



ANNUAL REPORT 2021



Desert Pea Media would like to acknowledge and pay our respects to Australia's Original Nations People, the first people of the lands where we live, learn and work.

This land is, was and always will be Aboriginal land.

We pay our respects to the old people. The ancestors and Elders past, present and future. We recognise and celebrate the contributions of Original Nations People to Australian life and culture, and we are honoured and humbled to live, learn and create on this sacred country.

We embrace the spirit of reconciliation, working towards an Australia where Original Nations People are respected, embraced and supported to live a life of their own design.

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Cover: Graham Rostron in Kakadu NT - photo by Natalie Carey. Inside Cover: Gerard Bennett in Menindee, NSW - photo by Renae Saxby

"Without listening, we can't hear our songs and our kid's songs, and the knowledge and wisdom held within."



A MESSAGE FROM THE CO-FOUNDER

Yaama you mob. That means welcome in 'Gomil', which is the language of my people - the Gomeroi People from the Black Soil Plains of North West NSW. I live on Stanley Village Aboriginal Reserve in the town of Moree, where my family comes from, on the Mehi River.

I'd like to acknowledge the ancestors and old people of ALL the Country that Desert Pea Media has worked on this year. The communities, young people, elders, and the many stories that run through this land and connect us right back throughout history, to when we awoke from the great dream.

I've been a Board Member for 19 years, and it makes me very proud to return to an active role in the organisation in 2021, as Chairperson of DPM.

Back in 2003 along with Toby Finlayson and his mother, Desert Pea Media was founded. A black fella and a white fella making a change for my people - a fair dinkum change. Not gammon changes, but creating a better future for young Original Nations People right across Australia. For everybody. Proper way.

This time right now is a tricky yarn. There's a lot of fear and a lot of uncertainty, and the Desert Pea Media family has been through a lot recently. We all have. But, somehow we continue to survive. I'd like to acknowledge the resilience and strength of the DPM staff and Board of Directors.

I'd like to extend my gratitude to outgoing Board Members - Shelly Rowell, Peter Maclean, Chris Andrews, Sarah-Jane Oakshott, Morgan Nunan and Rebecca Durr. I'd also like to thank Belle Arnold and Renae Saxby for their fantastic contributions to Desert Pea Media over the past 18 months. I'd like to give a special thanks to Ben Bardon for his support of the organisation and staff in recent times.

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today." - $Malcolm\ X$

'Guni binna' (Gomeroi for 'open your ears') is the key to all educational processes. To learn anything, we need to learn to listen - and we embrace this concept as a key principle in all of DPM's work. Education is the passport for all of our people, and we've been learning since this country began.

Truthfully, in 2020 we had some big sorry business with the loss of a DPM Trainee and our young brother. I'd like to acknowledge and pay respects to the community of Collarenebri and the Adams Family on The Walli Reserve for their loss. Mick was a true Gomeroi Warrior, a big part of our family and a huge loss to everybody that knew him. Vale, Boomalli.

Stay safe you mob - love and support from all the Desert Pea Media family. We don't say goodbye - we say 'yaluu' - see you soon.

Matthew Priestley

Co-Founder | DPM Association Incorporated

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Toby Finlayson at South West Rocks, NSW - photo by Grace Ne

MESSAGE FROM THE CREATIVE DIRECTOR

In 2020/21, despite the complexities and challenges of what must be one of the most tumultuous times in modern history, DPM continues to learn, grow, and reflect on our purpose and impact for Original Nations people around Australia.

The COVID-19 reality continues to reveal itself and impact upon the entertainment industry and NFP sector. For Desert Pea Media, this year revealed the extent of those impacts, and challenged us to embrace humility and flexibility and continually adjust our operations to manage these new realities once again.

One of the most exciting developments in this period was the recruitment of Cultural Events Producer and all-round legend, Scott Large who came on board as General Manager in September 2020. His contribution and leadership during this unsteady period cannot be overstated. We are very lucky to have Scott as part of the DPM family and can already see the positive impacts of his tenure.

Our projects over the last few years have matured and developed in the pursuit of impact and in response to research and evaluation. 2020/21 has seen a trend towards short film productions - collaboratively creating and producing short stories about community perspectives on cultural and social issues.

This year – we delivered short film projects with Red Lily Health in Jabiru NT, Healthy North Coast in North Coast NSW, DPIE in Menindee NSW, Central Queensland University in Cairns, Charles Sturt University in Wagga and Sydney University's Research Centre for Children and Families in Dubbo, NSW.

One of my highlights from 2021 has a creative focus. In July 2020, we delivered our first 'DPM Records' Boot Camp, working with young artists from Bourke NSW to build a foundation for their careers in media and entertainment. From this, the artists 'MELA-D' were born, and their single 'State of Mind' hit the national airwaves on Triple J. This proves to us that DPM's creative mentoring model has the capacity to build leaders, role models and impact our cultural narrative in a positive way.

The year culminated in two finalists in the National Indigenous Music Awards for 'Community Music Clip of the Year' – firstly South West Rocks, NSW with their song 'Fig Tree Mob – Barrunba'. Also Jabiru NT with their song 'Kakadu Collective - Mayali ft. Victor Rostron'. The Jabiru Project 'Mayali' which has over 300,000 views online was the winner of the 2021 NIMA!! This is DPM's fifth award in this category, and the third year in a row! Congrats to all the nominees and thanks to the NIMA's and Music NT for the acknowledgement.

Despite the challenges that we face, this organisation continues to grow and strengthen. We continue to embrace the fundamental principles of humility, flexibility, and resilience, and we are looking forward to 2021/22 and both the challenges and opportunities that lie ahead,

Toby Finlayson

Co-Founder/Creative Director | DPM Association Incorporated



OUR VISION

An Australia where Original Nations young people are heard, respected, celebrated as part of our National Identity, and embraced to live a life of their own design.

Voices That Matter | Culture That Matters | Young Lives That Matter

OUR MISSION

Listening, learning, and creating with Original Nations people, through community-led conversation and celebration that inspires positive personal and social change.

WHAT WE DO

We deliver storytelling and media mentoring programs for young people in marginalised and disadvantaged Original Nations communities, particularly in regional and remote areas.

We facilitate, generate and support dialogue around local social and cultural issues, through the creation of story and art - using a fusion of contemporary and traditional storytelling forms.

We work to re-engage marginalised young people with community, culture and country and encourage the development of life skills, access to education, employment, and leadership skills.

We develop training and mentoring for young people and artists to deliver DPM programs to a wider range of communities.

We build and maintain a network of partnerships with community organisations and individuals, that support sustainable and ongoing initiatives.

We co-create high-end media output to educate audiences, to advocate awareness of social and cultural issues and to celebrate community and culture on a local, national, and international level.

Embracing the spirit of reconciliation, we work to contribute to the evolution of a balanced and respectful social and cultural relationship between Indigenous and non-Indigenous Australia.

