

case study

'Be Crocwise' NT Government Parks and Wildlife: 2015

"It was italk's brilliant idea to produce a resource that uses humour and song as a way to communicate crocodile safety awareness messages. The Kriol version of the song went viral. And they produced the spoken messages in five Aboriginal languages. So the Be Crocwise safety messages had impact across our Top End remote communities and beyond."

– Mark Crummy (Director of Tourism and Visitor Engagement), The Parks and Wildlife Commission of the Northern Territory

OUR CLIENT

As part of its 'Be Crocwise' campaign, the Parks and Wildlife Commission of the Northern Territory engaged italk Studios to design and create a multimedia resource that would raise public awareness about the increased crocodile population in the Territory, and the associated dangers.

The message the department wanted to convey explained why the crocodile population had increased so significantly, and what precautions people must take when near water.

The target audiences for the resource were Aboriginal communities within the Territory; however, the message would also be relevant to the general population.

OUR SOLUTION

We wanted to avoid the customary 'fear-based' approach often taken for crocodile awareness campaigns, and instead draw on the target audiences' sense of humour and appreciation of movement, colour and song.

We knew that language would be a vital component in the delivery of the message, so we developed lyrics in both English and Kriol. The narrated section

of the song, which contains the information about crocodile populations, was translated from English into five Top End Aboriginal languages.

We wanted to use images of crocodiles within the resource; however, the crocodile is an important totem for some Aboriginal people. We consulted with Aboriginal people in north east Arnhem Land to request permission to use the image of the crocodile in the video, which we were granted.

OUR RESULT

italk Studios created an original and engaging video that conveys an important message in a fun and humorous way. The combination of catchy lyrics and quirky images created a visually appealing media production that captivates audiences. The Kriol version took 50 000 views on the Parks and Wildlife Facebook page and to date, the production has received over 60,000 views on YouTube.



case study

'Worry Boss' Royal Flying Doctor Service: 2016

The 'Worry Boss' provided a strong and meaningful opportunity to work collaboratively with Aboriginal communities to develop a helpful resource about anxiety. I found the process inclusive and honouring of the needs, feelings and stories of the Aboriginal communities around anxiety.

– Jessica Waine, Primary Mental Health Clinician RFDS (At time of project)

OUR CLIENT

The Royal Flying Doctor Service (RFDS) required an education resource that could assist in understanding anxiety. The resource was developed for people living across remote Australia, particularly people living in the Arrernte and Alyawarr communities of Central Australia. The client wanted a resource that could explain causes of worry and how it can affect people who experience it, as well as provide some ideas for seeking support and overcoming anxiety.

OUR SOLUTION

In order to meet the specific needs of the target audience, italk Studios consulted with members of the Arrernte and Alyawarr communities and staff from the RFDS, who collaborated in writing the script. Further consultation was conducted with three other Aboriginal communities to ensure that the script reflected real life situations.

To connect the message with the audience, two community Elders became the characters of the video, speaking the script and providing their images for the visuals.

OUR RESULT

Worry Boss provides a way of describing the feeling of anxiety, as well as practical solutions for dealing with the condition. italk Studios created two versions of the video in English, and Arrernte, which are available to view through the RFDS website and the italk Studios Library and YouTube channel. When the video was released on italk Studio's Facebook page, it received 17,000 views in just one day.

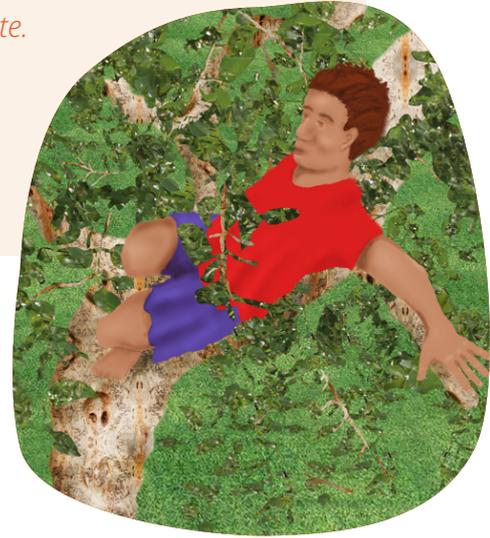


case study

'Autism Stories' Positive Partnerships: 2015 - 2017

"We made a suite of videos about Autism. One story had seven different language versions. Working with italk was so easy. They really guided us through the process, and helped us understand exactly what messages we wanted to communicate. Most importantly, the videos have real impact."

– Lee Casuscelli (National Manager), Positive Partnerships - Autism Spectrum Australia



OUR CLIENT

Positive Partnerships engaged italk Studios to design and produce a suite of multimedia resources about autism that could be accessed by people from culturally and linguistically diverse backgrounds, including migrant and Aboriginal families.

The resources were required to assist families in understanding autism and some of its associated behaviours, as well as how to seek support if they have a child with autism.

