

IN MY

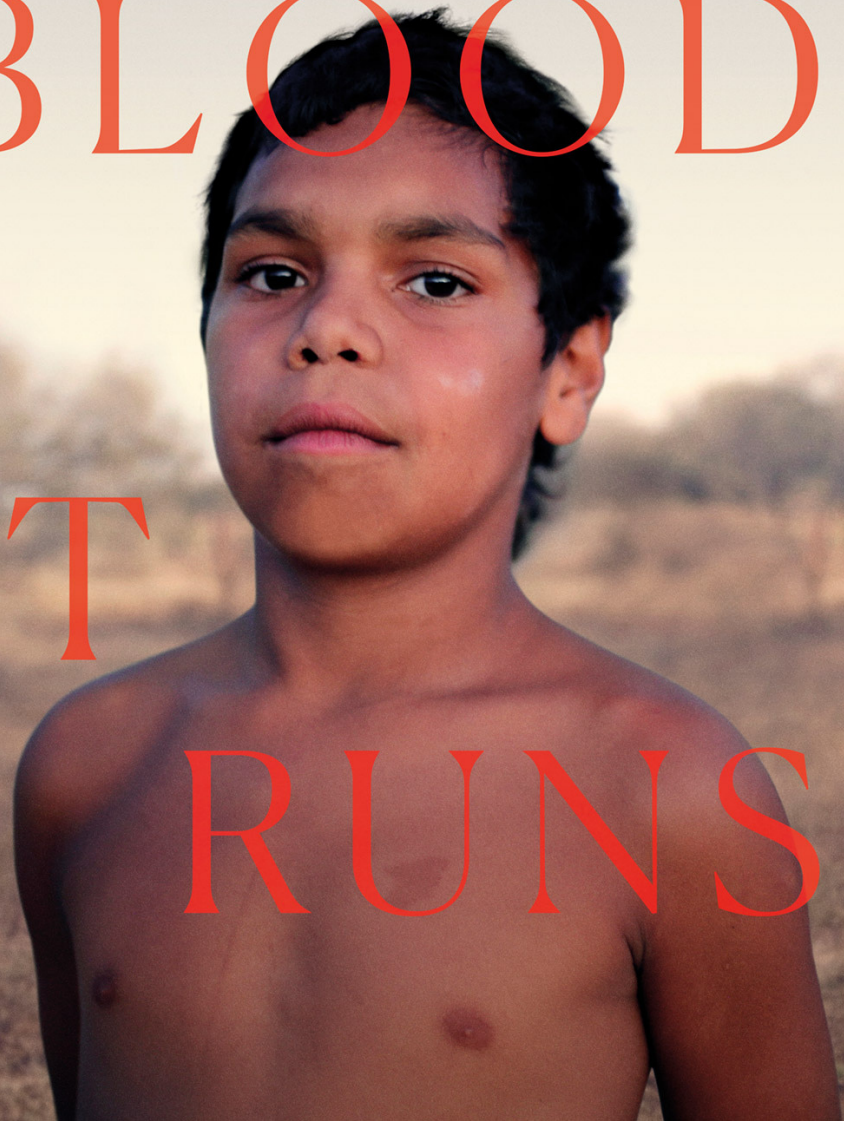
History.
Learning.
Love.
Resistance.

BLOOD

Impact Report

IT

RUNS



inmyblooditrans.com

CLOSER
PRODUCTIONS

UNQUIET



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ACKNOWLEDGEMENTS

We acknowledge the Arrernte and Garrwa peoples of Mparntwe and Borroloola on whose land this film was made.

We are based primarily on Kurna Country, Dja Dja Wurrung Country, Gadigal Country and Wurundjeri Country 'Australia'.

We acknowledge that these lands are unceded. We recognise the sovereignty of First Nations People and Country everywhere we live and work.

We pay our respects to their Elders past and present as Traditional Owners and Custodians of this land.

This report was prepared by Alex Kelly with input from Maya Newell, Rachel Edwardson, Lisa Sherrard and Georgia Quinn and completed in April 2023 with assistance from Jennifer Mills.

