

Instagram Australia First Nations Creators Program 2022

Form Preview

Applications are now open for Instagram First Nations Creators Program

* indicates a required field

General Requirements

Instagram is partnering with Screen Australia's First Nations Department for a second year of the First Nations Creators Program, with an exciting, immersive production and education program to be held at Sydney's Meta Headquarters.

The First Nations Creators Program aims to foster Indigenous talent, amplify their voices online and help create long term career prospects for First Nations creators in social media and digital content creation.

Up to ten emerging Aboriginal and Torres Strait Islander digital creators will be selected to take part in an intensive in-house Fellowship program over one week, which provides training, mentoring, career connections and content funding. Each creator will then be challenged to create their own series of Reels for Instagram, with content creation and delivery to happen within 6 weeks after the completion of a three day program.

This program will be administered and supported by Screen Australia's First Nations department.

Before you begin:

- It is important that you read our [Terms of Trade](#) and the [Instagram Australia First Nations Creators Program Guidelines](#) to ensure your project is eligible for Screen Australia Funding and to help you deliver the strongest application possible.
- For help completing this application, refer to the [Help Guide for Applicants](#) or [Applicant Frequently Asked Questions \(FAQs\)](#).
- For queries about the guidelines, deadlines, or questions in the form, please contact us on 1800 507 901 during business hours or email firstnations@screenaustralia.gov.au and quote your application number
- Screen Australia and Meta (directly or through a third party) may collect personally identifiable information to administer the Program, process applications, perform certain compliance checks and sanctions screenings as required and/or specified by Screen Australia and/or Meta during the course of the program.

Please confirm you meet following eligibility requirements for Screen Australia funding:

The applicant *

- identifies as Aboriginal and/or Torres Strait Islander
- is over 18 years old
- is an Australian citizen or permanent resident. Applicant companies must be incorporated and carrying on business in Australia.
- has an Instagram account and several years' experience in social media or digital content creation
- is able to join the fellowship in person, in Sydney from 17th October 2022 - 19th October 2022
- meets the general eligibility requirements set out in Screen Australia's Terms of Trade
- meets Meta's standard grant recipient safety and security checks

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Are you an elected official, current or former government official, or related to an elected official or a current or former government official? *

Yes No

A government official includes officials, employees, representatives or anyone else acting in an official capacity for or on behalf of a government, government agency or other administrative authority or judicial or quasi-judicial body (whether elected or appointed, including for example, legislators, regulators, police, judges, tribunal members, federal, state or local council members), state-owned/controlled enterprises (including for example, professors of public universities, executives at state-controlled companies); political parties or campaigns; public international organizations (including for example, UN officials); and candidates for public office, and any person acting on behalf of or any relatives, household members or associates of any of those listed above.

Please provide details. *

Word count:

Must be no more than 100 words.

Applicant company or sole trader name for contracting *

Do the individual applicants, key creatives named in the application, applicant company or related parties have any outstanding debts or contractual obligations (eg, overdue delivery items or reports, debts under P+A loan agreements, or gross proceeds not paid as required) to Screen Australia or its predecessors? (AFC, FFC or Film Australia) *

Yes No

Please provide details of outstanding debts or contractual obligations including the relevant agency (Screen Australia, AFC, FFC, Film Australia). *

Applicant Information

* indicates a required field

Applicant contact. Official correspondence will be directed to this person *

First Name

Last Name

Email *

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Mobile *

Applicant Address *

Address

Please select your gender: *

Do you identify as Indigenous? *

The below field provides a list of language names and the AIATSIS code from the Austlang Database. You can visit the [Austlang Database](#) to see more information about the languages you are selecting.

Please select the Indigenous languages that the Applicant identifies with: *

Hint: If relevant select more than one.

Australian Citizen/Resident *

Contracting Information - Applicant Company or Sole Trader name *

Organisation Name

ABN - You must have an ABN for this application. This can be a sole trader or a company in accordance with our Terms of Trade. *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register
ABN
Entity name
ABN status
Entity type
Goods & Services Tax (GST)

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DGR Endorsed
ATO Charity Type More information
ACNC Registration
Tax Concessions
Main business location

Applicant Company or Sole Trader Address *

Address

Must be a street address.

Additional contact person if relevant

First Name

Last Name

Additional Contact Phone Number

Must be an Australian phone number.

Include area code e.g. 02 9564 1234

Additional Contact Primary Email

Previous Credits

This section is optional.

You may provide examples of previous work that represents your social media presence, or any previous credits, if applicable.

If hosted online (YouTube, Vimeo, etc.) include URL and password, if applicable. Please submit completed films and not extracts.

Click on 'Add More' to enter multiple Previous Credits.

Key Creative Name

Format

Production Year

Project Title

Duration (minutes)

Release details plus links to relevant credits
e.g. IMDB, festival website, theatre reviews,
online work, etc.

Credited Role

Budget

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Screening link (if available)

Password (if required)

Applicant Social Media Details

* indicates a required field

Instagram Details

Instagram handle *

Number of Instagram followers at date of submission *

What type of creator are you? *

- Comedy
- Beauty
- Advocacy
- Lifestyle
- Other:

Please provide a brief profile for your Instagram account(s) *

Must be at least 100 words.

What inspires your content creation? *

Word count:

Must be no more than 250 words.

Which First Nations creators do you look up to/follow? *

What are your goals for your social media presence? *

Word count:

Must be no more than 250 words.

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Other Social Accounts (if applicable)

Facebook URL

Must be a URL.

Number of Facebook followers at date of submission**Twitter handle****Number of Twitter followers at date of submission****TikTok handle****Number of TikTok followers at date of submission****YouTube URL**

Must be a URL.