OUR SOLUTION

The italk Studios team collaborated with autism experts and parents to write or adapt the scripts for each of the videos. A Family Journey, specifically discusses the migrant family experience of autism, and was translated into 10 international languages: Arabic, Cantonese, Greek, Hindi, Korean, Mandarin, Nepali, Thai, Turkish and Vietnamese.

Another of the resources, A Mother's Story, is an autobiographical account of an Aboriginal mother's experiences with her autistic son and was adapted for screen.

The two "Kevin" videos are about identifying and understanding autism. In developing the narratives

for these videos, italk Studios consulted with Aboriginal communities from Alice Springs, NT and

Moree, NSW. This ensured that the stories were culturally authentic and reflective of real life situations.

The E-Learning resource, the Positive Behaviour Support Template, was designed specifically for teachers who need support in dealing with the challenging behaviours often associated with autism spectrum disorder. To connect the audience with the message, italk Studios created the story around a real teenager, Jack, who presents a range of situations from home and school that can trigger challenging behaviours.

OUR RESULT

Five videos were created for the Positive Partnerships website that support family and educators in naming, understanding and managing autism. These narratives depicted within these resources are honest and create an emotional connection with the audience.



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case study

'Hep B Side' NT Aids And Hepatitis Council: 2017

"Working with italk Studios has been a fantastic experience and we have been impressed by the final product they have enabled us to develop. Importantly, they listened to our ideas and were able to use their creative flair to develop exactly what we wanted. We have been impressed by how smoothly and quickly italk Studios were able to bring the project together for us."

– Matthew Maddison, Clinical Nurse Consultant - Liver Division of Medicine | Royal Darwin Hospital | Department of Health | Northern Territory Government

OUR CLIENT

The Northern Territory AIDS and Hepatitis Council (NTAHC) engaged italk Studios to design and produce a video as part of a social media campaign that would not only raise public awareness of hepatitis B in the community, but would also encourage people to go and get tested for the disease.

The target audience identified for the resource was specifically people living in marginalised communities within the Northern Territory, including Aboriginal and migrant communities.

italk Studios assisted NTAHC in writing a grant application to Hepatitis Australia to support the production of the videos.

OUR SOLUTION

The client indicated that it wanted to avoid a fear-based approach to the campaign, so italk Studios designed an animated video that would be accompanied by a song. In writing the script, italk Studios consulted with hepatitis B professionals to ensure accuracy of information.

The song that accompanies the imagery was written

and performed by Kamahi, of the italk Studios team. In order to ensure greater accessibility for the target audiences, italk Studios wrote and recorded both English and Kriol versions of the song.

To convey the essential components of the client's message, italk Studios developed a narrated section, which was embedded within the video. This section was translated into the 8 languages (aside from English) that are most commonly spoken at the Royal Darwin Hospital Liver Clinic, including Kriol, Vietnamese and Mandarin.

OUR RESULT

The Hep B Side video is catchy and colourful, and conveys the message in a clear, non-judgemental way. The resource features on the NTAHC website and Facebook page as part of its campaign to raise awareness of hepatitis B in the community. Since its release in July 2017, the Hep B Side resource, in its various translations, has received over 26,000 views on Facebook.



case study

Multimedia Training Program

NT Government Correctional Services:

"I can show my grandson what I learned in here about computers and English and music and typing. I'm happy to share my story I made with people. I might get my grandson a computer and show him how to use it properly." – Colin Young

"It makes me want to keep learning. I want to get more experience. I've learnt some but I want to learn more."

– Christopher Riley

OUR CLIENT

Our work for the Northern Territory Department of Correctional Services (NT DoC) initially consisted of the development of several multimedia resources that covered subjects such as domestic violence, food hygiene and workplace health and safety. Some of these productions were created in collaboration with inmates from the Alice Springs Correctional Centre (ASCC).

These stories were scripted in English and in a selection of Aboriginal languages, including Arrernte, and Warlpiri, and were written and performed by inmates of the ASCC.

The response to these resources was significant. Aboriginal people in the Centre were engaging with media productions that were in their first language. The NT DoC approached italk Studios to develop a program that could be delivered at the ASCC, and that would focus specifically on training inmates in multimedia production.

OUR SOLUTION

italk Studios developed a program that focuses on training participants in multimedia production. The

program is coordinated and facilitated by an italk Studios team member, and encompasses computer literacy, multimedia, and basic production skills. By providing access to a range of multimedia hardware and software, participants are given the opportunity to practice these skills over the course of the program, and utilise them in the production of their own stories.

The course provides participants with the opportunity to create two story types: Work Stories and Personal Stories. Work Stories are concerned with providing information about the types of work that can be done in jail, and how working in jail can support inmates both during their jail time and when released. Personal Stories give participants the opportunity to share, in their own language, their story about life in jail, and the plans they have for when they are released.

OUR RESULT

The program has been running in the ASCC for over 4 years and has continued success in supporting participants to tell their stories. The completed stories are available on the italk Studios' YouTube channel, and many have been broadcast on NITV and NITV's facebook page.



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