



2022 African-Australian Creative Media Grants

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're excited to be running the second round of the African-Australian Creative Media Grants.

The African Australian Creative Media Grants is an open grant round that supports African Australian platforms, individuals and organisations that operate in screen media, visual arts, podcasting, radio and written media.

Why we're doing it

This tailored grant program was initially designed in response to 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.

After receiving an overwhelmingly warm reception to the first iteration of the program last year, we've decided to bring it back in 2022!

Program purpose

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

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.
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Funding Streams

Applications are being accepted until **11:59pm on October 18th, 2022**. While you are welcome to submit separate applications for all streams, we will only fund one per applicant. The Foundation is looking to fund a total of **12** successful applications.

Stream 1: Platform Development

\$10,000 to support the improvement and continuation of platforms including websites, social media sites or other.

Who should apply: So, you've developed your platform and now you want to take the leap to get to the next stage. This stream is designed to help you set yourself up to grow and strengthen your platform. You may want to use the funds to advertise and market your platform, purchase items like cameras and microphones, or create/redesign a website to showcase content. Funds may be used in part to support the skills and development of the individuals involved with the platform.

Stream 2: Content Creation

\$10,000 for the execution of original content and productions created by African Australians.

Who should apply: You are a storyteller, who wants to do what's natural to you – tell stories! Applicants for this stream should demonstrate what they want to create and how they plan to market and engage this content with their desired audiences. Applicants might come from backgrounds like screen media, literature, social media channels, podcasts and a whole lot more.

Stream 3: Live Events

\$5,000 to support live events that showcase creative media and expression.

Who should apply: You want to bring people together in person or virtually to showcase and tell stories! This might look like local film screenings, live music, poetry and virtual events etc. Funds may go towards things like venue hire, paying for performers and other event related costs. The event must be specific to creative expression; please note we do not fund general cultural or food related festivals or events.

Grant Eligibility

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

We will accept applications from:

- African Australian individuals in any creative media industry – this includes film, tv, magazines, radio, podcasts, online and any other media.
- Media Platforms lead by African Australians - this includes social media platforms, magazines, blogs etc.
- Africans in Australia regardless of their background, visa or citizenship status.
- African community organisations with a project focused on stories and storytelling.
- Successful grantees from 2021 are not eligible for this round.

Please note: Applications should not be submitted by large organisations on behalf of groups or individuals (the groups or individuals should apply directly).

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 the funds are used to raise the profile of the platform and its content
3. **Operational capacity:** Evidence of the applicant's capacity to deliver the project
4. **Viability:** Strategic approach to scale the platform

Stream 2: Content Creation

1. **Capacity:** Evidence of the applicant's capacity to deliver the project
2. **Voices:** Description outlining how the project raises the profile of stories created by African Australians
3. **Originality:** Statement on what inspired this project and its significance
4. **Reach:** Evidence of promotional or marketing plan to reach project's desired audiences

Stream 3: Live Events

1. **Engagement:** Evidence of promotional or marketing plan to secure attendees for the event/s.
2. **Operational Plan:** Evidence of the applicant's capacity to deliver the event/s.
3. **Community:** Demonstration of how this event will bring people together
4. **Originality:** Evidence of originality of the event's concept.

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 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:

- **FlexMami (Lillian Ahenkan)** – Flex has established herself as an integral part of Australia's youth and urban culture, since 2015. Named Instagram Australia's #YoungEntrepreneur 2020, Flex is the Founder and CEO of the conversation card game, ReFlex. As the ultimate multidisciplinary millennial in media, her experience in television presenting (MTV Presenter), interviews, radio hosting, writing, music, beauty and fashion are well sought after.
- **Jessica Bailey** - Jessica is an African Australian digital media creative with a focus on writing/directing/hosting. Her work explores identity, in particular the African Australian experience. Jess graduated from Murdoch University, Western Australia in 2018 with a Bachelor of Arts (Screen Production and Journalism). She's written two blueprint scripts called I'm Not a Nurse and The Family: with both projects receiving funding support from Screenwest. I'm Not a Nurse was recently directed by Jess and now screening.
- **Chris Vaughan** – Chris is a Partnerships Director, AUD'\$. Chris has extensive experience working both in Australia and the UK as a Freelance Television Producer for Fremantle Media, ABC and the BBC. He is worked for the past eight years in the financial services sector as an investment strategist and has led and built domestic and international partnerships.
- **Ammar Yonis** - Ammar is a first-generation Harari-Australian multimedia creative, based in Melbourne's west. His debut project *Homage* (2019) was exhibited in 'Clearing the Shadow', and demonstrated his deeply vested interest in facilitating dialogue between a diversity of voices whilst fostering an atmosphere of reflection.

Since then he has exhibited work in a number of shows, most recently in his solo exhibition 'Out of Bounds' at Hillvale Gallery.

Key Details

- ❖ The Round is now open, and applications can be made using this Smartygrants link:
<https://scanlonfoundation.smartygrants.com.au/AACreativeMedia2022>
- ❖ Applications open: **9 am, 6 September 2022 (AEST).**
- ❖ Applications close: **11:59 pm, 18 October 2022 (AEST).**
- ❖ All applicants will be informed of the outcome via email before 15 December.
- ❖ All activity is expected to commence no later than 1 February 2023.

Contact person

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