



Australian Government



Screen Australia, NZ On Air and TikTok announce the return of Every Voice initiative

Tuesday 28 June 2022: Screen Australia, NZ On Air and TikTok are excited to announce that the Every Voice initiative is returning in 2022, with applications now open. Now in its second year, Every Voice is an initiative to support creatives with diverse and distinct voices to develop episodic scripted or factual content exclusively for TikTok.

Every Voice aims to help a new generation of online storytellers expand their vision and ambition, and cultivate original Australian and New Zealand content that will resonate with global audiences. The initiative is for TikTok creators, or creators who want to expand to working on TikTok. Following the first Every Voice, the successful teams from Australia and New Zealand received up to \$50,000 in funding to cover development and production costs for their project. This included the Australian *TransAthletica* 15 part-documentary series, which explores the barriers trans athletes face in sports, from the creators of Rainbow History Class.

Screen Australia's Head of Online, **Lee Naimo** said, "In the last twelve months since the Every Voice initiative was launched, TikTok has become *the* destination for a whole new generation of short-form content creators looking for new ways to tell their authentic stories. In partnership with NZ On Air and TikTok we are ecstatic to be once again supporting Australian and New Zealand creators to share their content with the vast, highly-engaged global community on TikTok."

"Funding high-quality local content that appeals to and connects with audiences where they are is a core focus for NZ On Air," said Head of Funding Amie Mills. "We're thrilled that our ongoing partnership with Screen Australia and TikTok will ensure that New Zealand and Australian audiences continue to see their unique experiences reflected on a global stage, and that emerging creatives will have the opportunity to hone their storytelling skills in a dynamic and highly-receptive environment."

Director of Content Partnerships and Community at TikTok Australia and New Zealand **Felicity McVay** said, "We're excited to be taking part in this initiative for another year with Screen Australia and NZ On Air for Every Voice. We're passionate about providing a platform for emerging and diverse voices who can express themselves authentically and give fresh perspectives on the cultural diversity of Australia and New Zealand and the world beyond. Investing in helping creators find new audiences on TikTok is a key initiative to help us support and nurture talented Aussie and Kiwi creatives".

Australian and New Zealand applicants will be eligible to apply for up to AUD \$75,000 per project, with up to ten successful projects set to receive funding. Projects must comprise of episodic content designed to be told in 6 to 15 episodes of no more than one minute each, aimed at audiences aged between 16 and 35. Projects can be of any genre of scripted or documentary content. Successful teams must also be available to attend an in-person workshop in Sydney from 5th - 7th December, 2022. Travel and accommodation costs associated with this workshop will be covered.

To participate in the initiative this year, applicants must firstly submit a short one minute pitch video and post the video on their public TikTok account, between 27 June and 21 July, including the hashtag #everyvoice, as well as providing their contact details via an online entry form. Full eligibility and assessment criteria for Australian applicants is available in the guidelines [here](#).

Teams must consist of between two to five members, with roles of writer, director and producer filled across these team members. Applicants must not be employed full time at a State or Territory screen agency. Applicants' projects with genuine collaborations between a TikTok content creator(s) and established producers, production companies and/or entertainment properties are encouraged and may strengthen an application. Collaborations between Australian and New Zealand creators are also encouraged.

This partnership supports a range of screen projects from Australia and New Zealand, and is intended for creators from under-represented backgrounds including First Nations, Māori, Pacific Peoples, Pan-Asian, LGBTQIA+, Culturally and Linguistically Diverse (CALD), female or trans/gender diverse, people with disability

Media enquiries: Milly Palmer
+61 406 348 248 | milly.palmer@screenaustralia.gov.au
www.screenaustralia.gov.au



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and creators based in regional and remote areas. Screen Australia will manage applications for Australian projects, while NZ On Air will manage applications for New Zealand projects.

Creators can apply for Every Voice [here](#). Applications close at 5pm AEST Thursday, 21st July.

Full eligibility and assessment criteria for applicants is available in the guidelines [here](#).

ABOUT EVERY VOICE

In 2021, three teams were selected from Australia and four teams from New Zealand, with each team receiving up to AUD \$50,000 funding to cover development and production costs for their projects. Teams also participated in virtual workshops to develop story skills and best practice for creating for TikTok.

The first Australian series to be released through the Every Voice initiative was *Sextistics*. Currently releasing on TikTok, the series has already had over 3 million views.

TransAthletica then launched on TikTok on June 10. The TikTok account for the series has over 10,000 followers and over 1 million views to date.

Coach Dayum, the third Australian project funded through Every Voice, recently completed filming and will launch later in 2022.

The first New Zealand series to be released through the Every Voice initiative is *Te Pae Tata*, which will premiere June 27 on TikTok.

The three remaining New Zealand projects - *Long x Xia*, *n00b*, and *The Tongan Rogue General and the 13 Chambers of South Auckland* - are all currently in production and will be released later this year.

ENDS

Screen Australia Media Enquiries

Milly Palmer
Communications Specialist
milly.palmer@screenaustralia.gov.au

NZ On Air Media Enquiries

Sophie Howard
Communications Advisor (Content)
Kaitohutohu Whakawhiti Kōrero (Kaupapa)
sophie@nzonair.govt.nz

Media enquiries: Milly Palmer
+61 406 348 248 | milly.palmer@screenaustralia.gov.au
www.screenaustralia.gov.au



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