Number of YouTube subscribers at date of submission

Pathway to Audience

Please identify the groups you believe are most likely to seek out and enjoy your online content.

Primary audience age range (years): *

Identify your target age. e.g. 8 - 14.

Primary audience gender: *

- Skewed towards female Skewed towards male Gender neutral

Secondary audience age range (years): *

Identify your target age. e.g. 8 - 14. What o

Secondary audience gender: *

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- Skewed towards female Skewed towards male Gender neutral

Indigenous Languages

Screen Australia's First Nations Department is collecting information on Indigenous languages in an effort to extend our reach and ensure that we are working with and representing as many Indigenous nations as possible.

Will all or part of your content include Indigenous languages? *

- Yes No

The below provides a list of language names and the AIATSIS code from the Austlang Database. You can visit the [Austlang Database](#) to see more information about the languages you are selecting.

Please select the language group(s) included: *

You can select more than one if required.

Please describe what part of your content includes Indigenous Languages including how and why: *

Video Pitch

A short **one-minute video** sharing a bit about yourself, your Instagram account and how you connect with communities on Instagram.

You must provide a link to a downloadable file, either from a Vimeo link or a link to Dropbox, Hightail, Google Drive . Files must be 200MB or less in size.

Please note: If you have supplied more than the requirement, we will only read/watch up to the maximum limit.

Online links must be download enabled for Screen Australia record keeping purposes. Format requirements: MP4 or WMV file, H.264, resolution 720p; files must be less than 200MB. If you need assistance in reducing filesize, click [here](#) for instructions on compressing your video file.

Name/Description	Online screening link	Password if required
Video Pitch		

First Nations Story Content

* indicates a required field

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Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers.

Where this is not the case we expect meaningful collaboration with the First Nations communities whose stories they are.

Whenever there is First Nations content and/or First Nations community participation in the project or when there are First Nations members of the team who do not have the authority to speak for the people or place being represented in the story you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#).

This includes a statement on how you are approaching the First Nations content (even if you believe the content is not specific to a community or individual), evidence of your collaboration to date and where relevant, signed letters of consent confirming community and/or individual's willingness to participate.

All projects involving First Nations content or participation will be assessed by First Nations Assessors.

Does this project contain First Nations content, and/or the participation of or collaboration with First Nations people? *

Yes No

For example: Does the project involve a First Nations story or a First Nations character? Or focus on a First Nations person or community? Or use First Nations communities or land as locations? Or draw on or refer to First Nations culture and heritage in any form? Even if you think the First Nations elements are incidental they should be outlined here.

Please select the Indigenous languages or language groups that your story content relates to:

If relevant select more than one.

The above provides a list of language names and the AIATSIS code from the Austlang Database. You can visit the [Austlang Database](#) to see more information about the languages you are selecting

Outline the level of First Nations content (themes, characters, actors, locations) that you believe will be a part of the completed screen project. *

Word count:

Must be no more than 250 words.

Why have you chosen to include First Nations themes, characters, talent and/or locations in this screen project? *

Word count:

Must be no more than 250 words.

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How will you ensure the First Nations themes, characters, talent and locations are represented respectfully and authentically (from development, to pre-production, shoot, post-production, delivery and marketing)? *

Word count:

Must be no more than 250 words.

Submission Materials

* indicates a required field

Files can be added using the 'Choose Files' button.

Please ensure:

- Every file uploaded is named according to the filename instructions given
- If multiple files are uploaded for one question, please number to indicate sequence
- Uploaded files are in the specified format and **no ZIP files are included**
- Maximum file size 25MB
- **Online Video links must be download enabled** for record keeping purposes
- **Videos must be less than 200MB**

Supporting Materials

Any other documentation or supporting material that might assist consideration of the application.

Attach a file:

Filename: Supporting Materials - [document] - [Applicant Name].doc, .docx or .pdf. If uploading multiple files, please number each.

To ensure your files can be ingested into our automated systems, and that your application can be processed, please confirm: *

- Every file uploaded is named according to the filename instructions given
- If multiple files have been uploaded for one question, they are numbered to indicate sequence
- Uploaded files are in the specified format and no ZIP files are included
- Uploaded files are no more 25MBs
- Online Video links are download-enabled for record keeping purposes
- Videos are less than 200MB

Diversity Information

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Please note this section doesn't form part of your application and is not assessed unless otherwise stated in your funding program's guidelines. If you do not wish to provide this information click 'prefer not to disclose'.

Please be advised Screen Australia Staff may use this information for the purposes of preparing and publishing aggregated research and reporting. For more information, please refer to [Screen Australia's Seeing Ourselves report](#). All personal information will be handled in accordance with our [Privacy Policy](#).

Please complete for **the applicant**.

If you are completing this section for someone else, please ensure you have their permission or alternatively request the individual to fill in this section.

Is the applicant from a culturally or linguistically diverse background? *

Does the applicant have a disability? *

Please select the applicant's cultural background/ethnicity:

Does the applicant identify as LGBTQI+? *

Please select the applicant's first language (as a child). If Indigenous, go to the next question.

'LGBTQI+' refer to lesbian, gay, bisexual, transgender/gender diverse, queer and intersex - the '+' recognises that LGBTQI doesn't include a range of other terms that people identify with, or use to describe themselves. We acknowledge that one acronym or description may be not able to fully capture the diversity of gender identities, sexual orientations and bodily diversity in our community, and that language is constantly evolving. Our intention is to be as succinct as we can, but inclusive of all.

If first language is an Indigenous language, please select from AIATSIS Austlang Database:

Diversity Information *

Please tick to confirm you have provided a diversity response for the applicant.