

# SCREENING GUIDE

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AUSTRALIA AWARDS 2019  
BEST DOCUMENTARY

## THE AUSTRALIAN DREAM

WHEN THE TRUTH OF HISTORY IS TOLD,  
WE CAN ALL WALK TOGETHER.

#WalkingTogether2020

#MyAustralianDream

#CultureIsLife



goodthing  
productions



DAF DOCUMENTARY AUSTRALIA  
FOUNDATION



MADMAN

iview



## A MESSAGE FROM THE FIRST PEOPLES DREAM TEAM

As First Peoples of Australia we know that when we, Aboriginal and Torres Strait Islander people, lead our work we offer an authentically deep and rich understanding of our culture, history and truths. The Australian Dream outreach has a team of diverse Aboriginal people, leading and guiding the mobilisation of key themes around identity, history, cultural pride, racism and resilience. We are excited by the potential impact that can be made to inform and positively influence all Australians, with our united and collective approach.

The Australian Dream is Adam's story, but it is also all of our stories. As First Peoples, we relive the violation of human rights and the destructive impacts that our government's policies have and continue to have on this country and our people. It takes a heavy emotional toll, courage and vulnerability, to relive, educate and continue to advocate for these rights. We ask for all Australians to open their hearts and ignite a life long learning and understanding of our culture, history and truths, so we can heal together as a country.

We honour our ancestors who, since colonisation, were denied the right to share our rich culture, stories and deep connection to the land and waterways. We pay our respects to all the ancestors and past elders for their continued knowledge, strength and fight for injustices. We forward our respects to present and emerging elders and all First Nations Peoples for their courage and determination to continue to lead positive change. We also acknowledge our many non-Indigenous allies who choose to stand alongside us and advocate for a better nation. A nation whose respect for Australia's First Peoples is reflective of all people who walk this land.

As First Peoples guiding The Australian Dream Outreach, we present this Screening Guide to support those wanting to share our stories and messages through the documentary.

### THE FIRST PEOPLES DREAM TEAM SO FAR...

*Adam Goodes, Stan Grant, Brett Goodes, Nicky Winmar, Nova Peris, Gilbert McAdam, Michael O'Loughlin, Linda Burney, Charlie King, Tom Calma, Charlie Mundine, Chris Johnson, Sydney Stack, Luke Carroll, Mi-Kaisha Masella, Mitch Tambo, Belinda Duarte, Shelley Ware, Thara Brown, Jirra Harvey, The Merindas, Shantelle Thompson, Brady Cooper, Bri Apma-Hayes and the staff at Culture is Life.*



## WELCOME TO THE SCREENING GUIDE FOR THE AUSTRALIAN DREAM

We acknowledge and respect the ongoing connection and relationship to the Traditional Custodians throughout Australia upon whose ancestral lands this film was produced. We pay respect to their Elders, past, present and emerging, and acknowledge the pivotal role that Aboriginal and Torres Strait Islander people continue to play within the Australian community. Sovereignty was never ceded.

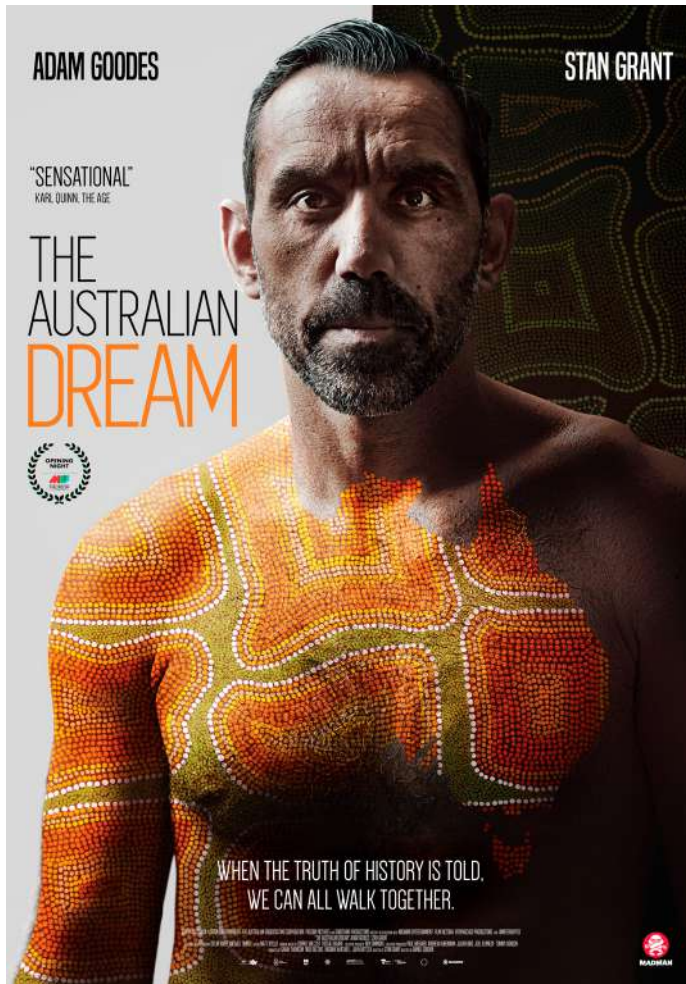
*The Australian Dream* is a theatrical feature documentary that uses the remarkable and inspirational story of AFL legend Adam Goodes as the prism through which to tell a powerful story about race, identity and belonging.