2021 BOARD REPORT

BOARD MEMBERS

MATTHEW PRIESTLEY CHAIR
BEN BARDON VICE-CHAIR
SUE PAMMENT CURRENT SECRETARY
JON WILLIS TREASURER
CHRIS ANDREW FORMER CHAIR
SHELLY ROWELL FORMER VICE-CHAIR

PETER MACLEAN FORMER TREASURER
REBECCA DURR
MORGAN NUNAN
SARAH-JANE OAKSHOTT
THANKS TO ALL PREVIOUS BOARD MEMBERS
THAT HAVE MOVED ON

"This year, along with most of the world - our yarn has been affected by change, and by the realities of a post-pandemic world. I'm proud to be a part of this organisation, and to witness the care and respect and trust from the Board and staff in navigating this difficult time with community and country as the main focus"

Toby Finlayson Ceo/Creative Director

"Nationally 2020/21 has been a year of building resilience in communities and resilience in organisations – the ability to bounce back after adverse events. DPM has lived this experience and continued to deliver some of our best projects ever in very trying circumstances. It's a pleasure to be involved in an organisation so focussed on its purpose and committed to the work we undertake."

Ben Bardon Vice-Chair

This year of challenge, Covid and uncertainty has demonstrated DPM's capacity to adapt, create and remain passionate and committed to its work in these difficult times.

We've also had major grief and loss in our DPM "family" but we have been lifted up by more powerful and positive outcomes from the communities that the team has been able to work with. It's a privilege to be a part of the DPM team and I'm looking forward to whatever the future brings.

Sue Pamment Current Secretary

"The most exciting thing for me over the last twelve months has been watching DPM pivot its operations in response to COVID-19. I'm very proud of the work we've done with young people over this time in spite of the challenges, and the NIMA nominations for Mayali (ft Victor Rostrom) by the Kakadu Mob from Jabiru, and Barrunba (Dreaming) by the Fig Tree Mob from South West Rocks. As a medical anthropologist, I'm particularly proud of the communications work we've done with young people about COVID and mental health during this time, and the partnerships we've been able to build with health organisations."

Jon Willis Treasurer

GM REPORT

"Through our work at DPM, I get a glimpse of what Australia can be. What we can be when we work together for a better tomorrow."



Scott Large at the DPM Office, Mullumbimby NSW - photo by Toby Finlayson

I joined the DPM team as General Manager in September 2020 as part of a greater strategic plan to steer the organisation towards a more sustainable and supported operation.

DPM is an organisation I have known and respected for many years. Not only the impactful media outputs, but also the ethical framework, community engagement and support of young people finding their voices. In November 2019, I was invited onto the Board as a Strategic Advisor. Through attending the Culture Camp with the team in March 2020, I was able to gain a thorough understanding of the organisation and the challenges it was facing, so when the GM role came up, I knew I would be able to contribute effectively and luckily DPM agreed!

Over 15+ years I have worked in the Cultural / Arts space, mostly in Central Australia, Arnhem Land and Far North Queensland. During this time, I have worked with many Original Nations people and communities producing projects and cultural events. My time spent alongside the inspiring leaders, artists and communities has provided me with a lived understanding of cultural protocols and the aspirations of First Nations peoples, whilst also providing first-hand experience with the opportunities and systemic roadblocks. This experience drives me to work towards a country where the voices and culture of First Nations are celebrated, and the struggles are embraced as shared struggles.

During this past year, like many organisations in the arts/cultural sector, Desert Pea Media has experienced a reduction in projects and income, and we have been challenged to look at the organisation and its operations in new ways. We have responded with an internal push towards organisational maturity. The results of that are finalising an Evaluation Report and corresponding film production from a partnership with Healthy North Coast; developing adopting new Policies and Procedures; approving our long-awaited Cultural Framework, and further investment in training and development for young Original Nations people. These are real milestone moments in the 20-year evolution of DPM and mark a new path in how we collaborate with and support communities.

Obviously COVID has made our normal operations quite challenging, but we have used the time wisely and our passion and adaptability will see us ride this out. I look forward to making this happen and guiding the organisation into a new chapter.

Scott Large

General Manager



Josh Nicholas at Ubirr, Kakadu National Park NT - photo by Toby Finlayson



Roy Weiland in Coomealla, NSW - photo by Grace Newell

SPOTLIGHT

JOSH NICHOLAS MUSIC PRODUCER / MENTOR

Like many of the artists in the DPM Creative Team, Josh Nicholas began his journey with Desert Pea Media as a volunteer on a song writing project on Wiradjuri Country in Condobolin back in 2013. Nearly a decade ago, Josh began as a Trainee Music Producer - spending the next four years working on DPM projects right across Australia - from Dubbo, NSW to Ampilatwatja in Central Desert NT and Milikapiti on the Tiwi Islands.

In 2017, Josh earned a full-time contract with Desert Pea Media and began his journey as Lead Music Producer. He now writes music for all DPM projects, short films, and performances. He manages logistics, tours, leads teams of artists on community projects and works closely with DPM Creative Director Toby Finlayson managing DPM Records and producing music with young Original Nations artists from around the country.

"Working with and being a part of the Desert Pea Family has been the most important part of my life so far. Being welcomed into communities all over Australia and building friendships with mob is truly humbling. I am very grateful to be a part of this DPM journey. I have no words to explain how happy I feel making Phat beats with the Creative Team and The Mob." An Australian citizen of Maori heritage, from the Ngai Tamanuhiri Tribe - on the North Island of New Zealand, Josh has a keen interest in Indigenous rights and affairs and is passionate about achieving equality for all the world's First Peoples.

Josh has produced several award-winning DPM Music Productions

2020 - Kakadu Collective - Mayali Ft. Victor Rostron

2019 - KDA Crew - Djabuganydji Bama

2019 - Boomalli - The Promise

2018 - Deni Mob - State of the heart

2013 - Desert Sevenz - Fly Back home

He comes as a father-son combo also, collaborating on many DPM songs with his dad - acclaimed Australian Sound Engineer, David Nicholas (Elton John, INXS, Delta Goodrem etc). His talent, passion and artistry in Music Production has been a cornerstone of Desert Pea Media's music projects for the past eight years.

Josh is our brother. A true road warrior, friend, and incredible artist, and we are very grateful to have him part of the DPM Family.

SPOTLIGHT

ROY WEILAND FILMMAKER / LEAD FACILITATOR

Roy Weiland is a filmmaker, hip hop artist and more recently a DPM Lead Facilitator - based in Sydney, NSW and part of the Desert Pea Media family since 2014. He has been a valuable contributor to our projects for almost a decade and has now taken a lead role in Directing and Facilitating a series of DPM projects.

Born in Perth, Western Australia, Roy and his family returned to his mother's homeland of Rotorua, New Zealand (Aotearoa) at a young age of eight months to look after his grandmother who had fallen ill. Roy is of Maori descent and is a proud Ngati Porou and Tuhoe man, who loves rugby, music but most of all stories. Roy remembers his mother's stories of how her language and culture was taken from her as part of 1940's government policy where corporal punishment was used if she spoke Maori at school. His mother was a part of what is known in Maoridom as the lost generation.

Roy believes that his mother's stories and many others like hers have been foundational in how he understands himself, his values, and his vision for the future.

"It's truly an honour and a privilege to work with DPM and our First Nation communities. This work takes my passions i.e., music, filmmaking, ideating, telling stories and gives it a greater sense of purpose. A purpose that has both a real-time and lasting positive impact on our youth and our future." Roy has worked on a range of DPM projects over the years, both as part of the Creative Team on-ground in community and as an editor and post-production maestro back in his home studio.

Several of the Film Projects edited by Roy have won National Indigenous Music Awards, and his contributions to DPM's work continue our pursuit of excellence and creative innovation.

