

INDIGital is a free one day indigenous digital storytelling symposium presented by Perth International Arts Festival with Yirra Yaakin Theatre Company to be held on Monday 24 February 2014 at the UWA Club, bringing together indigenous practitioners working across different artforms and creative industries, along with digital creatives interested in collaborations to help bring indigenous stories to the world.

WHO SHOULD ATTEND:

- Indigenous artists and creative practitioners wishing to explore how digital platforms could benefit their practice by offering new creative tools.
- Non indigenous practitioners in arts, film and digital interested in collaborations with indigenous storytellers that respect Indigenous Cultural and Intellectual Property (*ICIP*) Rights.

Through a series of short sessions presented by leading creatives who use digital tools as a part of their production, marketing or distribution methodology, attendees will explore the opportunities for their practice. This conference will provide access to information about the opportunities that online may offer eg, new tools for making art, networking with other practitioners, building audiences internationally, new revenue models, as well as other potential funding/commissioning sources for online content.

9.00 Welcome to Country

Welcome to iNDIGital

9.15 – 10.15 CREATORS SPOTLIGHTS – 15-20 minute sessions where leading WA creatives offer a show and tell about their work – highlighting the digital opportunities that have enabled them to engage with audiences and discussing the protocols they navigate in taking indigenous stories to the world.

Guests include:

Tyson Mowarin; Weeriana Street Media

Tyson Mowarin is a proud Ngarluma man from Roebourne, where he lives with his daughter Sharliya. A former labourer and scaffolder, Tyson has found his passion in digital-media storytelling. He is the owner and operator of Weerianna Street Media, a cross-platform media company specialising in using modern technologies to document, preserve and use Indigenous culture, heritage and history.

See <http://www.icampfire.tv/>, and <http://www.yijalayala.bighart.org/blog/ngurrara-an-ngarluma-interactive-ipad-story-now-available-on-itunes/>

Stuart Campbell

Stu is an illustrator, writer and interactive designer. His work includes the award winning NAWLZ, a 24 episode cyberpunk series for web and iPad. Stu began working with **Big hART's** Yijala Yala Project in 2011, since then he has mentored young people through the process of creating the award winning online lovepunks.com game, several short films and the groundbreaking NEOMAD interactive comic series and Warlu Song.

See <http://www.yijalayala.bighart.org/love-punks-2/neomad/>;

Jenny Fraser is a celebrated screen artist and her practice that has been partly defined through a strong commitment to collaboration with others. She is motivated to redefine the art of curating as an act of sovereignty and emancipation, founding cyberTribe online gallery 15 years ago.

A Murri of mixed ancestry, Jenny was born in Far North Queensland and her old people originally hailed from Yugambah Country in the Gold Coast Hinterland on the border of South East Queensland / Northern New South Wales. Jenny was awarded an honourable mention at the 2007 imagineNATIVE Film Festival, Toronto, Canada and in 2009, was nominated for a Deadly Award.

10.15-10.30 Morning Tea

MASTERCLASSES – power hours of skills development:

10.30 – 11.30 Guy Gadney – Masterclass TRANSMEDIA - the rules of engagement

Guy presents a case study: *Ringbalin - River Stories*, which delivers dozens of short stories via iPad/iPhone app and website. It invites you on a journey along Australia's great Murray Darling Rivers, with Aboriginal Elders from the oldest cultures on earth acting as your guides. Guy will expand upon this case study to help attendees navigate some of the creative and technical decisions they will need to make when deciding how to tell their stories online.

Guy Gadney is group executive director of The Project Factory, an award-winning digital production company that creates transmedia entertainment across multiple platforms.

He has over 18 years experience in digital media production for major media companies worldwide including Penguin Books, the BBC, FoxKids, FOXTEL, BigPond, Channel Nine and ACP Magazines, Guy is clearly passionate about exciting, cross-platform offerings.

He is a judge for the Webby Awards in the US, and for the World Summit Awards globally.