Unquiet Collective
Nov 2023

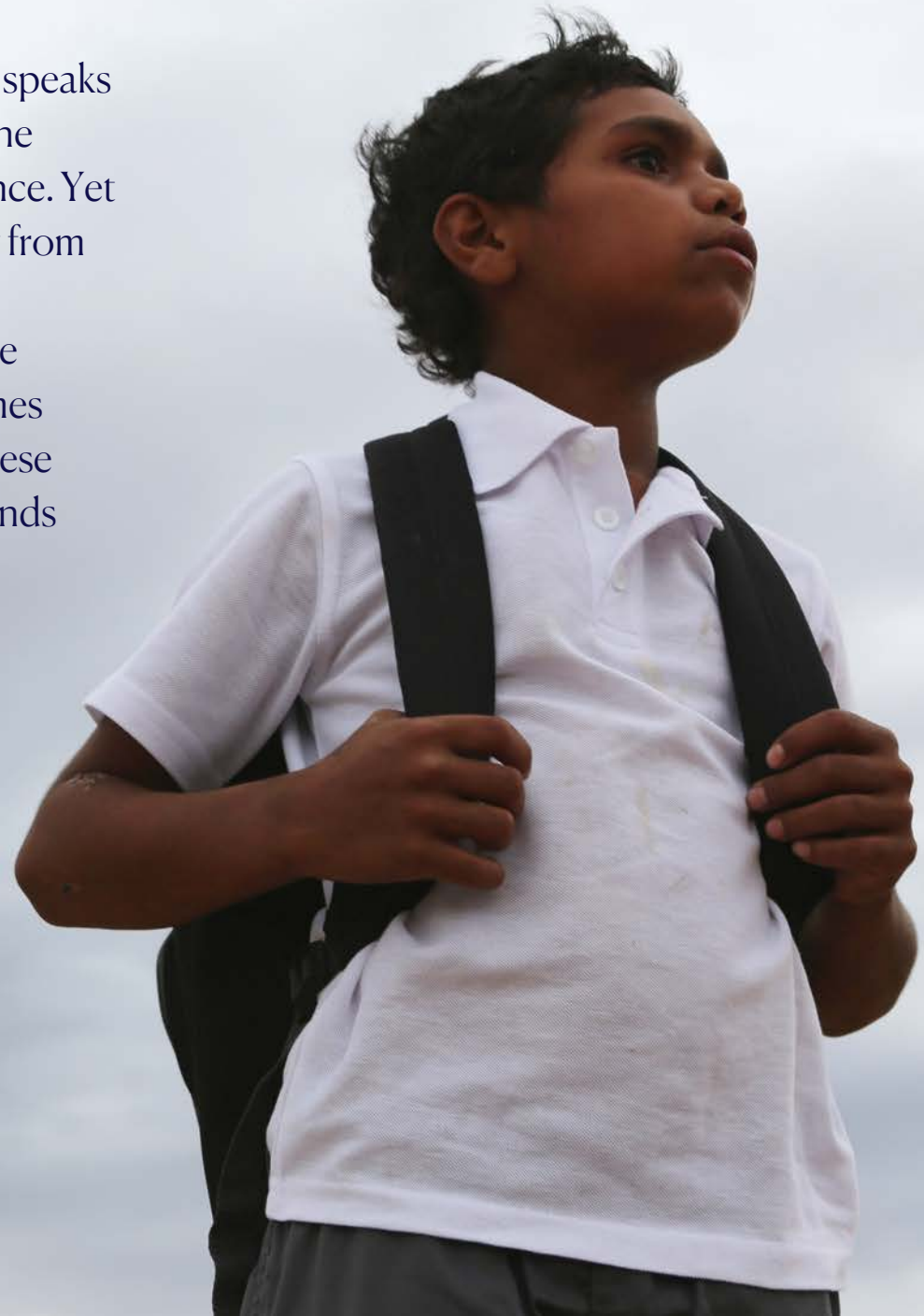
unquiet.com.au
inmyblooditruns.com



MAYA NEWELEL AND FELICITY HAYES

SYNOPSIS

Ten-year-old Djujan is a child-healer, a good hunter and speaks three languages. As he shares his wisdom of history and the complex world around him we see his spark and intelligence. Yet Djujan is 'failing' in school and facing increasing scrutiny from welfare and the police. As he travels perilously close to incarceration, his family fight to give him a strong Arrernte education alongside his western education lest he becomes another statistic. We walk with him as he grapples with these pressures, shares his truths and somewhere in-between finds space to dream, imagine and hope for his future self.





THE FILM

IN MY BLOOD IT RUNS is a feature length documentary that intimately shares the pressures and journey of Dujan, a ten year old Arrernte boy living with his caring families in Ewyenper Atwatye (Hidden Valley town camp) in Mparntwe (Alice Springs) and on Garrwa Country in Boroloola, both in the Northern Territory of Australia.

The release of the documentary film was designed to support a number of impact goals.

The impact strategy was designed by and with Dujan and his family as well as an advisory group of senior Arrernte and Garrwa Elders and leaders. We worked closely with a number of key partners to deliver on the impact goals and key messages identified by Dujan, his families and his communities.

The film had its World Premiere at Hot Docs Film Festival, Canada in 2019 - which Dujan and family all attended - and went on to screen in over 50 film festivals around the world. It was released in cinemas in the UK (Together Films), USA (Sentient Art Films) and Australia (Bonsai Films) and was broadcast in the UK (BBC), USA (POV), Canada, Australia (ABC TV) and France (ARTE). It has been made widely available to community and non-theatrical screenings and in schools in the UK, USA, Canada and Australia. It is available on Netflix, ABC Iview, Vimeo and Kanopy streaming platforms.

The film's accompanying impact campaign ran from 2019-2023. This is the story of that campaign.



KEY CREDITS

DUJUAN HOOSAN, As lead and Collaborating Director
CAROL TURNER, As grandmother and Collaborating Director
MEGAN HOOSAN, As mother and Collaborating Director
JAMES MAWSON, As father and Collaborating Director
MARGARET ANDERSON, As grandmother and Collaborating Director

FELICITY HAYES, Cultural Executive Producer
MAYA NEWELL, Director/ Producer/ Editor / Impact Producer
SOPHIE HYDE, Producer
LARISSA BEHRENDT, Producer
RACHEL NANJINAAQ EDWARDSON, Producer / Impact Producer

WILLIAM PENGARTE TILMOUTH, Advisor
M.K. TURNER OAM, As great grandmother and Advisor
AMELIA TURNER, As auntie and Advisor
A. PERRULLE ABBOTT, Great Grandmother and Advisor
JANE VADIVELOO, Advisor

CORE PARTNER ORGS: Children's Ground & Akeyulerre Healing Center

ALEX KELLY, Impact Producer / Associate Producer
LISA SHERRARD, Impact Producer / Associate Producer
GEORGIA QUINN, Associate Impact Producer

JAMES CLARK, Communications Support
ELLE WILLIAMS, Web & Graphic Designer
BESSIE BYRNE, Education Associate
SOPHIE TREVITT, Juvenile Justice Associate
KEREN SHLEZINGER, Education Associate



IMPACT GOALS

1. Address racism by sharing lived experiences of First Nations people and challenging structural racism.
2. Champion and build significant support for an Aboriginal and Torres Strait Islander led education system.
3. Work to encourage mainstream schools to become more culturally safe and responsive for Aboriginal and Torres Strait Islander students.
4. Amplify evidence-backed restorative youth justice solutions instead of punitive youth justice.

Key principles that guide the IMBIR approach to impact:

- First Nations people have solutions and must have the agency to enact these solutions
- Those with lived experience are the experts and their voices should be amplified and heard
- Children have wisdom and their voices matter
- Everything is connected; genuine solutions do not exist within silos
- Change comes through working in partnership and networks
- A commitment to cultural safety

Key Messages:

- Aboriginal people have solutions
- Aboriginal people love & care for their children
- Aboriginal people's knowledge systems and culture are alive and well
- Aboriginal people should have the right to determine and lead the terms of their education system
- Australia needs to be honest about our past in order to build a fair and just future
- Aboriginal people live with racism every day and it causes harm
- We need restorative approaches to youth justice rather than punitive approaches

All of these impact goals were identified in close consultation with Dujan and his family as well as an advisory group of Arrernte and Garrwa Elders and leaders.



