

Instagram Australia First Nations Creators Program 2024

Form Preview

Applications are now open for Instagram First Nations Creators Program

* indicates a required field

Personal Information

By selecting 'Confirm' below, you confirm that:

- you have read, understood and voluntarily agree to the collection and use of your personal information as described in Screen Australia's privacy notice (available on our website [here](#)) (**Privacy Notice**); and
- you have informed all individuals whose personal information is to be included in the application form or supporting materials of the matters set out in the Privacy Notice, provided them with a copy (as linked [here](#)) and obtained their consent to disclose the relevant personal information to Screen Australia.

Privacy Notice *

Confirm

General Requirements

Instagram Australia (Meta) are partnering with Screen Australia's First Nations Department for a fourth time on 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 15 emerging Aboriginal and Torres Strait Islander digital creators will be selected to take part in an intensive in-house program, as well as attend virtual sessions both before and after workshop. We will provide training, mentoring, career connections and content funding as part of those sessions. Each creator should be able to upskill in shooting, editing, and content production through the practical lessons provided. They must come to the program with content already filmed, with the aim to edit the content and deliver a 'Hero' piece reel at the session.

The Hero piece of content should be at least 30 seconds - There should be a narrative to the hero piece of content which speaks to your story as a First Nations creator, and based on the NAIDOC 2024 message: "Keep the Fire burning! Blak, Loud and Proud."

The Program will be administered and supported by Screen Australia's First Nations Department.

Before you begin:

- Applicants must provide accurate information to Screen Australia at all times. A person or company that makes a false or misleading statement to Screen Australia in an application may face criminal or civil liability including liability for an offence under the Criminal Code Act 1995. In addition, if funding awarded by Screen Australia was obtained by fraud or serious misrepresentation, Screen Australia can revoke its funding.

Instagram Australia First Nations Creators Program 2024 Form Preview

- It is important that you read our [Terms of Trade](#) and the [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 \(FAQs\)](#)

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 attend in person for an intensive 2- to 3-day program in Sydney, July 2024 (dates TBA)
- meets the general eligibility requirements set out in Screen Australia's Terms of Trade
- meets Meta's standard grant recipient safety and security checks

*If you are applying as a company, then you must provide your ABN with this application. If you are applying as an individual/sole trader, the requirement for an ABN has been waived at application stage for this program only. However, successful individual/sole trader applicants must have an ABN before contracting can commence. If you do not have an ABN, please click [here](#) for information about how to apply for an ABN

Please also confirm that the applicant understands that: *

- Screen Australia and Meta (directly and/or through a third party) may collect personally identifiable information from you to administer the First Nations Creators Program, process applications, perform certain compliance checks, and sanction screenings as required and/or specified by Screen Australia and/or Meta during the course of the program.

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 *

Instagram Australia First Nations Creators Program 2024

Form Preview

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 *

Mobile *

Applicant Address *

Address

Please select your gender: *

Please specify how you describe your gender: *

Do you identify as a First Nations Australian? *

Instagram Australia First Nations Creators Program 2024

Form Preview

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

If you are applying as a company, then you must provide your ABN with this application. If you are applying as an individual/sole trader, the requirement for an ABN has been waived at application stage for this program only. However, successful individual/sole trader applicants must have an ABN before contracting can commence. If you do not have an ABN, please click [here](#) for information about how to apply for an ABN

ABN

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

Applicant Company or Sole Trader Address *

Instagram Australia First Nations Creators Program 2024

Form Preview

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

Applicant Social Media Details

* indicates a required field

Instagram Details

To apply you will need a public Instagram account. If you are successful, you will also be required to join, and post to Threads as part of the program.

Instagram handle *

Number of Instagram followers at date of submission *

What type of creator are you? *

- Food
- Comedy
- Beauty
- Advocacy
- Lifestyle
- Art
- Other:

Please describe the content on your Instagram account. *

Instagram Australia First Nations Creators Program 2024

Form Preview

Must be at least 100 words.

Who and what inspires your content creation? How often do you post to Instagram? Please describe how often you post to feed and stories and how you engage with your community. *

Word count:

Must be no more than 250 words.

What are your goals for your social media presence? *

Word count:

Must be no more than 250 words.

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

Other Social Accounts (if applicable)

Threads account name

Number of Threads followers at date of submission

Facebook URL

Must be a URL.

Number of Facebook followers at date of submission

TikTok account name

Number of TikTok followers at date of submission

YouTube URL

Instagram Australia First Nations Creators Program 2024

Form Preview

Must be a URL.

Number of YouTube subscribers at date of submission

Snapchat account name

Number of Snapchat followers at date of submission

Pinterest account name

Number of Pinterest followers 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 women/ female Skewed towards men/male Gender neutral

Secondary audience age range (years): *

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

Secondary audience gender: *

Skewed towards women/ female Skewed towards men/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? *

Instagram Australia First Nations Creators Program 2024

Form Preview

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 30 second-to-one-minute downloadable video sharing a bit about yourself and your hero reels content idea. The hero idea should be based on the NAIDOC 2024 message: "Keep the Fire Burning! Blak, Loud and Proud."

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		

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.

Instagram Australia First Nations Creators Program 2024

Form Preview

Credited Role

Budget

\$

Screening link (if available)

Password (if required)

First Nations Story Content

* indicates a required field

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. *

Instagram Australia First Nations Creators Program 2024

Form Preview

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.

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

Instagram Australia First Nations Creators Program 2024

Form Preview

- 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

* indicates a required field

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.

refer to lesbian, gay, bisexual, transgender/gender diverse, queer and intersex - the recognises that LGBTQI doesnt 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 Austliang Database:

Diversity Information *

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