Please consider this guide a basic overview of recommended appropriate cultural considerations and a guide to seek supporting resources that will help to ensure that your screening is meaningful, respectful and inclusive.

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## ABOUT THE FILM



### SYNOPSIS

*The Australian Dream* is a theatrical feature documentary that uses the remarkable and inspirational story of AFL legend Adam Goodes as the prism through which to tell a powerful story about race, identity and belonging.

For the first time Adam reveals his profoundly emotional journey in his own words and asks fundamental questions about the nature of racism and discrimination in society today. Walkley award- winning writer Stan Grant and BAFTA award-winning director Daniel Gordon join forces to tell this remarkable story of one of the most decorated and celebrated players in AFL history. A man who remains a cultural hero; the very epitome of resilience and survival, who continues to fight for equality and reconciliation.

*When the truth of our history is told, we can all walk together.*



## WRITER'S STATEMENT

In the winter of 2015 Australia turned to face itself. It happened in that place most sacred to us: the sporting field. Adam Goodes, an indigenous footballer and one of the greatest players of his generation, was abused and humiliated until he could take no more.

As this man retreated from the field Australia was forced to confront the darkest parts of its own history. Black and white we are all formed by this. We carry the blood of each other in our veins. Yet, we meet across a vast divide.

This wasn't about sport; this was about our shared history and our failure to reconcile. Some sought to deny this, some to excuse it – to explain it away – but when thousands of voices booed Adam Goodes, my people knew where that came from.

To us it sounded like a howl: a howl of humiliation that echoed across two centuries of dispossession, exclusion, desegregation. It was the howl of people dead on the Australian frontier; killed in wars Australia still does not speak about. It was the howl of people locked up: a quarter of the prison population is Indigenous. It was the howl of hungry children; women beaten and men in chains.

In Australia today the first people of this land are the most impoverished. They die on average ten years younger than their fellow Australians. They have the worst outcomes in health, housing, education and employment. Aboriginal kids under the age of 15 are ten times more likely to take their own lives than other Australian children.

This is the stain on Australia's soul. It is a deep wound that refuses to heal.

And yet, there is hope. There is hope in the struggle of Indigenous Australians for citizenship and equality. It is the hope of Indigenous students graduating university in increasing numbers. It is the hope of Australians black and white marching for reconciliation.

We are more than a nation: we are a family. Indigenous people draw our ancestry from white and black. I am descended from an Irish rebel convict who left behind a family: no longer Irish no longer just Aboriginal but something new: Australian.

This film tells the story of Adam Goodes: but it also tells a bigger story of how we find ourselves. It is not a story of Australia; it is a story of humanity. How a nation refuses to look away and asks how it can be better.

**STAN GRANT**

## THE COST AND EVIDENCE OF RACISM

Exclusion, racist attitudes and discriminatory behaviours seriously impact our health, causing stress, mental and physical health conditions and negatively impact social determinants including education, employment, relationships and housing.

**“Mental health impacts of racial discrimination in Victorian Aboriginal communities”. VIC HEALTH. MELBOURNE, 2012.**

- Over 70% of participants (755 Aboriginal Victorians) experienced eight or more racist incidents
- People who experienced the most racism also recorded the most severe psychological distress scores
- 79% of participants avoid situations where they predict racism could take place (schools, hospitals)
- Communities and organisations need to implement strategies that promote respect

**“The Impact of Racism upon the Health and Wellbeing of Young Australians”. THE FOUNDATION OF YOUNG AUSTRALIANS AND THE INSTITUTE FOR CITIZENSHIP AND GLOBALISATION. MELBOURNE, 2009.**

- 70.1% of participants (823 secondary students from a range of backgrounds) have experienced racism
- About 15% of reported experiences of racism are within institutional settings (workplace, education, hospitals)
- Reports of experiencing racism is higher among Indigenous Australians than those speaking a language other than English or than those born overseas
- Racism in schools is largely due to a failure to recognise Indigenous culture
- Professional development for school staff about the effect of racism on the health and wellbeing of students is recommended

Nearly 40% of Australians are worried about cultural change and the impact this can have on their perceived “Australian way of life”. They feel that some racial and cultural groups don’t fit in to Australia or are a threat to an Australian society or way of life.