IMPACT PARTNERS

PRIMARY PARTNERS:

Dujuan and his family, along with the Akeyulerre Healing Center and Children's Ground in Alice Springs.

OTHER KEY PARTNERS INCLUDED:

Education

Children's Ground
National Indigenous Youth Education Coalition
Stronger Smarter Institute
Reconciliation Australia
Narragunnawali
Akeyulerre Healing Center
Cool Australia
Australian Teachers of Media
BE. Creative
Learn Our Truth
Community Prophets
Amiun
National Aboriginal and Torres Strait Islander Principals Association

Juvenile Justice

Justice Connect
Just Reinvest NSW
Human Rights Law Centre
Raise the Age Campaign
Change the Record
Amnesty International
Australian Human Rights Commission
United Nations Association of Australia
NSW
Aboriginal Legal Service NSW
NTCOSS
ACOSS
Children's Commissioners

KEY FOUNDATIONAL FUNDERS, SUPPORT AND PARTNERS

Shark Island Institute, GoodPitch Australia and Documentary Australia

OTHER IMPORTANT FUNDERS/PARTNERS

Closer Productions, Screen Australia, South Australia Film Commission, Documentary Australia, Screen Territory, and in kind film support from Children's Ground, Akeyulerre Healing Centre, Amiun and the Sundance Institute.





Impact Snapshot

IMPACT SNAPSHOT BY THE NUMBERS



54

FILM FESTIVALS



\$378,565

AUSTRALIAN BOX OFFICE



500+

NON THEATRICAL SCREENINGS



480,000+

WATCHED FILM ON ABC TV AND
ABC IVIEW



OVER

30,000

VIEWS ON VIMEO



POV BROADCAST IN US

2.9M

VIEWERS

115M

HEADS OF
HOUSEHOLDS



OVER

\$250,000

NON THEATRICAL INCOME



OVER

\$85,000

RAISED VIA VIMEO



OVER

\$12K

IN PAY IT FORWARD LICENSES



OVER

\$165,000

RAISED FOR HOMELANDS SCHOOL



OVER

\$75,000

FOR IMMEDIATE COVID RELIEF
WITH CHILDREN'S GROUND



OVER

10,700

DOWNLOADS OF STUDY GUIDES



OVER

87

Q&A SESSIONS WITH FILM
TEAM + ADVISORS



OVER

67,000

SOCIAL MEDIA FOLLOWERS

IMPACT SNAPSHOT BY THE NUMBERS CTD.

7 Arrernte and Garrwa family members got their **first passports** and went **overseas for first time** to the World Premiere at Hot Docs International Film Festival in Canada



4 Parliamentary screenings: ACT, NT, NSW, and Federal Parliament



1 Speech by Dujan read out in NT Parliament



1 Speech by Dujan read out in Federal Senate



2 Speeches by Dujan at United Nations Human Rights Council and Convention of the Rights of the Child, Geneva



1 Dujan in the Archibald Prize



1 Megan nominated as NT Australian of the year



2 Children's books (Pan McMillan and Amnesty International)



Major Fundraisers



- Homelands school 165k
- Get to Sydney Film Festival crowdfund 16K
- Covid Preparations 75K
- Covid response Kallico Catering 34K
- NIYEC Learn Our Truth campaign - over 60k

Key Policy Screenings



- United Nations, Geneva
- 27 staff in Attorney General's Office
- Children's Commissioners
- NSW Parliament
- NT Parliament
- QLD Parliament
- ACT Parliament
- Federal Parliament

Education and Professional Development Work



- ATOM Study Guide
- Cool Australia Study Guide
- American Documentary Guide
- Big Sky Native Filmmaking (Turtle Island / USA)
- Education Resource Pack (UK)
- Reconciliation Australia's Narragunnawali: Reconciliation in Education Guide
- The Stronger Smarter Institute Professional Learning session
- National Indigenous Youth Education Coalition (NIYEC) Learn Our Truth Pledge
- 6 Virtual Excursions

Resources Created



- Screening Guide
- Discussion Guide
- 5 education guides

FILM FESTIVALS



HOTDOCS 2019



SYDNEY FILM FESTIVAL 2019



MELBOURNE INTERNATIONAL FILM FESTIVAL 2019



AFI DOCS 2019



STRONGER THAN FICTION DOCUMENTARY FILM FESTIVAL 2019



DURBAN INTERNATIONAL FILM FESTIVAL 2019



DOC NYC 2019

AWARDS

- 2019 Peabody Award Nomination
- 2019 Best Documentary – Social & Political Issues ATOM Awards
- 2019 Best Documentary – AACTA Award Nominee
- 2019 Best Cinematography – AACTA Award Nominee
- 2019 Best Australian Documentary – Stronger than Fiction Film Festival
- 2019 Best Documentary Nominee - Warsaw International Film Festival
- 2019 Audience Award – Darwin International Film Festival
- 2019 Audience Award – Byron Bay Film Festival
- 2019 Best Documentary Nominee – Walkley Awards
- 2019 Best Documentary Nominee - Durban International Film Festival
- 2020 Australian Critics Circle Awards – Nomination
- 2020 Winner of Best Feature Documentary – Olympia Film Festival (Greece)
- 2020 Best Direction in Documentary - Australian Directors Guild
- 2020 Best Socio-political Documentary Award -Beyond Borders Film Festival, Greece
- 2020 Winner Young Voltaire Human Rights Award - Dujan Hoosan

NOMINATED
AACTA AWARD
FOR
BEST CINEMATOGRAPHY
IN A DOCUMENTARY

IN MY BLOOD
IT RUNS

www.inmyblooditruns.com

**STRONGER
THAN FICTION**
DOCUMENTARY FILM FESTIVAL
2018
OFFICIAL SELECTION

**PEABODY
NOMINEE**

OFFICIAL
SELECTION

MF
FILM FESTIVAL

experience
Cultural Film Festival
Official Competition

2019
**DURBAN
INTERNATIONAL
FILM FESTIVAL**

OFFICIAL SELECTION
BIG SKY
DOCUMENTARY
FILM FESTIVAL
2020

IN MY BLOOD
IT RUNS

www.inmyblooditruns.com

WINNER
audience choice
award
diff
2019

OFFICIAL
SELECTION
**DOC
NYC**
2019

IN MY BLOOD
IT RUNS

www.inmyblooditruns.com

OFFICIAL
SELECTION
**DOC
NYC**
2019

**TORONTO
INTERNATIONAL
FILM FESTIVAL**
2020

IN MY BLOOD
IT RUNS

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DOCS [MX]
SELECCIÓN OFICIAL
2019

