.

In partnership with Purnululu School, the Joonba Project will creative outputs will be determined in consultation with the Gija community and may include a series of short films/interviews, a series of photographs, inclusion in an interactive touch panel on Gija Country & potential distribution of selected outcomes through the WA Museum.

### **Broadcast**

**Gija film** - Thirringgenji doo Joowijgarneny: Owlet Nightjar and the Bowerbird. Developed in 2022 and 2023 with Senior Gija Custodians and young Gija people Creation Story follows a traditional Gija storytelling arc with the peak of the story

occurring in the middle. The stunning 20 minute film includes costume development, green screen performance, art work and animation.

- Possible showcases include:
- KALACC festival in WA
- Cinefest Broome in WA
- Cinefest Southwest in WA
- ABC Kids - National
- Indigenous Literacy Day - National
- Yagan Square - Perth City
- Perth Film Festival

## **Liya Dhalinyimirr**

### **Digital Storytelling**

A year focussed on seeking funds and partnerships for a new project, 'Nurula – Seagull'. This project will involve recording and mapping the songline across Country with Senior Custodians who will be sharing knowledge with community members and young people along the way. This will be followed by an interpretive creative practice with an aim to 'create a new digital ancestors so all kids will know their culture right way. They can have that knowledge of who they are inside of them too.' Peter Guyula, Liya Dhalinyimirr Elder.

## **Wagilak**

**Broadcast** - After 17 years of filming and editing with the community, the film 'Singing the Spirit Home', will be entered into film festivals nationally and internationally. This feature length documentary follows the life of the great Roy Ashley Wunupingu as he passes on the songs and stories to his son who tragically passes, right through to the Old Man's funeral where his spirit is sung home. Upon selection in film festivals, SharingStories will support key community members to attend and represent the film on the world stage.

**Exhibition** - 'Gandjalala', a large-scale immersive multimedia exploration of the songlines and knowledge left by Gandjalala the Sugarbag Hunter, a major Creation Ancestor for the Wägilak.

Drawing on nearly two decades of creative work and production the exhibition is

being designed for touring, with capacity to adapt to different spaces. Design and Concept Documents have been produced and completed with the community and it is anticipated that funding for the detailed design stage will be in place by Feb 2024. The project over this year will involve working in Gapuwiyak with Custodians on the development of detailed design documents as well as research and development of each of the seven proposed exhibition spaces. This involves reviewing all content, determining the narrative and visitor experience, concept and ideas, communication and style, final plans, construction drawings, briefs, scope of work and tender documents for fabrication.

## **Wet Tropics 24 Tribal Groups**

### **Cultural Films and Installation**

The Wet Tropics is a highly unique and culturally diverse region with Rainforest Aboriginal Peoples representing 24 tribal groups, 8 language groups, more than 20,000 people 5,000,000 visitors per year. While the Area received World Heritage listing for its natural values in 1998 there is still a lack of a deeper understanding about the First Nations cultural heritage values, diversity of cultures (at the tribal, language, clan or family levels), differing protocols for working with each group and ways in which to build connection and meaningful working relationships with each group. In response to the above, The Bama Country and Culture Project was developed with the Wet Tropics Management Authority and Rainforest Aboriginal Peoples. SharingStories has been brought in as a funding and creative partner to support the goals of the project; to co-create films, artwork and an accessible knowledge and learning hub that facilitates understanding of, and connection with the rich Rainforest Aboriginal cultural landscape and Peoples of the Wet Tropics World Heritage Area.

SharingStories Foundation will work with Wet Tropics Management Authority to produce 25 cultural films and new artworks as well as web development of a Bama Country interactive story map bringing voices of 24 Wet Tropics Rainforest Aboriginal groups to the forefront, enhancing awareness of the Indigenous heritage values and rich cultural landscape of the Area.

The project will also see new First Nations film and design mentee Alysha Blackley work alongside an expert First Nations creative team to bring the project to life.

## **Dhungutti**

### **Digital Storytelling**

Through partnership with the Dunghutti community, SharingStories understands the inherent need to improve the wellbeing of young people in the region. Tackling systemic educational disadvantage and community disconnect, this project utilises two successfully evaluated initiatives together for the first time to support longer term impact.

