



FIRST NATIONS CREATORS PROGRAM: GUIDELINES

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Overview

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.

Who can apply?

To be eligible for Instagram Australia and Screen Australia funding under this program, applicants must:

- identify as Aboriginal and/or Torres Strait Islander
- be over 18 years old
- 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.
- be an Australian citizen or permanent resident.

- Have an Instagram account and experience in social media or digital content creation.
- Be able to attend in person for an intensive 2- to 3-day program in Sydney, July 2024 (dates TBA)
- Meet the general eligibility requirements set out in Screen Australia's [Terms of Trade](#).
- Meet Meta's standard partner safety and security checks.

What support is available?

Successful applicants will enter the program, consisting of the following:

- Formal training and practical workshops run by Meta, Screen Australia, and a series of external experts
- Inspiration sessions run by industry thought leaders and creators
- Group feedback/discussions as required, and collaboration with like-minded creators
- Creator Mentors - participants partner with a creator working in the area of interest
- Content funding pitch and production
- Access to Meta's in-house studio, and professional crew for learning and development with the Meta production team
- Metaverse experience at Meta's Experience Centre

Additional Support:

- For Content Production; \$2,000 per person or team.
- Introductions to industry contacts including creators, agents /management teams and brands.
- Travel to Sydney and return (if you live in another town or state) and accommodation for the program (plus per diems - depending on whether we cater or not).
- Upon completion of the program, creators will be assigned an Instagram Partner Manager for at least 6 months following the program to assist with their account needs, provide on-going support and platform opportunities.

When and how can application be made?

Applications close 5pm AEST Thursday 16 May 2024 and can be made via Screen Australia's online [application portal](#).

What needs to be included in the application?

- Fully completed application form including contact details and applicant eligibility.
- Social account details (account name, followers etc) - Instagram, Facebook Page, Tik Tok, You Tube, Snapchat and Pinterest.
- What type of creator you are, i.e. comedy, beauty, advocacy?
- What inspires your content creation?

- Your goals for your social media presence?
- A 30 second-to-one-minute downloadable video sharing a bit about yourself, and your reels content series idea.

How are applications assessed?

Once we receive your application, a member of our team will review to ensure it is complete and meets all eligibility requirements. They'll contact you with any questions, or requests for more information. Complete and eligible applications will be reviewed by Screen Australia and Meta/Instagram executives, and external industry specialists as required.

You agree to supply Screen Australia and/or Meta, as applicable, with any information reasonably requested in order to perform necessary due diligence and background checks.

Assessment Criteria

Screen Australia and Instagram Australia will take the following equally-weighted criteria into account when considering applications for First Nations Creators Program:

- Your Social Media Account Metrics including Engagement Rate, Posting Frequency, Video Performance and Growth Rate
- The creativity of the content shared on your social media accounts
- Your content creation ability based on previous content shared on your social media accounts
- Your demonstrated ability to share your unique point of view and authenticity on social media accounts
- The strength of your written answers and supporting materials sent with your submission

Decision and Notification

Applicants will be advised of the outcome of their application by Tuesday 18 June 2024.

Terms of Funding

If your application is successful, the following key terms and conditions will apply:

- Screen Australia funding is provided as a grant. See Screen Australia's [Terms of Trade](#) for more detail.
- You will need to submit a 'Hero' piece of content as part of their deliverables, at the program.
- You must be available to attend in person for the entire duration of the Program in July 2024 (dates TBA).
- You must meet Meta's partner safety and security checks including standard police check.
- You must agree to the terms of Meta's Marketing Release Form for Individuals.

Application terms: general

- Each applicant must comply with all applicable laws and any additional compliance language requested in writing by Instagram/ Meta.

- To the full extent permitted by law, neither Screen Australia nor Instagram/Meta will be liable for any indirect, special, incidental, consequential, exemplary or punitive damages, regardless of the form of action whether in contract, tort (including negligence) strict liability or otherwise arising out of your application and/or grant agreement (as applicable). Screen Australia's and Instagram/ Meta's total liability under your application and / or grant agreement (if any) will be limited to the total grant amount.
- Use of any grant amount must comply with all applicable explicit or implicit terms conditions or policies applicable for platforms, applications, software, tools or other resources used by the funds recipient, if any.
- Participants must also comply with Meta's Privacy Principles available at <https://www.facebook.com/about/basics/privacy-principles>, as well as any ethical standards applicable to the proposed project, as determined by Screen Australia in consultation with Meta. As such, each applicant must follow the spirit of such terms and conditions, principles and policies; and any attempt to subvert or to use a work-around of such terms and conditions or policies may, in Meta and Screen Australia's discretion, result in forfeiture of any grant amounts awarded or disqualification from this program.
- Reasonable information may be requested from applicants during assessment to perform due diligence and background checks.
- Addition of "Application terms".

Contact

If you are unsure about your eligibility or have questions about the application form, please email us at firstnations@screenaustralia.gov.au or call Program Operations on 1800 507 901. Please note that we are unable to provide creative advice or suggestions to strengthen your application.