OFFICIAL SELECTION
Anú-rú Áboro
2019

NZIFF
2019
SELECTION
INTERNATIONAL FILM FESTIVAL

**SXSW
EDU**
2020 FILM SELECTION

IN MY BLOOD
IT RUNS

www.inmyblooditruns.com

FIFO
Festival International
du Film documentaire Océanien
OFFICIAL SELECTION
TAHITI
2020

**THESSALONIKI
DOCUMENTARY
FESTIVAL**
OFFICIAL SELECTION
2020

IN MY BLOOD
IT RUNS

www.inmyblooditruns.com

Official Selection
WARSAW FILM FESTIVAL

cinefest oz
FILM FESTIVAL
2019
OFFICIAL SELECTION

OFFICIAL
SELECTION
**BRISBANE
INTERNATIONAL
FILM FESTIVAL**
2019

BBFF 2019
OFFICIAL SELECTION

2019
SAE AWARDS
WINNER

**ASIA PACIFIC
SCREEN AWARDS**
IN COMPETITION

NOMINATED
AACTA AWARD
FOR
BEST DOCUMENTARY

MEDIA HIGHLIGHTS



30+
REVIEWS



566
UNIQUE MEDIA
ARTICLES

“Voices rarely raise, but the
film vibrates with fury”



NEW YORK TIMES CRITICS PICK

“Quietly masterful”



THE GUARDIAN

“A wholly original and
impactful look at growing up
Indigenous in Australia today”

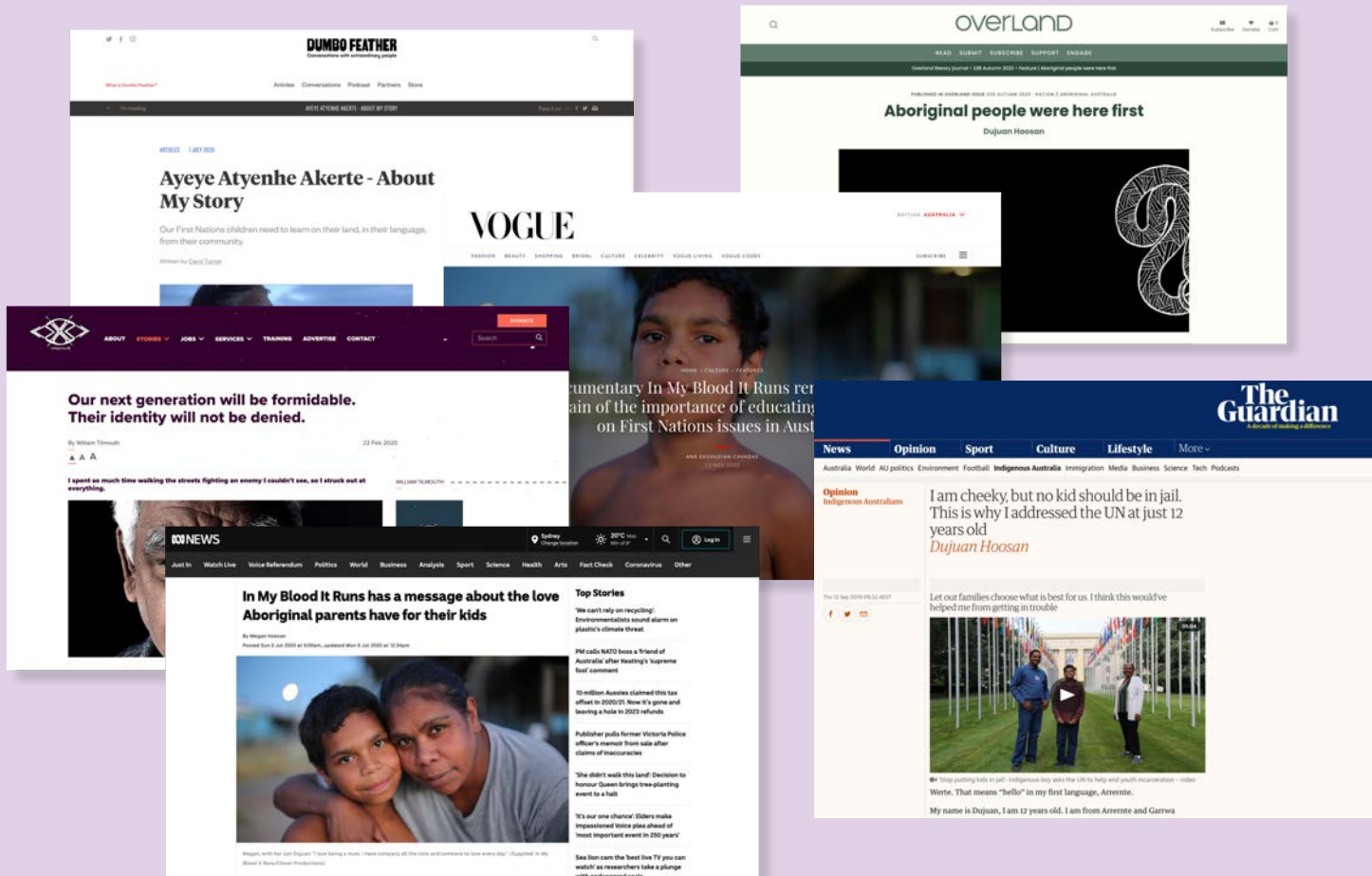
THE GATE



DAVID STRATTON, SMH

“A powerful, essential
portrait of Australian youth”

MELBOURNE INTERNATIONAL
FILM FESTIVAL



CAMPAIGN TIMELINE

Production + campaign development

GoodPitch, 2016 | Honeymoon Gap, 2018 | Kangaroo Valley, 2019 | Research, development, pre-screenings

