

# Case Study



## TITLE

*Change Media [formerly The Hero Project]*

## CATEGORY

***Creative Communities Partnerships Initiative***

## SECTION

*Community Partnerships*

## AMOUNT FUNDED

*\$200 000*

## PRIORITY AREA/S

Indigenous people, regional Australia, emerging communities



## WHO

Jennifer Lyons-Reid and Carl Kuddell, dedicated filmmakers and change agents, are the principals of Tallstoreez Productionz Pty Ltd. Tallstoreez is the SA-based multi-award winning digital content company behind the Change Media program, (formerly known as the Hero Project). Tallstoreez create provocative video and cross-platform productions, innovative education and interactive art. Their work has been exhibited and sold globally and is distributed across multiple territories.

Recent productions include:

- 'Moogy's Yuki' (Moogy's Bark Canoe) [2010] & 'Nukkan.Kungun.Yunnan: Ngarrindjeri's Being Heard', [2009] broadcast on NITV. These community-driven documentaries are about the Ngarrindjeri's fight for country and culture.
- 'Pinnaroo Surfer' [2008], a 10-part mini-series for ABC, based on the Hero Project youth media empowerment initiative.
- 'Is Your House Killing You?' [2007] a prime-time science series for SBS

Their outstanding entrepreneurial spirit was recognised in 2006 with the national AAMI Best New Business Award and in 2010 with the national Kookaburra Award for Outstanding Community Project.

[www.tallstoreez.com](http://www.tallstoreez.com)  
[www.changemedia.net.au](http://www.changemedia.net.au)



## WHAT

Change Media empowers Indigenous, regional and marginalised communities to skill-up and share their stories across the globe. The multi award-winning, hands-on, digital training program supports communities to produce stories that are created, driven

and controlled by the participants. Change Media builds capacity in communities by leaving skills behind so they can continue to create innovative media for social change.

Tallstoreez have conducted workshops across Australia with thousands of participants and supported them to produce insightful short films and documentaries. Within its first year the project established vibrant youth media groups in several regional centres, supporting them to secure their own state-of-the-art equipment and skills.

The film-training DVD 'Directing the Hero Within', which is based on the workshop model, won the ATOM award for 'Best Training / Educational Resource' in 2006 and was nominated for the prestigious AIMIA Best Training Resource award. '10x14 Bricks; Stories from Youth in Lock-up' their peer-produced crime prevention DVD won the SASSA 'Best Innovation in Digital Media' in 2009.

#### **WHERE**

South Australia / National

#### **WHEN**

2008 – 2010

#### **WHY**

Tallstoreez tailor projects to meet the needs of community groups, youth & health services, Indigenous agencies, government departments, educational institutions and individuals who want to build resilience, promote artistic expression, document events and raise awareness. Tallstoreez believe that relevant community based video production can trigger profound community capacity building.

#### **HOW**

Tallstoreez facilitates each group to convert their ideas to film, creating engagement and interest in the wider community. Working as a professional film crew they mentor participants in all aspects of film production, from storytelling to shooting, editing and distribution. They push for broadcast quality outcomes so the final videos have far reaching impact across the world.