Nobody understands the Desert Pea Media 'Yarn' like Roy does, and in 2020/21 he has shifted into a leadership role. He now works closely with DPM Music Producer Josh Nicholas, to create a series of community projects as Lead Facilitator and Director.

2020 - Wagga Wagga NSW

2021 - Dubbo NSW

2021 - Coomealla NSW

Roy is a DPM veteran, and a true member of the DPM family. We are grateful to have his Leadership and Creative Energy on the team and can't wait to explore this growing relationship in 2022.



Robert Sherwood in South West Rocks, NSW - photo by Grace Newell



Ciolla Riley in Cairns QLD - photo by Renae Saxby

SPOTLIGHT

ROB SHERWOOD FILMMAKER

Robert Sherwood is an award-winning cinematographer, based in the Northern Rivers of NSW, Australia. Rob enjoys the perspective that comes from being an observer, and for him, observation without judgement is true feeling. This is what Rob aims to convey through his visuals – a feeling of truth. Rob's bond with nature and the sea are a huge catalyst for his style of cinematography.

His first contribution to the DPM yarn was in early 2020 – volunteering to shoot some underwater images for a music video production in Fingal Head, NSW. Since then - Rob's journey with Desert Pea Media has felt very natural, based on a foundation of connection and generosity.

Over the past 12 months, Rob has taken the Lead Filmmaker role on several productions, working closely with Creative Director - Toby Finlayson. His Desert Pea Media projects so far include:

2020 - South West Rocks, NSW

2020 - Kempsey, NSW

2020 – Jabiru, NT

2021 - Menindee, NSW

2021 - Dubbo, NSW

Rob has brought a new lens to Desert Pea Media film productions – revealing a new language of poetry and emotion to frame and amplify Indigenous community stories and perspectives.

'Our Country' was a short film produced in South West Rocks, Co-Directed by Robert Sherwood and Toby Finlayson which has been accepted into the Byron Bay International Film Festival.

Rob was DOP and Editor for 'Kakadu Collective – Mayali ft. Victor Rostron' is a music video production with the community of Jabiru in the Northern Territory. The project won a 2021 National Indigenous Music Award for 'Community Music Clip of the Year'

We're excited to work with Rob in an ongoing capacity as part of the DPM family, and continue the exciting creative collaborations through 2021 and 2022.

SPOTLIGHT

CIOLLA RILEY DPM TRAINEE FACILITATOR

Ciolla Riley is a 25yr old Djabugay woman from Kuranda, QLD who has been involved in a long-term mentoring and training program with Desert Pea Media. Ciolla's journey started as a participant in a community songwriting program in her community in 2019, a vocalist in the the NIMA Award-winning production by KDA Crew - 'Djabuganydji Bama'

Since 2019, Ciolla has been involved in a number of DPM community projects as a trainee facilitator and despite the downturn in DPM Projects this year, Ciolla has grown and developed in leaps and bounds as an artist and leader for her community.

In February 2021, Ciolla worked on a DPM double-header - working with DPM Records on a Creative Boot Camp for 7 days in Cairns QLD. The project was focused on Creative Skills Development in songwriting and audio recording. Ciolla worked on 5 songs that will form the basis of an EP Release at some stage in the future.

The camp was followed by a DPM Project - in collaboration with Central Queensland University in Cairns QLD. Ciolla worked with DPM as a facilitator, collaborating with Indigenous CQU students

to create a short film about the complexities and successes for Indigenous people attending University. Ciolla performed in her first ever acting role, and was a huge creative contributor to the project.

It doesn't stop there for Ciolla Riley in her deadly 12 months of Creative Development. In September 2021 Ciolla was invited to perform at Kuranda Roots Festival with local band 'Koahlition'. This was her first ever live music performance, and a huge milestone in her musical journey.

Ciolla keeps going from strength to strength, inspiring her community and making her people (and all of us at DPM) very proud.



ACHIEVEMENTS

Over 19 years, DPM projects have directly strengthened cultural identity in thousands of young people. The results are evidenced by the popularity of DPM music videos among Original Nations young people.

We've completed 180 projects in 84 remote and regional communities across Australia.

6

NATIONAL INDIGENOUS MUSIC AWARDS





ICTV AWARDS

4.6M

NAPCAN 'PLAY YOUR PART' AWARD



VIEWERS ON DPM YOUTUBE CHANNEL



25K

FOLLOWERS ON FACEBOOK



12K

FOLLOWERS ON INSTAGRAM





CULTURE THAT MATTERS



OUR STORY

2002

The Desert Pea Media concept founded by a group of students at Charles Sturt University.

Toby Finlayson chairs the Board.

2006

Kamileroi artist Matthew Priestley joins the Creative team, bringing with him 25 years of cultural and creative experience as a traditional and contemporary Indigenous artist, Matthew and Toby become Co-Directors

2010

You + Me by The Colli Crew is released, starring Michael Compilation Song Graham (from Collarenebri NSW). It was the beginning of our first DPM mentorship which has spanned almost a decade.

The Colli Crew perform at the Aria Awards, Sydney Opera House.

2013

Nation Vol1 is released in partnership with The Smugglers of Light Foundation, Rolling Stone magazine publishes a special editorial piece on the Indigenous Music Award compilation. Triple J added the first single Built To Last

to rotation.

2015

Michael Graham releases debut EP Boomalli.

Second National (NIMA) win for Built To Last — Cairns Murri Crew, Cairns, QLD.

2016

People of the Red Sunset by B-Town Warriors is released. National media coverage. The Project produce an editorial piece about the B-Town Warriors that screens on prime time national television. 2018

Government funding cuts restrict access to resources for projects. Schools and community groups struggle to find funding —income drought for DPM.

Third National Indigenous Music Award (NIMA) win. for Thundercloud - The B-Town Warriors, Bourke, NSW

2020

Homeland Calling': DPM publishes a debut book of poetry and song lyrics. DPM completes 'Break it Down' Projects in 5 communities in North Queensland, and 4 communities in North Coast NSW (9 short films & music videos about wellbeing, mental health and social change.

DPM brings together Original Nations young people, creatives, evaluators, and the DPM Team and Board at the DPM Culture Camp to co-create practice and impactful art, present Independent Evaluation findings and work together to strengthen DPM's identity, purpose, method, impact and strategic direction.

KDA Crew from Kuranda QLD wins DPM's fifth National Indigenous Music Award (NIMA) for 'Diabuganydii Bama'. All finalists in the award category were DPM productions!

2003

First project is run in Central Western NSW 2009

Aboriginal Justice by the PI Boys, Palm Island, Qld is released and stays at NumberOne on Triple J Unearthed charts for over two months.

2011

Matthew Priestley joins the Board as permanent Co-Founder and Cultural Consultant.

2014

DPM wins first National Indigenous Music Award(NIMA) for Fly Back Home-The Desert Sevens. Ampilatwatja, NT

2017

First significant government health partnership formed with WNSW Primary Health Network.

First full-time Business Manager employed.

2019

A strategic planning session is conducted and first 'Theory Of Change' is created.

Commenced development of 'Beats In A Box' curriculum-based outreach initiative.

First-ever project with a 'second' team of DPM artists is completed in Cunnamulla,

Another significant government health partnership is formed with Northern Queensland Primary Health Network (NQPHN), working in five communities in the region.