Term 2 #LearnOurTruth free school screening campaign
2,500+ classrooms accessed and 6 x "Virtual Excursion" Q&As with Reconciliation Australia Narragunnawali team, Stronger Smarter, Children's Ground and NIYEC

ABC Broadcast
TV + iview = 458k views
Watch party resources + FB Live
#RaiseTheAge 'When I Was 10' social media campaign ahead of Attorney-General meeting

Exit of the Campaign Party
At Childrens Ground, Alice Springs

Children's Book Release
Nationally avail in bookstores with Pan McMillan

World premiere at Hot Docs
Aus premiere at SFF
40+ International film festivals across 15 countries, incl 10+ festivals in Australia

Hidden Valley Town Camp premiere
supported by Children's Ground

Australian cinema release:
opened in 5 locations, grew to 40

Federal Parliament screening
with Utyerre Apanpe

Megan nominated for NT Aust of the Year
from 6000+ nominees

NAIDOC Week workplace Q&A events
with Children's Ground

2016 >

JAN 2019

MAY 2019

SEPT 2019

FEB 2020

APR 2020

MAY 2020

JUNE 2020

JULY 2020

SEPT 2020

NOV 2020

JAN 2021

NOV 2023

50+ policy influencer impact screenings
including at Parliaments, Children's Commissioners, government departments in education, justice and social services

COVID hits

Pivot to online screenings + Q&As

- 6000+ tickets to online screening events (50% profit to CG)
- Vimeo On Demand launches: 44k+ views to date

Black Lives Matter global protests
Reconciliation Week workplace screenings
100+ workplaces engaged in partnership with Children's Ground

International Release
Broadcast on PBS POV with educational resources
Launched in virtual cinemas UK

Dujan's portrait by Blak Douglas becomes Archibald finalist

NIYEC's #LearnOurTruth launch

- \$60k Chuffed campaign
- Educators pledge soft launch

United Nations speech & screening
with Australian Human Rights Commission and Human Rights Law Centre



Release and Impact

RELEASE AND IMPACT SUMMARY

Please note: for detailed information about the process of collaborative filmmaking that underpinned both the making of the film and the co-design and rollout of the impact campaign, please read our report [here](#).

The impact strategy for *In My Blood It Runs* was developed alongside the film; the impact team came on board while the film was still in production. The impact strategy was developed from the point at which the film was at rough-cut. The foundation of the impact strategy was a three-day event with over 35 members of Dujan's family and all of the advisors to the film, held at Honeymoon Gap outside Alice Springs. Following that session we held a partners' planning retreat at Kangaroo Valley in February 2019, hosted by Good Pitch Australia.

The film had its World Premiere at Hot Docs, Toronto. Dujan and his whole family attended the premiere, many traveling overseas for the first time. The film continued to screen in festivals around the world through 2020. We organised a large number of partner screenings and discussions in parallel with these festival screenings.

During 2019 we showed the film to over 500 people either via a streaming link or at curated in-person screening events. The purpose of these pre-release screenings was to build key partnerships and to shape the campaign within the political context that would align with the release of the film in 2020.

At the invitation of the then National Children's Commissioner Megan Mitchell, Dujan, his father Jim Jim and grandmother Margaret travelled to Switzerland in September 2019 to present the film at the United Nations in Geneva. Dujan addressed the Convention on the Rights of the Child privately hours before The Australian Government representatives delivered their official presentation. Dujan's speech, and film directly informed their questions for the government and understanding of the



HONEY MOON GAP IMPACT WORKSHOP



NATIONAL KV IMPACT WORKSHOP



RELEASE AND IMPACT SUMMARY CTD.

lived experience of First Nations children in Australia. Dujuan and his family held a screening of the film in the UN, which was packed with delegates from around the world and later was invited for a private meeting with the UN High Commissioner for the Human Rights Council, Michelle Bachelet. Then, in collaboration with The Human Rights Law Centre, Dujuan addressed the 42nd session of the UN Human Rights Council about the film and the issues it raises. At 12 years of age, Dujuan became the youngest person ever to address the world's peak human rights body, generating a great deal of media attention for the film and the issues it raises.

In February 2020, *In My Blood It Runs* returned home with a premiere screening at Ewyenper Atwatye (Hidden Valley town camp). This special screening was organised and attended by family and local organisations and many supporters from the community and was followed by a panel discussion co-hosted with key partners, Children's Ground. The film also screened at Araluen Arts Centre in Mparntwe (Alice Springs) ahead of its theatrical release - a collaboration with Bonsai Films and the film team (now Unquiet Collective). The theatrical release travelled from the heart centre of Australia, and this story - Ewyenper Atwatye - around the country to major cities and landed in Federal Parliament in Canberra where education leaders from Utyerre Apanpe made a stand on the need for First Nations-led education to Federal politicians.

The film had its premiere in Australian cinemas in February 2020 with a blast of publicity and strong audience numbers. When cinemas closed soon afterwards due to Covid-19, we pivoted to Video on Demand, organising Q&As and streaming events for workplaces and schools. We made space for a range of voices and leaders from the film and partner organisations who led discussions on the film and related themes. During Reconciliation Week in May 2020, we screened the film in over 2500 classrooms with specific subject screenings and sessions to aid schools throughout lockdown.





