



Screen Australia and Meta Australia announce the return of The First Nations Creators Program for Instagram

Gadigal Country, Thursday 7 July 2022: Screen Australia's First Nations Department and Meta Australia are pleased to announce that the First Nations Creators Program for Instagram is returning in 2022, with applications now open. For the second year in a row the First Nations Creators Program will continue to foster First Nations talent, amplify their voices online and help create long term career prospects in social media and digital content creation.

The immersive program, to be held at Meta's Sydney Office, will provide in-person training, practical workshops, mentoring, career connections, equipment and content funding, for up to 10 emerging digital Creators. The program will culminate in a special event to celebrate and bring together the broader First Nations Creator community.

First Nations artist and storyteller, participant in the 2021 program, and designer for 2022 program artwork, **Melissa Smith-Haimona** said, "Being asked to produce the artwork for the First Nations Program was an honour, especially knowing the talented mob from last year's program. It was amazing to be able to follow that through, have the incredible friends I made from participating in 2021, and see it all come full circle. I truly recommend creators give it a go!"

Screen Australia's Head of First Nations **Angela Bates** said, "We are excited to partner with Instagram Australia once again to champion the next generation of First Nations trailblazers. The program will give Creators the opportunity to hone their skills and showcase their distinctive voice as storytellers, as well as develop their careers and share their stories with Instagram's global audience."

Meta's ANZ Creator Partnerships Lead, **Kirsty Wilson** said, "Meta is passionate about empowering First Nations Creators and helping them to be future ready. It's been incredible to watch our hugely talented class of 2021 thrive, and champion each others' successes. Together with Screen Australia, we've taken valuable learnings from last years' program to make this year's program even more impactful, and we're incredibly excited to offer it in person for 2022. We can't wait to bring together the next cohort of Creators, and with funding, education, mentoring, and the power of connection, watch their creativity come to life with Reels."

To participate in this year's program, creators must be over 18 years of age and identify as Aboriginal and/or Torres Strait Islander. Creators must have an Instagram account as well as experience in social media or digital video content creation and be available to attend the program in Sydney between 17 and 19 October 2022. Creators who successfully complete the program will receive production funding of \$5,000 and equipment to help them create a Reels project series for their Instagram account.

Each applicant must submit a short one minute video about themselves. The content should include their social accounts, some detail on the type of content they create, as well as sharing their inspirations and goals, and some First Nations Creators they admire and follow.

First Nations Creators can apply for the program [here](#). Applications close at 5pm AEST Thursday, 25 August.

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

ENDS

About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

Screen Australia Media Enquiries:

Milly Palmer

E: milly.palmer@screenaustralia.gov.au

Meta Media Enquiries:

Herd MSL

E: instagram@herdmsl.com.au