Fourth National Indigenous Music Award (NIMA) win for State of the Heart by The Deni Mob.

Another significant government health partnership is formed with the North Coast Primary Health Network, working in eight communities.

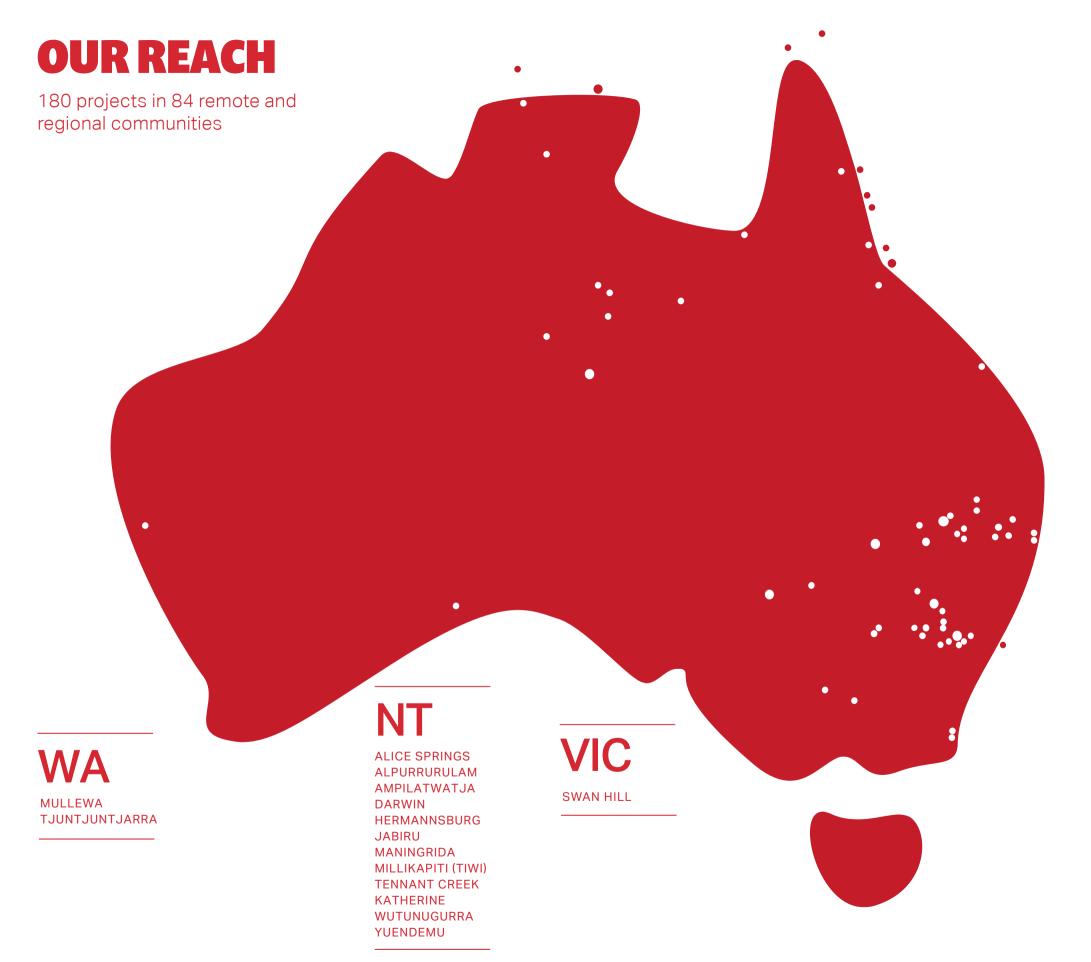
2021

DPM Records is launched, and delivers a series of Creative Development camps with young people from Bourke NSW (Mela D) and Kuranda QLD (Ciolla

DPM pivots in its NCPHN funded project to deliver a 'Digital Roadshow' online for the South West Rocks and Kempsey Communities. We also produce pilot Educational Resources to support productions from South West Rocks and Fingal Head.

DPM wins sixth National Indigenous Music Award (NIMA) for 'Mayali (Knowledge)' - Kakadu Collective feat. Victor Rostron

DPM delivers a series of University focused short film projects funded by CSU Wagga Wagga NSW, CQU Cairns QLD and Sydney University, Dubbo NSW.



QLD

ABERGOWRIE BOWEN **CAIRNS** CHARTERS TOWERS COOKTOWN CUNNAMULLA GOONDIWINDI KURANDA LAURA LOCKHART RIVER **MURRAY ISLAND** (MER) **NORMANTON** PALM ISLAND **ROCKHAMPTON** THURSDAY ISLAND **TOWNSVILLE WUJAL WUJAL**

NSW

ASHFORD BATHURST BARYULGIL BEGA **BLAYNEY** BOGGABILLA **BOURKE BROKEN HILL** COLLARENEBRI CONDOBOLIN COOMEALLA COWRA DARETON **DENILIQUIN** DUBBO **EDEN ENNGONIA** FINGAL HEAD **FORBES GILGANDRA GLEN INNES GUYRA INVERELL KEMPSEY** LAKE CARGELLICO LIGHTING RIDGE LITHGOW MACLEAN MENINDEE MOLONG MOREE **MULI MULI** MUNGINDI MURRINBRIDGE OBERON ORANGE **PARKES** SHOALHAVEN SOUTH WEST ROCKS SYDNEY **TINGHA** TOOMELAH URALLA WAGGA WAGGA WALGETT WARREN WELLINGTON **WILCANNIA**

CREATIVE OUTPUT 2020/21 CREATIVE OUTPUT 2020/21

MUSIC VIDEOS

SHORT FILMS

MELA-D - 'STATE OF MIND'

In October 2020, Dynamic duo MELA-D released a hard-hitting debut single & video 'State Of Mind', produced by HAZY (JK47, Boy of Many Colours, MELA-D, Boomalli and many more) and released through Desert Pea Media (DPM) Records.

DPM Records is a brand new initiative for Desert Pea Media. It's an innovative and progressive Social Enterprise / Hybrid Record Label, inspired by Original Nations young people and artists such as MELA-D. DPM Records is visionary, future-focused and committed to positive long term outcomes.

FIG TREE MOB - 'BARRUNBA (DREAMING)'

In August 2020, Desert Pea Media collaborated with the Dunghutti community in South West Rocks, on the Mid North Coast of NSW.

This production, along with a short film, were created over 14 days - an outcome of a unique, collaborative creative process with Desert Pea Media artists, local Dunghutti young people, community members, Elders, and local services.

Funded by Healthy North Coast, the overall purpose of this project was to facilitate an important, inter-generational conversation about social and emotional well-being for local Original Nations young people.

KMC - 'THE SITUATION'

This production was created in August 2020 - an outcome of a unique, collaborative creative process between Desert Pea Media, and the amazing students and staff at Kempsey Macleay Vocational College ft. local Dunghutti/Gumbaynggirr Elders, young people, local services and community members.

The overall purpose of the broader project was to facilitate an important, inter-generational conversation about social and emotional well-being for Original Nations young people in 6 communities around the North Coast. The project is called 'Break It Down - Community Conversations Around Well-being'-funded by Healthy North Coast.