(Professor Yin Paradies, Alfred Deakin Professor of Race Relations and Indigenous Knowledges and Cultures Coordinator)

## IMPACT AND OUTREACH

The Australian Dream outreach intends to raise awareness, deepen understanding and connection, and explore attitudes and ideals that impact behaviour. In collaboration with Culture is Life and the producers of the film, Good Thing Productions, our focus is to amplify the messages of Aboriginal and Torres Strait Islander voices, knowledge and history into the lives of all Australians through diverse perspectives of our people's stories, culture and truths.

Our Australian Dream is an Australia that is founded on a deep sense of connection and belonging that allows all Australians to thrive. It is one that celebrates our collective history and the Australia that we could become.

We would like to recognise all the great work being done across sectors towards reconciliation and we invite everyone to connect with, and support, our outreach campaign.

### RESOURCES INCLUDE:

- ***A screening guide to support community screenings.***
- ***A curriculum package for primary and secondary schools that is available for all Australian schools to access via [ABC Education](#).***
- ***The [MyAustralianDream Campaign](#) is available on Culture is Life, ABC TV and The Australian Dream platforms and channels. The campaign places Aboriginal and Torres Strait Islander peoples at the centre of the conversation through personal interviews and unearths some of their heartfelt desires. It extends the invitation to all Australians to share their hopes and dreams for a more just, inclusive and equitable Australia.***

*If you would like to support this work and help tell a new story for Australia, you can donate to ['The Australian Dream' impact and education](#).*

## KEY CONSIDERATIONS FOR SCREENING HOSTS

Thank you for choosing to host a screening of this important film. Here are our top four considerations for screenings hosts to ensure your screening is safe, respectful and inclusive.

### 1. CULTURAL SAFETY AND ENGAGEMENT

The safety of your audience viewing the documentary for the first time, particularly the Aboriginal and Torres Strait Islander community and youth, should be a priority. There are many organisation and resources you can access for cultural competency or inclusion training if required. This resource is purely to offer suggestions in creating a culturally safe and inclusive environment for all people and to deepen relationships, respect and understanding with your local Aboriginal & Torres Strait Islander community.

#### REACH OUT TO:

- **Aboriginal & Torres Strait Islander Land Councils**
- **Local Aboriginal & Torres Strait Islander Community Organisations**
- **Local Aboriginal & Torres Strait Islander Community Members**
- **Aboriginal & Torres Strait Islander Education Networks**

#### ABORIGINAL AND TORRES STRAIT ISLANDER COMMUNITY INCLUSION AND VOICE

- **Welcome to Country / Acknowledgement of Country** - we strongly encourage you to employ an Elder of your Traditional Owner group of the county that the screening takes place on. An alternative is to allocate someone to formally acknowledge and pay respects to the Traditional Owners and Country that screening is taking place on. You can read more about the protocols and purpose [here](#)
- **Guest and Speakers** - We encourage you to value and consider employing Traditional Owners, local community members and other Aboriginal and Torres Strait Islander people in your community to participate as speakers or guests to share their voice and perspective.
- **Cultural support workers** - Consider employing wellbeing professionals that are available for the audience to speak to pre, during and after your screening. At the least, support resources and services should be made visible to your audience. See section 'Support services and resources' for further ideas and information.

#### PREPARING A SAFE ENVIRONMENT

- **Consider ratings and subject matter** - inform viewers of the film rating and key themes through your marketing and promotional materials.
- **Breakout space** - Some people may feel emotional, upset and/or angry, while watching the film and may need to take a break during the film to have a quiet moment or seek support. It's important to let your audience know during the introductions of the film where that space is and that they are welcome to step out at any time.
- **Images, decoration and music** - Visiting the venue before the day of your screening will give you the opportunity to consider any images, visual messaging, artwork and/or music that could have an impact on your audience.



## 2. EFFECTIVE PLANNING AND BRIEFING

### **Plan Your Screening through FanForce**

We've partnered with FanForce to ensure that planning your screening is as easy as possible! See the 'How to Host a Screening' section for more information about booking your screening.

