African Australian Creative Media Support Grant

Overview

Stories have the unique power to connect people, educate, and inspire.

In continuing the Scanlon Foundation's commitment to amplify the voices of minority communities, we've created a specific grant program that aims to respond to some of the systemic challenges that stymie African voices in Australian media.

The African Australian Creative Media Support Program is an open grant round that supports African Australian creatives and platforms. This program is open to individuals and organisations that operate in Visual Media, Podcast & Radio and Written Media.

Why we're doing it

At the end of 2020, the Scanlon Foundation hosted a series of roundtables with African Australian creatives. We listened to writers, filmmakers, podcasters, radio presenters and platform curators – each with their own journey navigating the Australian media landscape. A key theme that emerged from these discussions was that African media in Australia is critically under resourced despite the wealth of vibrant stories that exist.

Program purpose

The African Australian Creative Media Support Grant seeks to invest in the creativity, capability and sustainability of individuals and organisations that make a valuable contribution to African Australian narratives, storytelling ecosystem and creative innovation.

We hope this funding will support:

Community voices	Vehicles for expression for emerging African creatives. Showcasing the diversity of experiences that exist within African communities in Australia.
Platform sustainability	Increasing overall reach and depth of engagement Financial growth and sustainability of African media platforms

Sector development	Greater diversity and representation in Australian media
	A mix of both emerging and established African Australian individuals, small and medium organisations.

Funding available

Applications are being accepted now until 5pm, May 21st. While you are welcome to submit separate applications for all streams, we will only fund one per applicant. The Foundation is looking to fund 2 applications per stream only for a total of 6 successful applications.

Stream 1: **Platform Development**

$10,000 to support the improvement and continuation of platforms including websites or social media sites or other. Funds may go towards the purchasing of production items, for example cameras and microphones, or to the creation or redesign of a website to showcase content. Funds may be used in part to support the skills and development of the individuals involved in the platform.

Stream 2: **Content Creation**

$10,000 for the execution of original content series and productions that focus on African Australian narratives. Successful applicants will need to demonstrate how they plan to distribute and engage new audiences through the development of such content. Relevant content includes but is not limited to written narratives, videos, podcasts and short films.

Stream 3: **Live Events**

$5,000 to support live events that showcase creative media and expression. Examples may include: live original film screenings, live music and poetry etc. The content for the live event may already exist and does not necessarily need to be created for this purpose. The event must be specific to creative media; **please note we do not fund general cultural or food related festivals or events.**

Who can apply?

- African Australian individuals in creative industries like film, tv, magazines, radio, podcasts and online media.
- African Media Platforms, including social media platforms, magazines, blogs etc.
- African community organisations with a focus on stories and storytelling.
- Applications should not be submitted by large organisations on behalf of groups or individuals (the groups or individuals should apply directly).

To apply for the program, you must have a current Australian Business Number (ABN).

Key selection criteria

Please respond to the criteria below in your application

Stream 1: Platform Development

1. **Relationships**: The development of larger networks, additional collaborations or partnerships that may contribute to the platform.
2. **Reach**: How will the funds be used to raise the profile of the platform and its content?
3. **Operational capacity**: Evidence of the applicant's capacity to deliver the project.

Stream 2: Content Creation

1. **Voices**: How will the project raise the profile of African Australian individuals in creative industries?
2. **Originality**: Evidence of the originality of the content to be created.
3. **Operational capacity**: Evidence of the applicant's capacity to deliver the project.

Stream 3: Live Events

4. **Engagement**: Evidence of promotional or marketing plan to secure attendees for the live event/s.
5. **Community**: Evidence of appropriate community support or interest in the project.
6. **Originality**: Evidence of originality of the content to be shared.

Supporting material

Applicants must supply CVs for creatives, producers and project managers associated with project. You are also welcome to include:

- Media: Visual/Audio files of previous work (direct links or mp4 format preferred).
- Direct links to show evidence of platform (Stream 1 only)
- Detailed project outline.

Selection panel

The Creative Media Support Grant will be assessed by a selection panel consisting of three Scanlon Foundation Staff, and four prominent African Australian individuals from media and creative industries. The creative industry representatives are:

- **Nyadol Nyuon** - writer, lawyer and a vocal advocate for human rights, multiculturalism, the settlement of refugees and those seeking asylum. She is a regular media commentator appearing on *The Drum* and *Q&A.* Nyadol regularly contributes to *The Age*, *Sydney Morning Herald* and *The Saturday Paper*. In 2019 Nyadol was recognised in the *AFR*'s 100 Women of Influence Awards and also received the Victorian Premier's Award for Community Harmony.

- **Titan Debirioun** - social justice advocate, creative director and music recording artist from Melbourne's outer western region. Titan is a champion for change, adamant on advancing the weight of minority voices. He's been recognised for his involvement in organising the "Enough is Enough" protest against Channel 7, capacity and platform building within the African-Australian community, and his continued role in speaking out against racial vilification.

- **Wintana Kidane** - African Australia presenter, podcaster and event curator based in Melbourne, Australia. She's the co-creator of the Bittersweet Podcast, a platform dedicated to exploring culture & identity, as well as celebrating the stories of the diaspora, with a focus on the black experience. Bittersweet was created as a direct response to the lack of representation in the mainstream media.

- **Ahmed Yussuf** - writer and journalist. Ahmed Yussuf is currently the digital producer for ABC News Breakfast and was formerly the digital reporter at SBS's The Feed. He co-edited Growing Up African in Australia, the first non-fiction anthology of African-diaspora stories in Australia. His work has featured in Acclaim Magazine, the Guardian, TRT World and Jalada Africa. He was also an artist in the 2018 Digital Writers Festival.

Key dates

The Round is now open, and applications can be made using this Smartygrants link:

Applications close: **5pm, 21 May 2021.**

It takes approximately 4 weeks from closing date until funding results are available. All applicants will be informed of the outcome via email. All activity is expected to commence after 1 July 2021.

Contact person

Faysal Farah, Communications & Stakeholder Engagement Coordinator: 8614 3435 or at ffarah@scanlonfoundation.org.au