



REFLECT RECONCILIATION ACTION PLAN

March 2020 - March 2021



ACKNOWLEDGEMENT

Fancy Films respectfully acknowledges the Traditional Owners of the Land on which our office is based, the Yaluk-ut Weelam Clan of the Boon Wurrung.

We pay our respect to Elders past and present, and extend our respect to all Elders and Aboriginal and Torres Strait Islander peoples across Australia. We acknowledge and uphold their continuing relationship to this land.

As storytellers ourselves, we pay our respects to the oldest continuous culture on Earth and its rich storytelling tradition.



ABOUT FANCY FILMS



As producers of meaningful creative content and short form documentary stories for social impact and strategic engagement, Fancy Films specialise in working with corporate, government, public sector and not for profit organisations. We create value by helping our clients to communicate and create lasting impact around their most important issues. Ultimately our purpose is to help communicate purpose, which helps when there is shared purpose & values.

We help our clients to become more inclusive and diverse by contributing to the conversation around key themes relating to gender equality, Aboriginal and Torres Strait Islander education and the LGBTIQ+ community. We understand the importance of connecting emotionally, the need for authenticity and how all these elements can be brought together to drive change. At Fancy Films, we merge the worlds of film and corporate videos to create authentic, easily accessible content using the latest methods, backed up by audience data.

Located at 155 Fitzroy Street, St Kilda, on Boon Wurrung Land, Fancy Films has 9 employees, currently none identify as Aboriginal and/or Torres Strait Islander.

OUR RECONCILIATION ACTION PLAN

A healthy society is found in respect, trust and justice for all. Yet for many Aboriginal and Torres Strait Islander peoples, our nation’s history is tarnished by an experience of dispossession and marginalisation.

Reconciliation is about bringing Indigenous and non-Indigenous Australians together, giving voice to unheard stories and securing inclusive access to our collective future.

We recognise that this move to a fairer Australia is illuminated by the contribution of every Australian. Fancy Films is determined to play our part.

Reconciliation commands a strong place in the heart of our founder and creative director, Keryn Nossal and the issue has played a role in defining our work for some time. We have collaborated with the Wesley/Yiramalay school since 2016 to produce award-winning documentaries on this partnership program that is underpinned by the drive for reconciliation.

We strive to do more because Fancy Films, as a creative content agency, has a unique opportunity to ensure the truth of Australia is heard.

With our Reconciliation Action Plan (RAP), we reflect on our existing contribution and look to embed reconciliation within our core business practices.

We are structuring our RAP to fulfil and advance three pillars; relationships, respect and opportunities. This way we can best ensure our input is precise, meaningful and with impact.

- 1. **Relationships:** build and encourage relationships between First Nations communities and non-Indigenous businesses.
- 2. **Respect:** foster respect for the world’s longest continuing cultures and communities.
- 3. **Opportunities:** develop and expand opportunities within Fancy Films and our local community for Aboriginal and/or Torres Strait Islander peoples.

We have created a RAP Working Group (RWG) to focus our reconciliation efforts to improve the potential impact of our actions. The group is currently made up of the following Fancy Films staff:

- **Keryn Nossal**, Managing Director
- **Elsie Shaw**, Production Coordinator - RWG Chair
- **Anh Pham**, Head of Motion
- **Dylan Timtschenko**, Editor

There are currently no members who identify as Aboriginal and/or Torres Strait Islander at this stage.



PARTNERSHIPS / CURRENT ACTIVITIES

We have worked with many First Nation peoples to create stories that share their unique cultures and histories through the medium of film. These projects support Fancy Films in achieving our vision for reconciliation by contributing to the three pillars relationships, respect and opportunities. All of the video projects below have been produced in a pro-bono capacity.

The Jandamarra Story

The video features Bunuba Elder Joe Ross deep within the caves of Tunnel Creek, telling the historical story of bush-tracker Jandamarra, a warrior during the Frontier Wars and his famous resistance to European colonisation in the Kimberley Region.

It was a pro bono project as part of an ongoing commitment to sharing stories from Indigenous communities, continuing cultural awareness and survival.

- 2018 GlobalTrend Video Awards Winner - Quest award – Non-profit category
- 2018 US Videographer Awards Winner – Excellence – Cultural category

From A to Me, Episode 6: Auntie Jacko

As part of our online web series profiling a range of inspiring Australian female leaders, one episode features local Elder Auntie Judith Jackson, ensuring Indigenous communities have a voice in the global conversation around gender equality.

Auntie Judy ‘Jacko’ Jackson, a Gunggari woman and Elder, is regarded by the locals in the City of Port Phillip as the glue that binds the Aboriginal community together. Judy has received a number of awards for her outstanding community work.

Auntie Judy exhibits courage and grace in telling her personal story. She calls on both women and men to “be strong and tell your story”, “stand up for yourself” as this encourages others to do the same.

- 2019 Communicator Awards Winner - Distinction – Online video, campaign or web series category

YIRAMALAY



Yiramalay 2016 & 2018

Since 2016, we have produced videos to document the Wesley/Yiramalay partnership.