KAKADU COLLECTIVE - 'MAYALI FT. VICTOR ROSTRON'

Desert Pea Media is very proud to present a new collaboration with the community of Jabiru, NT. A mining and services town in the centre of dual-world heritage listed Kakadu National Park.

This production was created in September of 2020 - an outcome of a unique, collaborative creative process between Desert Pea Media, Red Lily Health (a local Indigenous-led Health Service) and an incredibly talented group of students at the Jabiru Area School, who represent several clan groups of Kakadu and Arnhem Land. Also involved were local community members, elders, artists, and community organisations.

'Mayali' is the Gundjeihmi/Kunwinjku word for 'cultural knowledge' and is used by several language groups in the region. The song was co-directed/written by and features Victor Rostron of Wildfire Munwurrk Band...

KOORI MOB - 'OUR COUNTRY, OUR LIFE'

This production was created in April of 2021 - an outcome of a unique, collaborative creative process between Desert Pea Media, Coomealla Health Aboriginal Corporation (a local Indigenous-led Health Service) and an incredibly talented group of students at Coomealla High School, who represent Barkindji and Maraura Tribal Groups.

The overall purpose of the broader project was to facilitate an important, inter-generational conversation about social and emotional well-being for Original Nations young people. Focusing on cultural identity, wellbeing and connection to country.

SOUTH WEST ROCKS, NSW - 'OUR COUNTRY'

Desert Pea Media is very proud to present a new collaboration with the Dunghutti (and Gumbaynggirr) community in South West Rocks, in the mid North Coast of NSW.

This production was created over 14 days in August 2020 - an outcome of a unique, collaborative creative process with Desert Pea Media artists, local Original Nations young people, community members, Elders and other family members.

'Our Country' was Directed by Toby Finlayson, Co-Directed by Rob Sherwood and Coedie McCarthy and shot and edited by Rob Sherwood. The film was accepted into the prestigious Byron Bay International Film Festival.

JABIRU. NT - 'BREAKING OF THE CHAINS'

Desert Pea Media is very proud to present a new collaboration with the community of Jabiru, NT. A mining and services town in the centre of dual-world heritage listed Kakadu National Park. The community of Jabiru is also considered 'the gateway to Arnhem Land'.

This production was created in September of 2020 - an outcome of a unique, collaborative creative process between Desert Pea Media, Red Lily Health (a local Indigenous-led Health Service) and local community members, elders and artists.

The overall purpose of the broader project was to facilitate an important, inter-generational conversation about social and emotional well-being for Original Nations communities. Focusing on cultural identity, health and positive choices.

WAGGA WAGGA, NSW - 'CARING FOR OUR MOB'

Created over 10 days in the heart of Wagga Wagga, this short film was produced as a partnership with CSU Division of Learning and Teaching's 'Learning Academy' and their Indigenous Student Engagement Program.

This was a huge project with Charles Sturt University in Wagga - on the beautiful Murrumbidgee River, was nothing short of inspiring. There are some seriously deadly mob both working in and studying healthcare down on Wiradjuri country! The stories have been captured beautifully.

CAIRNS, QLD - 'DARE TO BE DEADLY - STUDENT JOURNEY'

Created over 7 days in February 2021, this short film was produced as a partnership with Central Queensland University and their Indigenous Student Engagement Program.

The DPM team worked with CQU staff, current students and graduates to tell a series of stories about the University experience for Indigenous Students. The film explored the lived complexities, challenges and inspiring success stories from an incredible group of people in the CQU Indigenous Community.

MENINDEE, NSW - 'LET IT FLOW'

Created over 10 days in November 2020, this film was produced as part of the 'Yarning, Listening and Healing' project in Menindee NSW in partnership with the NSW Department of Primary Industries and Environment (DPIE).

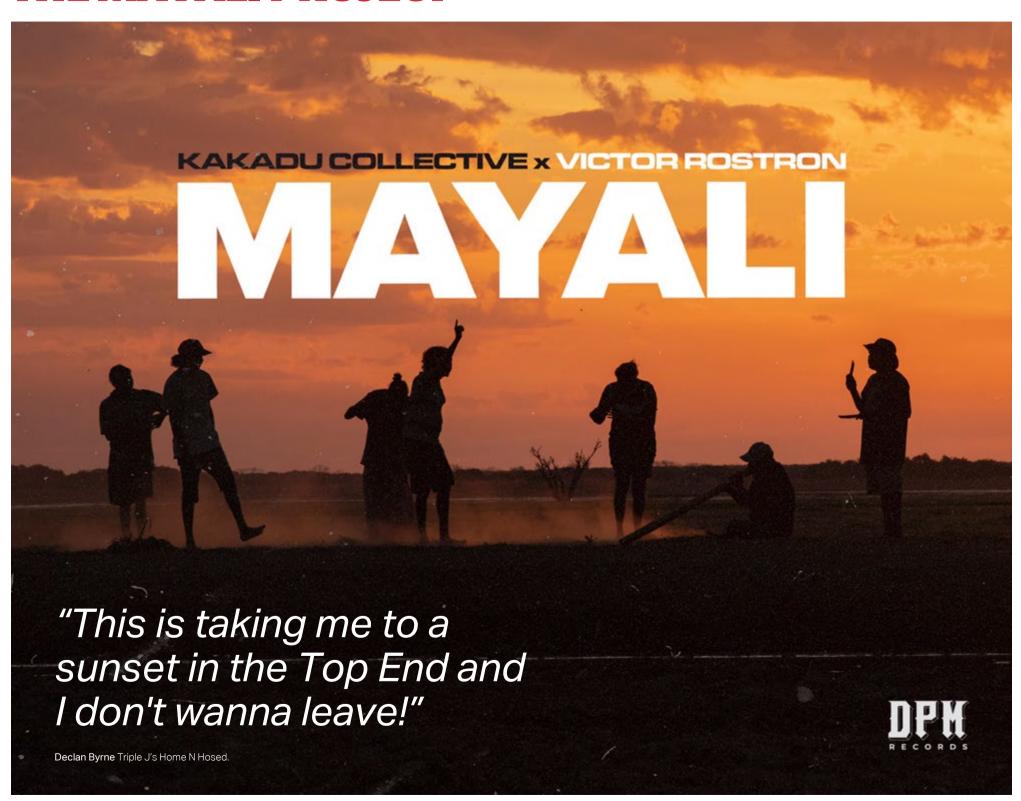
The project involved working with local elders, community members, knowledge holders and young people to reflect on the importance of the river, and the community's ongoing cultural connection. The film is currently unreleased.

DUBBO, NSW – 'BUILDING BRIDGES' & 'THE BRIDGE'

In partnership with Sydney University -Research Centre for Children and Families, as part of the ARC Linkage project Fostering Lifelong Connections, we worked with a sequence of case workers and agencies in Dubbo, NSW to create 2 complimentary short films in June 2021.

The project aimed to produce learning resources for caseworkers to explore the importance of cultural connection for young Aboriginal kids in out-of-home care. Aboriginal caseworkers from NSW Department of Communities and Justice and Uniting Dubbo -Ngurambang Child and Family Services generously shared their stories and knowledge to help curate the yarn. Also contributing to the films were Talbragar Wiradjuri Aboriginal Dance group, Uncle Lewis Burns, Diane Riley-McNaboe and Uncle Ralph Naden. Also - young Wiradjuri man Xavier Wells undertook his first acting role.