The majority of students at Macleay Vocational College in year 10 present with a mixture of low confidence, high anxiety, trauma, mental health issues.

“We want to partner with SharingStories and the Dunghutti community to give our kids the best chance at a healthy, happy life where they feel connected and strong in who they are.” Ryan Martin, Principal, Macleay Vocational College

Over one year, the project will be delivered on Country and in the classroom with Dunghutti Custodians sharing knowledge and SharingStories facilitators delivering a digital media upskilling program for 30 students in year 10 fostering connections with local community, culture and Country. The project develops real skills and outcomes for young people to feel proud of, and the 5 short film outcomes and educational resources will leave a legacy and support future generations of Dunghutti young people to be educated in more culturally safe environments whilst building respect for culture more broadly.

## **Yuin**

### **1. Digital Storytelling and Mentoring**

With knowledge held at National Galleries, Museums, AIATSIS, in books and in the mind and hearts of many Senior Custodians, the Yuin community has expressed the need for intergenerational transmission of knowledge as well as reclamation, development and curation of significant cultural knowledge into a Digital Keeping Place. A place for Yuin people to access all Yuin creative, story and knowledge productions so that young people can live and work in Culture on Country.

Working initially with 10 Yuin families, an entirely First Nations production team and partnering with Guluga National Park Board of Management, Biamanga National Park Board of Management and Deloitte Digital, this two year project will include:

- Assessment of community archives and where knowledge is currently being held and the reclamation process taking place.

- Review of all current media and knowledge to identify gaps
- Create a production plan for knowledge to be shared including rights to speak, location, all mentees and participants involved. Implement plan - Cultural mapping of respective Countries, filming of cultural sites and relevant knowledge with all participants. The recording and editing elements of the project will work with new media mentees Djiringanj Custodian, Warren Foster and 3 young men who will apply for their positions.
- Edit materials including any historical materials as per community instructions
- Co-curate and design all media into Digital Keeping Place
- Collate all language materials and media into online dictionary element of the Digital Keeping Place
- Final approvals for release recognising the Communal and Cultural intellectual property
- Implement a community impact plan - engaging local partners to become champions for promoting the site, to increase awareness of the project and its outcomes/outputs.
- Launch Digital Keeping Place with community celebration and where community desire with regional, state and national attention to outstanding work through a media campaign.

## **2. South Coast Language Centre**

SharingStories is currently in discussion with Indigenous Languages and Arts to understand how we can best support the development of a South Coast Language Centre, supporting the 4 different languages of Yuin with language initiatives.

### **Bundjalung - Night Sky Stories**

#### **Connecting to Country App and Broadcast**

With release set for the start of 2024, the Bundjalung Night Sky Stories project partners with 4 Bundjalung Custodians each sharing their knowledge and artistry. The project brings astrophotography, traditional painting and storytelling together in an engaging AR experience which can only be viewed from Bundjalung Country. An additional 10 minute documentary style film will also be disseminated across the continent through social platforms, raising the profile of Bundjalung artists and drawing respectful tourism to the region. The project is partnering with Samsung for distribution, PR and marketing of the project.

### **Mungo Three Traditional Tribal Groups (Barkandji, Mutthi Mutthi, Ngayampaa**

With the launch on hold for 3 years during COVID and significant sorry business, Mungo Stories: Walk Together app will be launched in April 2024. The work was led by the Aboriginal Advisory Group for the Three Traditional Tribal Groups of the Willandra Lake Region: Barkandji, Mutthi Mutthi and Ngayampaa, in partnership with Griffith University and Deloitte Digital. The app is a ground breaking experience, bringing together 3D-scanned environmental data, cultural stories, augmented reality, and a unique GPS navigation system.

This project has attracted a record 5244 hours of pro bono partnership support and 3146 hours of community engagement. The launch at Lake Mungo National Park will include around 100 community members, media, members of parliament and all delivery partners. Throughout the year ongoing evaluation and a significant PR campaign will be in operation.