Watch
In My Blood It Runs
online now

50% of profits will support
Indigenous communities to
face COVID19

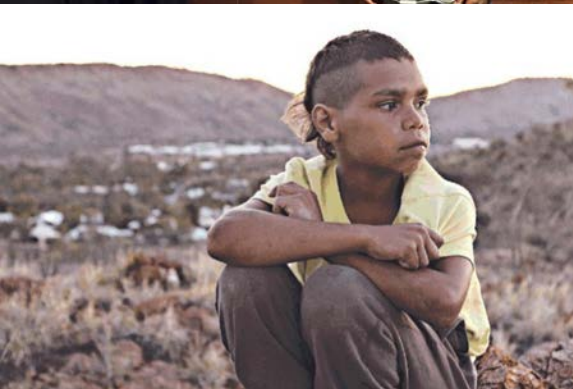


www.inmyblooditruns.com/screenings



Indigenous Australians
Between two worlds: 'I want my future to be on country'

A new film tracks the life of one boy but is also the story of a generation of Indigenous children and their right to be educated in their language on country



History, culture and two-way learning

Nguyen Thuan in In My Blood It Runs, which follows the 10-year-old as it examines what it feels like to be a First Nations child in the classroom, its maker says

Nguyen Thuan's documentary follows the life of a young boy from the remote town of Yuendumu in the Northern Territory. In My Blood It Runs follows the boy as he navigates the challenges of being a First Nations child in a non-Indigenous school. The film is a powerful and moving portrait of a young boy who is determined to learn his own language and culture while also embracing the opportunities of the modern world. The film is a testament to the resilience and strength of Indigenous children and their families. It is a story of hope and possibility, and a call to action for all of us to work towards a more inclusive and equitable society.

RELEASE AND IMPACT SUMMARY CTD.

Our ABC TV premiere in July 2020, had over half a million views and was widely watched on catchup and additional broadcasts throughout the year. We partnered heavily with ABC education, and rolled out a number of articles written by partners and those in the film. In the US, the film premiered on POV, the public broadcaster's premiere doc channel and garnered over 1.2 mil viewers on the Initial broadcast followed by a season of 115mil heads of houses through all repeats.

Non-theatrical screenings continued throughout our entire release window. As we owned the film, we were able to use a variable fee based on ability to pay, fundraise with the film and also establish an optional Pay It Forward licence fee so that people could add a \$100 donation to their screening fee when booking a non-theatrical screening. We raised over \$12,000 and were able to offer micro grants to support more than 30 First Nations communities to host screenings of the film.

We built a significant list and used our networks to raise money for First Nations organisations, particularly Children's Ground. During the Covid-19 pandemic, IMBIR matched donations to First Nations organisations providing care and support, including Baabayn Aboriginal Corporation and Kallico Catering on Dharug land (Western Sydney), raising over \$34,000 for the latter alone.

Indicative of the broader cultural impact of the film, Artist Blak Douglas painted Dujan's portrait, and the work was selected as a finalist in the 2020 Archibald Prize. Douglas and Dujan continued to collaborate on a children's book, which is also based on the film. Megan Hoosan, Dujan's mother was nominated as Northern Territorian of the Year in 2020, for her leadership on supporting and inspiring First Nations mothers everywhere.



ALICE SPRINGS HIDDEN VALLEY PREMIERE



BLAK DOUGLAS ARCHIBALD PAINTING OF DUJUAN

IMPACT GOAL 1 - RACISM

Address racism by sharing the lived experiences of First Nations people and challenging structural racism.

All of our Unquiet impact campaigns have one large structural goal - a guiding star. We know that this may not be achieved in the life of the film, but it informs our design, the way we look at things and how we organise our strategic decision making.

When Dujan's family gathered at Honeymoon Gap, they identified the effects of everyday racism as one of the most significant barriers they face. Addressing racism became the meta goal for all that we did and the key goal for broader narrative change.

WHAT WE DID

- Told a story of the love and strength within Aboriginal families in the film
- Reinforced this strength-based theme in all our media and communications and ensured that the voices of Aboriginal people, particularly Dujan, were centred in the media
- Amplified the lived experiences of First Nations children
- Supported the agency of First Nations people to lead their own solutions in our own work, and in the messages we shared
- Supported First Nations leadership within our partner organisations
- Positioned the film alongside key national First Nations-led campaigns
- Pre-wrote strength-based stories from those in the film and those who worked on the film and fed them into the traditional publicity campaign (interviews, media appearances, op-eds)
- Identified influencers (ambassadors) to help promote & lead the film's rollout by sharing on social media, presenting screenings, and speaking out about racism
- Organised partner, school, workplace and home-based 'watch parties' for non-Indigenous people to lead discussions around bias & privilege, providing screening guides to encourage conversation
- Documented the development of our collaborative process and made presentations to the film and documentary industry about collaboration, the ethics of representation



HAYLEY MCQUIRE FROM NIYEC IS COVER GIRL FOR DF



Megan, centre, with her children Clevone, Colin, Dujan and Nyiesha: "I discovered so much joy being a mum"



"Voices rarely raise, but the film still vibrates with fury."

IN MY BLOOD IT RUNS

New York Times, Critics Pick



BBC NEWS

The 'smart and cheeky' Aboriginal boy teaching Australia a lesson
bbc.com



The Washington Post
Democracy Dies in Darkness



Dujan Hoosan in "In My Blood It Runs." (Maya Newell/Sentient Art Film)

Penny Wong - Senator for SA
 6 hrs · 🌐

This is Djujan, a child-healer and expert hunter who speaks three languages and radiates intelligence and charisma. A powerful, acclaimed film, *In M...* See More



IMPACT GOAL 2 - FIRST NATIONS EDUCATION

Champion and build significant support for a formal First Nations led education system.

Through our close partnership with Children’s Ground we worked to support First Nations educators to connect with each other and develop a network through which to collaborate. The growth of Utyerre Apanpe, the First Nations Educators Network supported by Children’s Ground, has held multiple gatherings, both in person and online, and is currently working on a review of First Nations education systems.

Alongside Children’s Ground, we assisted in taking a delegation from Utyerre Apanpe to Parliament House in Canberra in February 2020 during our theatrical release.

We worked with Children’s Ground to raise over \$165,000 towards the building of an independent school on Djujan’s homeland at Mpweringke Anapipe, Sandy Bore.

We worked together to promote an understanding of independent First Nations education programs to key stakeholders and decision-makers in education, curriculum, and government at State, Territory and Federal levels, as well as to mainstream audiences.



“We are told to make our children ready for school, but why can’t we make schools ready for our children”

Margaret Kemarre Turner, Arrernte Elder

IN MY BLOOD IT RUNS



WHAT WE DID

- Provided targeted support to campaigns to recognise and support a First Nations-led education system.
- Supported the First Nations Education network and emerging national coalition and amplified their voice with Government, including taking a delegation with Childrens Ground Utyerre Apanpe to Parliament House in Canberra.
- Held targeted screenings for key decision-makers in government and education leadership
- Promoted the importance of independent, First Nations-led education to government, teachers, education leaders and the broader community via media, Q&As social media
- Built relationships with key First Nations education leaders nationally and supported opportunities for them to meet and collaborate

IMPACT GOAL 3 - MAINSTREAM EDUCATION

Work to encourage mainstream schools to become more culturally safe and responsive for Aboriginal and Torres Strait Islander students.