THE MAYALI PROJECT



In September 2020, DPM spent two weeks in the remote community of Jabiru NT, often referred to as 'The Gateway to Kakadu National Park' – on the border of one of the biggest Aboriginal-owned reserves in Australia - Arnhem Land.

The project was a partnership between DPM and Indigenous – led Health Service 'Red Lily Health' - funded through the NT Government. The project focused on using creative forms such as film and music to create conversation about alcohol and other drugs, and social and emotional wellbeing for Binninj (Indigenous) People.

Victor Rostron joined the DPM team for the first time as a Co-Director and Cultural Consultant. A Binninj (Indigenous) man from the extremely remote Stone Country of Central Arnhem Land and a multilingual artist, songwriter, vocalist, musician, and knowledge holder for his people. A highly respected senior culture man, insightful lyricist, astounding vocalist, and passionate collaborator - he is a creative force, and we believe one of Australia's most important voices.

Songwriter, vocalist, producer and creative powerhouse, Natalie Carey joined us for the first time as a Production Coordinator and co-facilitator, having lived in Arnhem Land previously with her family for almost a decade. Her cultural awareness and community networks were a massive asset to the team, also her incredible passion and artistry.

The project outcomes were a song and music video titled 'Kakadu Collective – Mayali ft. Victor Rostron' and a short film titled 'Breaking of the Chains' produced over two weeks with local Jabiru community members, young people and various clan groups from around Kakadu National Park.

The project was released in early 2021 under 'The Mayali Project' (knowledge) and received incredible support online. The song was premiered on Triple J, played on multiple radio stations across the country, shared by Chansey Paech - NT Member for Gwoja, and the music video received over 350,000 views online in less than a month!

The Mayali production was then nominated as a finalist in the 2021 National Indigenous Music Awards, and won the Community Clip of the Year category.

Thanks to the DPM Creative Team of Toby Finlayson, Victor Rostron, Josh Nicholas, Natalie Carey, Rob Sherwood, Renae Saxby, Carlo Santone, Scott Large and special thanks to Red Lily Health, Gundjeihmi Aboriginal Corporation and the Mirrar people and Clan Groups of Kakadu for having us on country.

EDUCATIONAL FILMS

University of Sydney - Research Centre for Children and Families

In collaboration with the Research Centre for Children and Families at The University of Sydney, DPM's team went to Dubbo to produce 2 short films as educational resources addressing the importance of cultural connections and Kinship relationships for Aboriginal children and young people in care.

'Fostering Lifelong Connections' is a participatory action research collaboration underway between the university-based research team and six Aboriginal caseworkers in Dubbo guided by the principles of cultural safety, trauma-informed practice and reflective practice. Non-Aboriginal caseworkers and carers in particular can struggle to understand the richness and complexity of Aboriginal cultures and Kinship systems. There is a lack of resources and information about how non-Aboriginal caseworkers and carers can support Aboriginal children to develop their cultural identities.

DPM worked with the research team, local caseworkers (from NSW Department of Communities and Justice and Uniting Dubbo -Ngurambang Child and Family Services) and young people to produce some insightful short films informed by their experiences in the system.

"We appreciate the collaborative and community-led process the Desert Pea team uses to tell stories of communities in deeper, more meaningful ways. The films capture important concepts such as belonging and connection and preserving children's relationships with their families, and will help us to communicate these ideas with the out-of-home care sector in an engaging way."

Amy Conley Wright Associate Professor Sydney University

Central Queensland University & Charles Sturt University

The realities of tertiary study for Indigenous Australians are complex, and the challenges multi-faceted. These projects facilitated opportunities for students, graduates, and prospective students to share their stories, their challenges and reveal some of the incredible support systems that exist for Indigenous students in tertiary institutions around Australia.

Central Queensland University - Cairns Campus (PIC)

The Indigenous Student Engagement program at Central Queensland University is led by a fantastic group of people working to create a culturally safe, supportive, and healthy environment for Indigenous students.

The DPM team spent a week in Cairns working with a group of current students, elder students, prospective students and CQU staff to share some of their experiences and learnings and encourage Indigenous students to enrol.

The film starred local DPM trainee Ciolla Riley and premiered at CQU in July 2021, becoming a valuable engagement tool and resource for the University's Indigenous Community and Support Services.

Charles Sturt University, Wagga Wagga Campus (PIC)

Gulaay is part of the CSU Division of Learning and Teaching's 'Learning Academy' and reflects the Division's ongoing commitment to Indigenous curriculum and cultural competency.

In October 2020, a DPM team spent ten days in Wiradjuri Country in Wagga Wagga, NSW. This was the 1st project of the year in NSW due to Covid-19. The students were in lockdown, but we were able to meet with students and ex-students safely to listen to their stories and create a short film piece that explored the challenges for Indigenous students completing University studies.

Local Elder - Uncle Pat Collins guided us through culture practice and ceremony with the students and our team. He recorded and shared some of his songs and was an invaluable part of this project.

"We appreciate the collaborative way that the Desert Pea team worked with local Aboriginal community members. They ensured all those involved felt comfortable and heard, and it culminated in high quality film work that highlights their powerful messages and stories about the importance of keeping children in care connected to Kin, Country and culture."

Lynette Riley Associate Professor, Wiradjuri and Gamilaroi elder



IN DEPTH

EDUCATIONAL RESOURCE DEVELOPMENT



Australia is home to the world's oldest living cultures. Despite this, the Australian Curriculum hasn't truly valued the knowledge and perspectives of Original Nations Peoples until very recently.

Aboriginal and Torres Strait Islander Histories and Cultures is now one of three cross-curriculum priorities established by ACARA. In total, this amounts to over 160 inclusions across more than half a dozen secondary school learning areas.

Although this is an exciting development for the broader Australian community, it has highlighted a concerning practical issue in the field. There is clearly a lack of specific, authentic and culturally appropriate curriculum-based classroom resources available. For this reason, many non-Indigenous teachers are struggling to deliver relevant content in anything more than a tokenistic manner.

DPM's work has produced digital content that articulates the stories, perspectives and values of Original Nations communities. Due to popular demand, and in consultation with Community, we have developed new education resources - sharing some of this content and knowledge through the Australian Curriculum.

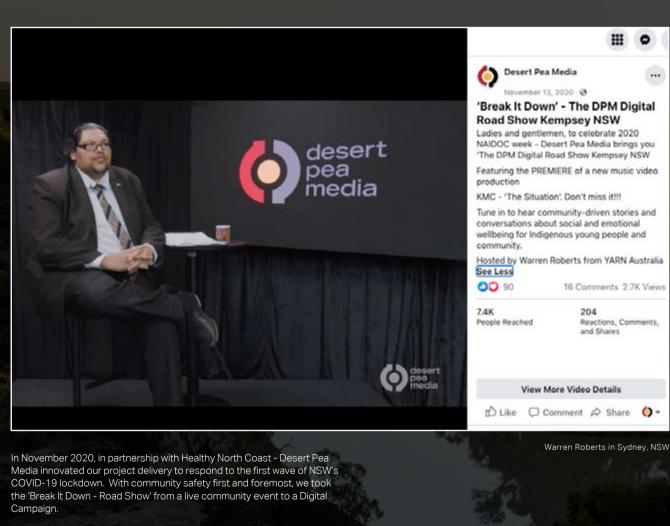
As a pilot program, 2 communities from the NCPHN project were selected and the music videos/short films used as the basis for the curriculum kits, developed in conjunction with Quadrant Media and community representatives.