### **Will you host a post-film discussion?**

A conversation is a powerful way to reflect, explore and connect further with the themes raised in the film. Please see the section 'Cultural Safety and Engagement' on ways to find and connect with people from your local Aboriginal and/or Torres Strait Islander community, and consider the diversity of your panel to ensure a range of perspectives can be shared.

When it comes to choosing a facilitator for your panel, it's important to choose someone who has a deep understanding, knowledge and/or lived experience of the themes and issues presented in the film and is comfortable moderating the discussion. Here are some tips you can share with your facilitator to help them prepare.

### **FACILITATOR TIPS**

#### **• Before the Day**

- Ensure that you have seen the film and reflected on your own experiences and responses to the themes.
- Know your panelists in advance - read their bios and arrange for a phone call if you can.
- Know your audience and anticipate some of the questions they may ask.
- Write a few lead-in questions for each panelist as well as a wrap-up question to conclude the discussion. It's always good practice to write more questions than you need, just to have up your sleeve!
- Ask your panelists if there is anything that they are not comfortable speaking about.
- It is a good idea to arrange a meeting or conference call with all panelists ahead of the day/night. This is a good chance for them to give you any feedback on your written questions.

#### **• On the Day**

- Before the discussion begins, consider acknowledging how your audience may be feeling and allow them a moment to process and discuss anything immediate to the person next to them.
- Be open - the conversation may go off topic in which case be prepared to go off-script with a question that could follow up an interesting point you hadn't expected, or be ready to gently guide it back on topic.
- Pay attention to how your panelists may be feeling and moderate the discussion accordingly.
- Ensure that all panelists have the chance to speak and are equally included in the discussion.

### 3. SEEK SUPPORT SERVICES AND RESOURCES

There are many support resources that exist at a national, state and local level. It is important to make them visible and accessible to the audience to access on the day and/or when they are leaving the venue.

**Here are some ways you may consider distributing this information:**

- *Create a holding slide from the adaptable marketing materials provided (see 'Marketing Materials') with relevant services to seek support and ensure you include local resources and services.*
- *Seek localised services to invite to the screening to distribute information and talk in person.*

**Helpline numbers to share with your audience:**

- *National 24/7 crisis support services*
- *Lifeline Australia Phone 13 11 14 or Crisis Support Chat*
- *Suicide Call Back Service Phone 1300 659 467 or online counselling*
- *Kids Helpline Phone 1800 551 800 or WebChat counselling*
- *Mens Line Australia Phone 1300 789 978 or online counselling*
- *Open Arms Veterans & Families Counselling Phone 1800 011 046 or visit their website*
- *Qlife LGBTI peer support and referral, Phone 1800 184 527 or webchat 3pm to midnight daily*
- *The National Indigenous Critical Response Service Phone 1800 805 801*

**Online Supporting Resources:**

- [#MyAustralianDream Campaign](#)
- [The Australian Dream](#) Education Resources
- [The Australian Dream Website](#)
- [Reconciliation Australia](#) A framework for reconciliation action
- [Narragunnawali – Take Action Against Racism](#) Take Action Against Racism in Schools
- [Narragunnawali – Cultural Safety and Respect](#) Cultural Safety and Respect in the Classroom
- [Reconciliation Film Club Planning Guide](#) Facilitating Culturally Safe and Respectful Screenings and Discussions
- [RMIT Diversity and Inclusion](#) A guide to inclusive language
- [Australian Human Rights Commission](#) Racism Conversation Guide



#### 4. INSPIRE ONGOING ACTION

As Australians, it is all of our responsibility to invest in being more informed and connected to the ancestral story of this country and to get involved and take sustained action.

**Here are four ways you can encourage your audience to take action to commit to a more united and inclusive Australia:**

1. Support the impact and outreach of 'The Australian Dream' by visiting the [My Australian Dream Campaign](#) and accessing the Education Resources on [ABC Education](#).
2. Engage your local community and explore local Aboriginal and Torres Strait Islander lead initiatives to support and advocate for the amazing work that is already being done.
3. Spread the word - the more people see the film, the bigger the reach we can have! Please share photos from your event and encourage others to host a screening in their own communities, schools, or workplaces.