A very clear response to the film from First Nations audiences and partners was that Dajuan's experience in the mainstream education system was extremely common. The education system is currently not suited for First Nations kids; it contributes to the issues faced by Dajuan and his peers in many ways. We wanted to find ways of reaching existing teachers, engaging them in conversations around issues of cultural safety in the classroom, and provide space for professional development. We also wanted to reach tertiary students currently taking education degrees.

We developed a team of education advisors including Children's Ground, Stronger Smarter Institute, the National Indigenous Youth Education Coalition, and Reconciliation Australia who gathered in writing rooms to deliver culturally appropriate professional resources to educators. Other key education partners included Australian Teachers of Media (ATOM), cultural safety consultants Amiun, and the National Aboriginal and Torres Strait Islander Principals Association.

We created 5 student-facing education resources across Aus, US, UK and continue to have Screenrights usage numbers unchanged in over 3 years of release.

We also created learning resources specifically for teacher professional development in collaboration with Reconciliation Australia's Narragunnawali: Reconciliation in Education program. We hosted a number of online Q&As and "Virtual Excursions" for both students and teachers, which were recorded and made available for teachers during covid lockdowns and then as an ongoing classroom resource. These resources drove a record amount of traffic to Narragunnawali's webpage and boosted engagement.



LEARN OUR TRUTH

Change comes when we
Learn Our Truth

Back the campaign now!

chuffed.org/project/learnourtruth



Aboriginal Studies
25th May 2pm

Science
26th May 2pm

History and Civics
27th May 2pm

English and Media Studies
28th May 2pm

Legal Studies
May 29th 2pm



STRONGER SMARTER INSTITUTE SCREENING



AITSL CONFERENCE PRESENTATION

IMPACT GOAL 3 - MAINSTREAM EDUCATION CTD.

We also sought to connect with institutions delivering education degrees in order to reach teacher training programs.

We lobbied for the inclusion of cultural safety frameworks and culturally responsive practice in teacher training with targeted screenings to AITSL and ACARA, and were part of nation wide discussions to overhaul the national school's curriculum in regard to teaching First Nations history. In 2021, ACARA Announced that the new curriculum would include lessons and language around the "invasion" of the continent.

We also supported the National Indigenous Youth Education Coalition (NIYEC) to launch their #LearnOurTruth campaign. We supported NIYEC to host over 1000 screenings in schools, raise over \$60,000 through crowdfunding, and recruit hundreds of educators to take a pledge. The pledge asked teachers and principals to commit to "to teach and learn true First Nations histories so that all young people can shape the future from a place of common ground and understanding." NIYEC now receive multiyear funding and have a full-time staff member.

WHAT WE DID

- Created two study guides for primary and secondary schools to accompany the film, written with First Nations writers and partners
- Created professional development resources to support teachers
- Adapted a study guide for audiences in Turtle Island (North America), Aotearoa (New Zealand) and the United Kingdom
- Supported the cultural safety of First Nations students in mainstream education by supporting the NIYEC Learn Our Truth pledge and project and the work of cultural safety consultants Amiu.
- With partners, identified & lobbied key teacher training colleges, ACARA, AITSL and institutions to include cultural safety frameworks in teacher training with Stronger Smarter and Reconciliation Australia <https://inmyblooditruns.com/education/>
- Built relationships with key First Nations educational leaders nationally and helped to connect grassroots First Nations educators with the movement.



IMPACT GOAL 4 - JUVENILE JUSTICE

Amplify evidence-backed restorative youth justice solutions instead of punitive approaches to youth justice.

After conversations with advocates, researchers and campaigners working across youth justice, we identified raising the age of criminal responsibility as a key campaign to support with the release of the film. At present, the age at which a child can be incarcerated in Australia is 10. Dujan was 10 when the film was being made.

We partnered with the Raise the Age campaign and worked closely with a range of key organisations including the Human Rights Law Center and Amnesty International. Sophie Trevitt was led for this campaign thread, and then went on to manage Raise the Age for Change the Record.

We used parliamentary screenings and invited Attorney General and staff to leverage key states to 'topple' first in the hope of creating a domino effect on other states.

We became aware of a legislation review of raise the age taking place with a network of staff in each Attorney General's office in every state and territory. We arranged for each of the 27 people working on this review to see the film, and held private screenings in NT parliament for working groups of politicians.

In July 2020 we encouraged people to share a photo of themselves at 10 years of age to highlight the injustice of incarcerating children. The campaign gained a significant profile through this viral momentum, with many high-profile figures taking part.

In September 2019, the film was presented at the United Nations in Geneva. Dujan addressed the 42nd session of the UN Human Rights Council about the film and the issues it raises.



IMPACT GOAL 4 - JUVENILE JUSTICE CTD.

Djujan's moving speech was widely shared and brought a global spotlight to the campaign to raise the age of criminal responsibility in Australia. Thirty one UN member states called on the Australian government to make this change. In 2021, Djujan was invited to film another speech for the United Nations for a session on the Rights of the Indigenous Child under the UN Declaration on the Rights of Indigenous Peoples.

In August 2019, the film was screened in the Northern Territory Parliament and Djujan's speech was read for him on the floor of NT Parliament by Labor member for Namatjira, Chansey Paech. The speech was also read in the Federal Senate and thus recorded into Hansard by Senator Malarndirri McCarthy in February 2020.

NT parliament has raised the age to 12 yrs, and ACT have raised to 14yrs and VIC have committed to raising to 14yrs. The Council of Attorneys General delayed their response to calls to change the age of criminal responsibility from 10 to the UN's recommended 14. Some states and territories are looking at legislative change, and campaigns to Raise the Age are ongoing. The film contributed significantly to raising the profile of this issue in national and international settings, helping to create a strong narrative foundation and to centre the voice of Aboriginal children in public discourse.