- Fingal used for Year 8 English & Years 9-10 Health & Physical Education:
- o "My Connection' Booningbah Goories
- o 'Ngimbalien' (Contribution)
- South West Rocks used for Year 7&8 Health & Physical Education & 9 English
- o 'Barrunba (Dreaming)' Fig Tree Mob and
- o 'Our Country' (South West Rocks, NSW).

We are currently working with communities to identify a deployment model that puts community interest first, and empowers communities to define how their stories are shared, and with whom.

IN DEPTH

BREAK IT DOWN - DIGITAL ROAD SHOW



Partnering with Bundjalung/ Dunghutti man Warren Roberts and Yarn Australia - we interviewed local community members and presented a series of live Facebook events that launched the media materials created in 2020 in South West Rocks and Kempsey, NSW.

This project was our first foray into digital events, and was a fantastic learning experience, and sets a strong precedent for project delivery in a post - COVID 19 world.





ORGANISATIONAL DEVISO DIMENTI

Cultural Framework

Over the last year, DPM has developed a Cultural Framework to define how the organisation works with the Original Nations communities we work with. DPM's unique Cultural Framework has been developed from twenty years of discussions, collaboration and learning from these communities. Through this learning, integral practices have been embedded in our organisation whereby cultural protocols are acknowledged alongside trust in DPM's well-tested processes. The framework ensures our relationships with Original Nations' people, country and culture are safe and respectful into the future.

Central to Desert Pea Media's framework is a strong emphasis on cross- cultural respect. This means being aware and inclusive of the different cultural lenses within contemporary Australian society, with the acknowledgement that Original Nations' peoples perspectives have often been overlooked. Culturally aware, informed and respectful practices are at the heart of our organisation, and our values, identity and decision-making processes.

This Cultural Framework is:

- Informed by an understanding and respect for Original Nations' Cultural Practices
- Informed by Desert Pea Media's learnings, experiences and interactions with Original Nations' communities over 20 years
- Designed to embody our values and behaviours, developed to support our cultural awareness, purpose and vision
- Designed to reflect contemporary ideas about how power and authority should be shared and put into
 practice
- Embraced fully by DPM, and informs our organisational processes.

To develop this Cultural Framework, we have:

- Identified and articulated the cultural practices that are central to our day-to-day work and created a living document that is fundamental to our organisation;
- Reviewed our organisational structure, policies and procedures against our cultural protocols;
- Developed and delivered internal cultural awareness training for all staff to implement our cultural framework and protocols
- Completed an extensive independent research project evaluating our impact through our work on 12 remote/regional communities and implemented the learnings
- Acknowledged we are always learning, reflecting, and growing as people, artists and as an organisation;

Strengthening our work and relationships with Original Nations' community and culture means having organisational rules, structures and processes that help us navigate the complexities of working in a cross-cultural context. DPM is committed to collective improvement and developing the skills and tools to achieve this

Evaluation Report and Film - NCPHN

In 2019, Desert Pea Media (Desert Pea) was engaged by Healthy North Coast to undertake their 'Break it Down' Program. This is an Original Nations youth mental health literacy program that provides a safe space for young people to express themselves about difficult topics like mental health and the use of alcohol and other drugs. The Program is a collaboration between Desert Pea Media, local Original Nations communities, the Aboriginal Health Services, representatives of mental and general health sector agencies, and various education and other relevant community stakeholders from across six communities in the North coast of NSW.

DPM engaged a social researcher, Natalie Moxham of Leanganook Yarn, who prepared and presented academic research, measuring the impacts on KPI's such as attitudinal change, social and cultural development within the community, statistics and social resilience. Natalie had undertaken a similar evaluation of a DPM project in North Queensland previously.

As with all thorough processes this evaluations did highlight aspects of the DPM model that can be improved, but key findings reinforced our understanding of the impact of our projects.

Key Evaluation findings included:

- Overall, the Evaluation concludes that the Desert Pea program is highly successful and delivers its intended outcomes effectively.
- The Desert Pea Media program does effectively engage Original Nations young people21 in a remarkable and otherwise inaccessible experience of yarning, song, music creation and celebration in a popular culture form.
- Desert Pea is providing a moment when a young person sees themselves in a different light and aspiration is ignited.
- For remote Original Nations communities, the Desert Pea program is a unique spark of creativity that shakes up the order of things, creating opportunities for young people to participate and shine where otherwise this does not happen.23
- The Desert Pea program creates a safe enough space that enables young people to be brave, step up
 and do something they didn't see themselves doing. This enables these young people to unlock their
 potential resulting in an increased sense of worth and a strengthened identity.

The Evaluation Report was delivered to NCPHN along with a short documentary film outlining the process and findings.

Watch the Evaluation Film: https://youtu.be/yJ_rPVExsaw

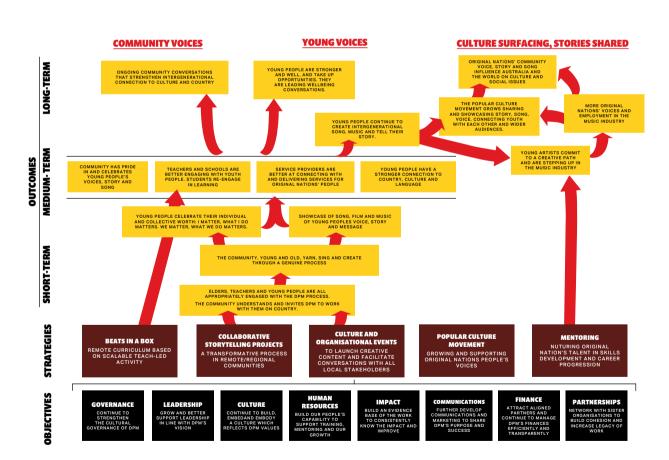


THEORY OF CHANGE

OUR VISION

An Australia where Original Nations' young people are heard, respected and celebrated as part of our national identity, and are embraced to live a life of their own design.

Voices That Matter | Culture That Matters | Young Lives That Matter



TREASURER'S REPORT

AUDITOR'S REPORT

The Profit & Loss Statement for the financial year 2020-21 shows that Desert Pea Media Association Inc. had revenue of \$558,627 (2020: \$1,108,410) and posted an operating loss of \$115,111 (2020 profit: \$115,982).

The Balance Sheet shows that cash at bank and trade and other receivables amounted to \$408,058 (2020: \$422,244) including income received in advance of \$202,508 (2020: \$96,854), and an overall net surplus of \$161,695 at 30 June 2021 (2020: \$277,206).

Our financial position remains solid, enabling the continued delivery of quality projects to a high standard despite the continued impact of COVID-19 on our operations during the year.

Income

Total revenue of \$558,627 (2020: \$1,108,410) includes project fees of \$450,556 (2020: \$1,051,069). The 57% decrease in project fees in the year was somewhat offset by the increase in grant and other income to \$101,814 (2020: \$56,122). This included COVID-19 JobSaver payments and COVID-19 Business grants.