11.30-12.30 Felicity McVay Head of YouTube Content Partnerships, Australia & New Zealand – A YouTube Crash Course in Cut through for Creators

Views, subscribers, channels, SEO, monetisation, what does it all mean for an artist or designer? How could indigenous artists be using the world's number two search engine and what they should consider if they want to be successful amidst the 6 billion hours of video that are watched each month on YouTube?

Felicity leads the development of content strategy and partnerships for YouTube in Australia and New Zealand, working with rights-holders, original content creators and technology platforms across the music, sports, television and film industries. Prior to joining YouTube, Felicity spent 6 years at FremantleMedia in both Australia and the U.S, where she was responsible for devising and executing 360 degree monetization strategies for iconic brands including "American Idol," "The X Factor", "America's Got Talent", "The Price Is Right" and "Neighbours". Notable achievements include the launch of FremantleMedia's live stage show business in Las Vegas, "American Idol" Summer Camp in California and American Idol theme park attraction at Walt Disney Studios in Florida. In her early career, Felicity practised law at Mallesons Stephen Jaques in Sydney, specialising in mergers & acquisitions.

12.30-1.00 Lunch

1.00-2.00 Dan Pinchbeck – Masterclass - Let's Play

65% of Australians now play video games with strong interest across all age groups (did you know the average Australian gamer is 32 years of age?) Dan will explore how games can be used to tell

stories that are immersive, emotional, challenging, and engage audiences at a heartfelt, fundamental level.

Dan Pinchbeck is creative director of The Chinese Room, an award-winning game development studio based in Brighton. He was writer-producer of its first game, *Dear Esther*, which was released in 2012 and received critical and popular acclaim, as well as being nominated for five BAFTAs. In 2013 The Chinese Room worked as a third party developer collaborating with Frictional Games to release *Amnesia: A Machine for Pigs*, a sequel to the cult horror *Amnesia*. Its next game will be the open-world, post-apocalyptic adventure *Everybody's Gone to the Rapture*, to be released on Playstation 4. Dan was previously a researcher and senior lecturer at the University of Portsmouth and his book *DOOM: Scarydarkfast*, about the genre-defining first-person shooter of the same name, was published in 2013.

2.00-3.00 SBS online Masterclass - Kylie Boltin - Interactive Innovations in Story

An introduction to SBS Online as Senior Content Producer Kylie Boltin discusses two case studies: the Walkley award winning interactive documentary, *The Block* (2013), and the new SBS Interactive, *Cronulla Riots: The Day that Shocked the Nation* (2014).

As part of the team at SBS Online, Kylie is responsible for producing a wide slate of projects including standalone Interactives and cross platforms projects developed in close collaboration with the TV commissioning team and independent film and TV professionals. For *Cronulla Riots: The Day that Shocked the Nation* Kylie commissioned in excess of 150 pieces of multimedia content from Australian writers, commentators, filmmakers and photographers. Kylie draws on her experience as an award winning documentary filmmaker, journalist and academic to conceive and develop storytelling for the web that pushes boundaries of form and content.

3.00- 4.00 DIGITAL ROUNDTABLES – TAKE 5

Bring your ideas, join a table with local digital producers, funding/market reps and a variety of invited guests and have a cuppa together to discuss how these ideas might translate to digital platforms.

4.00-5.00 IN CONVERSATION

Warwick Thornton is “in conversation” with Madeline Bates, Program Manager Lotterywest Festival Films, to discuss *The Darkside*, Thornton’s latest film which utilised crowd sourced stories to develop the feature film, which is part of a unique cross-platform arts project that also consists of a website and mobile app.

Warwick Thornton is an acclaimed Australian film director, screenwriter and cinematographer. His debut feature film, *Samson and Delilah* won the Caméra d’Or at the 2009 Cannes Film Festival. Warwick graduated in cinematography from the Australian Film, Television and Radio School, and then achieved success a number of short films at film festivals around the world, including *Payback* at the Telluride Film Festival and *Green Bush* and *Nana* at the Berlin International Film Festival. Warwick also works across the artforms, with projects such as *Mother Courage*, **an immersive film installation which exhibited in Germany at the prestigious exhibition Documenta.**

5.00-7pm NETWORKING drinks – take time to meet other creatives and invited special guests.