"I want my school to be run by Aboriginal people. I want adults to stop crueling 10 year old kids in jail. I want my future to be out on land with strong culture and language. My film is for all Aboriginal kids. It is about our dreams, our hopes and our rights. I hope you can make things better for us."

- Djujan





OTHER OUTCOMES

CHILDREN'S BOOK

In Nov 2023, Dujan, Carol and Margaret (his two grandmothers) released their first authored book illustrated by Archibald Prize winner Blak Douglas and published by Pan McMillan. Our team worked with the authors to write it and built a campaign to launch it over three events in Mparntwe with Children's Ground, Melbourne with Melb Uni and Sydney with UTS. Dujan led a string of media interviews across the continent including RN breakfast, Studio 10 and spoke at Sydney Writers Festival continuing the impact and reach of this story for generations to come.

FILM MAKING PROCESSES

The process of making the film and coordinating the impact campaign in collaboration with Dujan's family has also had an impact on documentary filmmaking. We reflected on what we learnt from the process in a report for use by other filmmakers and students. We hope that our work can help shed light on the work and history of collaborative filmmaking processes in our industry. The processes and methodology we used have been the subject of several film industry discussions, including a Centre for Media and Social Impact (American University, Washington) case study, talks at AIDC, Doc Society conferences etc. The Unquiet Collective continue to share and build on what they have learnt from making this film on their future film projects.



UNQUIET COLLECTIVE

The Unquiet Collective was borne out of the impact team from In My Blood It Runs and combines the know-how six women in campaigning, art and impact backgrounds with a powerful commitment to partnerships led by communities with lived experience.

The collective works with filmmakers to reach their audiences and invite audiences to move from ideas into action. It is one clear legacy of the In My Blood It Runs impact project.



CONCLUSION

Through the hard work of our community lead team and the support of a large and diverse team of partners, *In My Blood It Runs* was a highly successful film and the impact campaign extended its audience reach and social impact.

The film reached at least 3.5 million people and brought in close to \$750,000 in income across theatrical, non theatrical, VOD and education sales. In addition, over \$357,000 was raised for campaigns associated with the film.

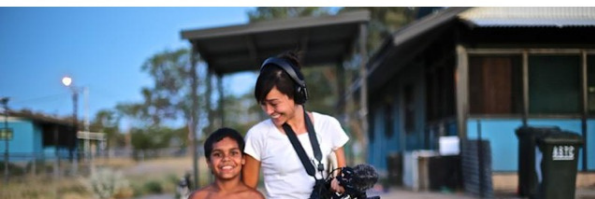
The film reached critical and influential audiences, including but not limited to: the United Nations, Attorneys General and their staff, Members of Parliament and policymakers across State, Territory and Federal governments, juvenile justice organisations and leaders, curriculum developers (ACARA), universities, school leaders, teachers, students, and First Nations communities.

The film used its platform to spotlight related campaigns and amplify the profile of related work, highlighting First Nations-led organisations in education and youth justice. The film was instrumental in bringing greater awareness to the campaign to #RaiseTheAge. The film also offered significant support to Children's Ground and the NIYEC campaign, #LearnOurTruth.

Djuwan and family are proud of the film, the process of making and releasing the film, of its social impact, and of their advocacy work and the book continues this work. *In My Blood It Runs* is a part of his story, and his unique voice will continue to have an impact well beyond the scope of the film.

Richard Branson • Following
Founder at Virgin Group
1d

"I want my school to be run by Aboriginal people who are like me and understand me. I want the adults to stop locking up 10-year-old kids in prison." <https://virg.in/iZC>
#RaiseTheAge



The New York Times LOG IN

CRITIC'S PICK

'In My Blood It Runs' Review: 'I Want to Be an Aborigine'

In plain vérité style, the documentary follows an Arrernte Aboriginal family in Alice Springs, Australia.



SPECIAL THANKS

CLOSER
PRODUCTIONS

goodpitch
AUSTRALIA

DAF DOCUMENTARY AUSTRALIA
FOUNDATION

SHARK ISLAND
INSTITUTE



children's
ground



AKEYULERE INC.

AMNESTY
INTERNATIONAL

Human Rights
Law Centre



RECONCILIATION
AUSTRALIA

**NAKRA
GUNNA
WALI**

Australian
Human Rights
Commission

ALS
Aboriginal Legal Service (NSW/ACT) Limited



stronger smarter
Institute



NIYEC
National Indigenous Youth
Education Coalition

coolaustralia.org
Learn for life.

community
prophets
Walk the talk.

**JUST
REINVEST
NSW**

NTCOSS
Northern Territory Council of Social Service

NATSIPA
National Aboriginal and Torres Strait Islander
Principals Association

**national
museum
australia**

United Nations
Association
of Australia
NSW Division

**CHANGE
THE RECORD**
Smarter Justice. Safer Communities.

**#Raise
The Age**

The Caledonia Foundation
Ian and Min Darling
Paradise Family Foundation
Wilson Asset Management
Ryan Cooper Family Foundation
Crown Resorts Foundation
Gretel Packer
Packer Family Foundation
CAGES Foundation
The Snow Foundation
Brooke Horne and Tom Snow
English Family Foundation
The Watson Family
Dusseldorp Forum
Fade to Black Foundation

Daniel Almagor and Berry Liberman
The Antipodean Family Foundation
River Capital Foundation
The George and Freda Castan
Families Charitable Foundation
Graeme Wood Foundation
Queensland Community
Foundation
Strategic Environmental Fund
Ruth Armytage AM
Herschell Family
Gina Fairfax
Dr Sue Jacobs
Wendy Kozica
Damon and Zoe Gameau

Paul and Sarah Wiegard
Mim and Michael Bartlett
Alison Limb and Blair Stafford
Caroline Vu and Marc Brandon
Rachel Maza
Georgie Stromland
Kate Hayward
David Vadelveloo
Jane Ulrik
Lisa Sherrard
Richard Todd and Hiromi Yano
Amanda Milledge
Phillip Cornwell
Seri Renkin and Danny Bessell
Ben McNeill



Unquiet Collective
Sept 2023

unquiet.com.au
inmyblooditrans.com

UNQUIET