Expenditure

The total expenditure was \$674,138 (2020: \$992,428), a reduction of 32% over 2020 that reflected the interruption to projects delivery due to COVID impacts. This is also reflected in reduced project expenses, \$198,209 (2020: \$467,615), employee related costs of \$317,613 (2020: \$294,757) and attendant overheads, \$158,316 (2020: \$230,056). A total of \$111,044.77 went to First Nations staff, artists and trainees.

It is further noted the Board members continue to provide additional support and resources on a voluntary basis.

Assets and liabilities

The Statement of Financial Position shows that cash at bank and trade and other receivables amounts to \$408,058 (2020: \$422,244) including income received in advance of \$202,508 (2020: \$96,854), which will be reflected in the income of future years.

During 2020-21, the budget process has continued to be refined and updated, to better inform the Board, and enabling more accurate planning, and cash management policies have ensured stability in liquidity and project funding.

As Treasurer I want to express my gratitude for the great support I have received from General Manager Scott Large, and for the high quality work of our bookkeeper Dan Smith, and acknowledge the contribution of former treasurer Peter Maclean for the guidance he provided to the organisation for many years, including during 2021-21.

Jon Willis Treasurer Excerpt from the Independent Auditor's Report for DPM Association Incorporated:

We have audited the financial report, being a special purpose financial report, of Desert Pea Media Association Incorporated for the year ended 30 June 2021, comprising the statement of financial position, statement of changes in equity, statement of profit or loss and other comprehensive income and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the board members' declaration.

In our opinion, the financial report of Desert Pea Media Association Incorporated has been prepared in accordance with the requirements of the Australian Charities and Not-for-profits Commission Act 2012, including:

- Giving a true and fair view of the registered entity's financial position as at 30 June 2021 and of its performance for the year ended on that date; and
- Complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

Not for Profit Accounting Specialists
Keswick, South Australia 5035
Registered Company Auditor No. 77466

STATEMENT OF COMPREHENSIVE INCOME

	For the year ended 30 June	
	2021 (\$)	2020 (\$)
Revenue		
Project Fees	450,556	1,051,069
Donations	6,257	1,219
Other Income	101,814	56,122
Total Revenue	558,627	1,108,410
Expenditure		
Administration & Other	99,155	184,555
Accounting & Assurance	19,119	6,046
Depreciation	1,603	7,575
Employee Related Costs	317,613	294,757
Marketing	38,439	31,880
Project Expenses	198,209	467,615
Total Expenditure	674,138	992,428
Net Surplus/(Deficit) for the year	(115,511)	115,982
Other Comprehensive Income	-	-
Total Comprehensive Income/(Loss) for the year	(115,511)	115,982

STATEMENT OF FINANCIAL POSITION

For the year ended 30 June

	2021 (\$)	2020 (\$)
Current Assets		
Cash & Cash Equivalents	320,294	422,244
Trade & Other Receivables	87,764	-
Total Current Assets	408,058	422,244
Non-Current Assets		
Property, Plant & Equipment	15,200	17,305
Total Assets	423,258	439,549
Current Liabilities		
Trade & Other Payables	41,150	37,414
Income Received in Advance	202,508	96,854
Provisions	14,499	21,304
Total Current Liabilities	258,156	155,572
Non-Current Liabilities		
Provisions	3,908	6,771
Total Liabilities	262,064	162,343
Net Assets	161,195	277,206
Equity	161,195	277,206

STATEMENT OF CASH FLOWS

For the year ended 30 June

	2021 (\$)	2020 (\$)
Cash Flows from Operating Activities		
Receipts From Operations	576,517	657,867
Payments to Suppliers & Employees	(678,467)	(1,035,364)
Net Cash Flows from Operating Activities	(101,950)	377,497
Cash Flows from Investing Activities		
Acquisition of Property, Plant & Equipment	-	-
Net Cash Flows from Investing Activities	-	-
Net Increase/ (Decrease) in Cash & Cash Equivalents	(101,950)	(377,497)
Cash & Cash Equivalents at the beginning of the year	422,244	799,741
Cash & Cash Equivalents at the end of the year	320,294	422,244

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TEAM DPM

Board Of Directors

Mathew Priestley Chair
Ben Bardon Vice-Chair
Sue Pamment Current Secretary
Jon Willis Treasurer
Chris Andrew Former Chair
Shelly Rowell Former Vice-Chair
Peter Maclean Former Treasurer
Rebecca Durr

Team

Morgan Nunan

Sarah-Jane Oakshott

Toby Finlayson Founder/Creative Director/Producer/Lead Facilitator/Songwriter/Editor

Scott Large General Manager/Graphic Designer/Facilitator

Josh Nicholas Music Producer/Operations/Project Lead

Belle Arnold Project Manager/Cultural Framework

Renae Saxby Marketing & Communications/Photography

Daniel Smith Accountant

Ciolla Riley Co-Writer/Trainee Facilitator

Ashleigh Camm Interim Business Manager

Roy Weiland Lead Facilitator/Filmmaker/Songwriter/Motion Graphics/Colour Grading

Matthew Priestley Co-Director/Co-Facilitator/Cultural Governance

Grace Newell Production Coordinator/Photographer

Carlo Santone Music Producer/Music Director/Mentor/Design/Release Campaigns

Robert Sherwood Lead Filmmaker/Editor

Don Finlayson Elder/Psychologist/Consultant

David Nicholas Audio Engineer/Uncle Dave

Jacob Paulson Co-Writer/Facilitator

Daniel Glossop Sound Engineer

Natalie Moxham Evaluator

Coedie McCarthy Co-Writer/Facilitator/Co-Director

Rasela Torise Bay FM/ Research/Narration

Darren Ziesling Audio Mastering

Naomi Rose Bookkeeper

THANK YOU

Firstly, on behalf of the Desert Pea Media Staff and DPM Board of Directors, we would like to thank all the Original Nations communities, young people, and Elders upon whose country we meet, share, learn and create together. We feel truly humbled and honoured to be welcomed on country, and for the opportunity to learn and share and grow.

Heartfelt gratitude goes out to the 2020/21 Board of Directors. Despite the amplified difficulties and challenges of the past 12 months, we still somehow manage to push on – and your support and resilience allows our team to continue our mission with the authenticity and integrity that has become such an important part of the DPM yarn

We thank all our generous funders and community partners for supporting our work and enabling us to deliver programs to people and communities we work with. We honestly couldn't do it without you. Thank you so much

Project Partners

Healthy North Coast,
NSW Red Lily Health Jabiru NT
Charles Sturt University Wagga NSW
Central Queensland University Cairns QLD
NSW Department of Primary Industries and Environment
Coomealla Health Aboriginal Corporation
Sydney University, Research Centre for Children and Families

And to all our private donors - to whom we are very grateful.

Pro Bono Service Providers

Johnson Winter & Slattery

Production Partner

The Music Box Sydney

Community Partners & Supporters

Fig Tree Descendants South West Rocks NSW
Maclean Vocational College Kempsey NSW
Kyle Slabb and the Slabb family
The Priestley Family Moree NSW
Red Lily Health Jabiru NT
Gundjeihmi Aboriginal Corporation Jabiru NT
Jabiru Area School Jabiru NT
The Riley Family Kuranda QLD
The Mann/Wills family Rockhampton QLD
Carlo Santone One Rebel Creative
Elders and community members from Menindee NSW
NSW Department of Communities and Justice Dubbo
Uniting Dubbo-Ngurambang Child and Family Services
All the mob we might have accidentally forgotten – we love you