**Tag @CultureisLife @TheAustralianDream and @GoodThingProductions in your posts and hashtag #MyAustralianDream #WalkingTogether2020 #CultureIsLife**



**FOR ADDITIONAL SUPPORT, CULTURALLY APPROPRIATE FACILITATION OR SPEAKING OPPORTUNITIES, CONNECT WITH [CULTURE IS LIFE](#).**

## HOW TO ORGANISE YOUR SCREENING

We've partnered with cinema-on-demand platform [Fan-Force.com](https://fan-force.com) to help you bring the film to your community by hosting a screening at your local cinema or any venue of your choice across Australia. You can even use your Fan-Force screening to fundraise to help an important charity or initiative. You can add a margin onto the ticket price and allocate this revenue to an organisation or project of your choice.

FanForce is a financially risk free model as events will not be confirmed until enough tickets have been booked to cover the costs of the event. You can also choose to cover the screening and venue costs yourself should you prefer to host a free event for your community. You can do this by emailing the FanForce team with details of your screening [contact@fan-force.com](mailto:contact@fan-force.com)

FanForce will support you through the process step-by-step. They will also send you this [21 day host guide](#) that will help you promote your screening and plan ahead to organise a successful event. Head to the [The Australian Dream Fanforce Page](#) when you are ready to book your screening!

### HOW DOES FAN-FORCE WORK?

1. Book in at the FanForce Website and pick the preferred time, date and cinema/venue for your screening. FanForce will take care of all the organisation for you - they will even help you promote it!
2. Invite everyone to the screening and promote the event by using the free promotional tools FanForce will send you. We suggest you get active on social media and reach out to other aligned community groups or organisations that can also help you to spread the word and the invitation to their networks - enabling you to reach a whole group of people that you may not have been able to reach before!
3. Is your event ticketed? Once you reach the minimum amount of tickets required to cover the costs of the event, the screening will automatically be confirmed and everyone who bought a ticket will be notified. Their credit card will only be charged once the event is confirmed. If you don't reach the minimum amount you can always try again - no one loses any money.
4. Want to cover the costs yourself and host a free event for your community? If you choose to cover the costs of the screening yourself and host a free event for your community, send an email to [FanForce contact@fan-force.com](mailto:FanForce contact@fan-force.com) and one of their team will help you organise this!

### EDUCATIONAL SCREENINGS:

If you are a teacher or a school looking to screen the film in a classroom setting for educational purposes, please obtain a legal copy of the film. You will then need to apply and pay for licensing fees through [Screen Rights](#).

If you would like to share the film with the wider school community or host a fundraiser screening, this will need to be organised through [Fan Force](#).

Click here to access [The Australian Dream](#) curriculum resources for primary and secondary school on ABC Education.



## MARKETING MATERIALS

Get inviting, sharing and promoting.

Click the links below to access these assets



*Link to the trailer*



*Stills from the film*



*Poster*



*Facebook Banner Image*



*Cinema Holding Slide to have on-screen before and after your film*



*Personalised screening flyer*

*This flyer is custom created for each screening once it has been booked through FanForce. Each host will receive a flyer from FanForce via email once the booking has been made and details (location/time) confirmed.*

## SAMPLE RUN-SHEET

If you are hosting a discussion as part of your screening, here is a sample runsheet you can use to plan your event. The film is 1 hour and 46 minutes long and therefore we suggest that you plan your event to run for around 2.5 hours. Of course, this is only a guide and your timings will depend on your unique screening.

| TIME          | ACTIVITY                             |
|---------------|--------------------------------------|
| 5-10 minutes  | Welcome / Acknowledgement of Country |
| 5-10 minutes  | Introduction to the Film             |
| 106 minutes   | Film Plays                           |
| 20-30 minutes | Panel Discussion                     |
| 10-20 minutes | Audience Q&A                         |

## FILM CREDITS & ACKNOWLEDGMENTS

### CREDITS

**Director:** Daniel Gordon

**Writer:** Stan Grant

**Producers:** Sarah Thompson, Nick Batzias, John Battsek, Virginia Whitwell

**Executive Producers:** Ed Barratt, Joel Kennedy, Paul Wiegard, Julian Bird

**Production Executive:** Jessica Ludgrove, Robert Ford

**Associate Producer:** Tommy Gordon

**Music:** Cornel Wilczek

**Cinematography:** Dylan River

**Editing:** Matt Wyllie

### STARRING

Adam Goodes

Stan Grant

Nova Peris

Gilbert McAdam

Tracey Holmes

Linda Burney

Nicky Winmar

Nathan Buckley

Natalie Goodes

**Year of Release:** 2019 **Running time:** 106 minutes

**Language:** English **Rating:** MA +15

**Screening Guide Writers:** Thara Brown and Kim Ingles

#### PRODUCTION

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#### AUSTRALIAN DISTRIBUTION



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#### EDUCATION AND IMPACT PARTNERS



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