Yiramalay sits in the Fitzroy Valley of the Kimberley and provides educational opportunities vested in culture and country to the local Bunuba people. The school aims to expand horizons by nurturing enriched relationships with local culture alongside preparedness for the diverse pathways of life.

The videos have included interviews with Aboriginal and Torres Strait Islander Social Justice Commissioner June Oscar AO and Bunuba woman Kaylene Marr.

- 2016 ATOM Award Winner – best short-form documentary and national tour
- 2016 Videographer Awards Winner – Distinction
- 2019 Davey Award Winner – Gold
- 2019 Marcom Award Winner – Gold

MITs



MITs x MUMA

A short video documenting the partnership between Melbourne Indigenous Transition School and Monash University Museum of Modern Art to help raise funds for their ongoing educational projects with Indigenous students from all over the country.

It is an initiative that links Aboriginal students to Aboriginal artists, encouraging a deeper relationship with culture and story-telling.

As part of this project we worked alongside Melbourne Museum Senior Curator and Yorta Yorta woman Kimberley Moulton as well as Aboriginal artist and Gunditjmara woman Hayley Millar-Baker.

- 2019 MarCom Award Winner – Honourable Mention
- 2019 Davey Award Winner - Gold

OUR ACTION PLAN

RELATIONSHIPS • RESPECT • OPPORTUNITIES • GOVERNANCE



RELATIONSHIPS



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none">Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.Invite local Aboriginal and Torres Strait Islander community members to join our RAP Working Group.	May, 2020 May, 2020 May, 2020	Editor Editor Editor
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none">Circulate Reconciliation Australia’s NRW resources and reconciliation materials to our staff.RAP Working Group members to participate in an external NRW event.Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May, 2020 27 May - 3 June, 2020 27 May - 3 June, 2020	RWG Chair Head of Motion Director
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none">Identify external stakeholders that our organisation can engage with on our reconciliation journey.Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	April, 2020 April, 2020	RWG Chair Director
4. Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none">Research best practice and policies in areas of race relations and anti-discrimination.Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	April, 2020 April, 2020	Editor Editor

RESPECT



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	<ul style="list-style-type: none">• Develop, implement and communicate a cultural learning strategy for our staff.• Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors on the development and implementation of a cultural learning strategy.• Conduct a review of cultural learning needs within our organisation.	June, 2020 June, 2020 May, 2020	RWG Chair Editor RWG Chair
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none">• Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation’s operational area.• Develop, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	May, 2020 May, 2020	Head of Motion RWG Chair
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none">• Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.• Introduce our staff to NAIDOC Week by promoting external events in our local area.• RAP Working Group to participate in an external NAIDOC Week event.	June, 2020 June, 2020 5-12 July, 2020	Editor RWG Chair RWG Chair
8. Create and share stories of Aboriginal and Torres Strait Islander cultures and histories.	<ul style="list-style-type: none">• Develop existing and explore further opportunities for creative collaborations with First Peoples to produce films about their cultures and histories.• Host a film screening through the Reconciliation Film Club annually and invite a guest speaker to share their experiences on reconciliation.	August, 2020 September, 2020	Director RWG Chair
9. Recognise Aboriginal and Torres Strait Islander cultures and histories that sit on traditionally-owned Land.	<ul style="list-style-type: none">• Display a symbolic commitment to reconciliation in the office in the form of an artwork.• Publicly acknowledge the Traditional Owners of the Land and Local Indigenous Language in writing on company website: “As storytellers ourselves, we pay our respects to the oldest continuous culture on Earth and its rich storytelling tradition”.	March, 2020 April, 2020	RWG Chair RWG Chair

OPPORTUNITIES



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	• Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	November, 2020	Director
	• Develop a business case for Aboriginal and Torres Strait Islander work experience and training program opportunities within our organisation.	June, 2020	Director
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	June, 2020	Head of Motion
11. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	• Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	July, 2020	RWG Chair
	• Investigate Supply Nation membership.	September, 2020	RWG Chair

GOVERNANCE

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
12. Review and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	<ul style="list-style-type: none">• Monitor and review progress of RWG in RAP implementation.• Further develop the Terms of Reference for the RWG.• Establish Aboriginal and Torres Strait Islander representation on the RWG.• Define resource needs for RAP implementation.	June, 2020 June, 2020 June, 2020 April, 2020	RWG Chair RWG Chair Editor Editor
13. Provide appropriate support for effective implementation of RAP commitments.	<ul style="list-style-type: none">• Engage senior leaders in the delivery of RAP commitments.• Define appropriate systems and capability to track, measure and report on RAP commitments.	April, 2020 June, 2020	Director RWG Chair
14. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	<ul style="list-style-type: none">• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, 2020	RWG Chair
15. Continue our reconciliation journey by developing our next RAP.	<ul style="list-style-type: none">• Register via Reconciliation Australia’s website to begin developing our next RAP.	December, 2020	RWG Chair

FOR MORE INFORMATION



For any enquiries about our commitment to reconciliation please contact:

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Thank you.



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