

## MEDIA RELEASE

5 May 2015



VICTORIANS are invited to create a short anagram video sharing their feelings and thoughts on discrimination to be in the running to win \$2000 and see their work on the big screen.

**Everyday Interventions** is a short video competition that brings family, friends and neighbours together to talk about race-based discrimination – the way it’s affected them, people they know and the communities they live in.

Videos must create anagrams using a set of letters provided to depict words and images exploring community identity and connection, and the harms of race-based discrimination. The videos need to be at least a minute long, and no more than three minutes, to be in the running for \$2000. The films will be on YouTube, the Everyday Interventions website and selection will also be screened at Federation Square in Melbourne.

The **Everyday Interventions** project began with community workshops in Bairnsdale and Lakes Entrance, resulting in three films that can be viewed at [www.everydayinterventions.com](http://www.everydayinterventions.com)

Community artist Catherine Simmonds and film director Nicholas Hansen led the project, working with groups that included indigenous residents, older participants and some with mild intellectual disabilities.

The workshop films are produced by Artistic Merit, funded by VicHealth and East Gippsland Shire Council, and supported by Bairnsdale-based disability support group Noweyung.

Artistic Merit producer Kirsty Ellem said East Gippsland was an ideal location to launch the **Everyday Interventions** project as it is closely aligned to East Gippsland Shire’s community building and reconciliation action.

“The temperament of each group’s lived experiences has guided and shaped the work, with (community artist) Catherine Simmonds facilitating a process that discovers the poetry already residing within the groups,” Ms Ellem said. “While this topic is serious, the discussion and videos don’t have to be serious. A video can be very effective if it makes people feel, is funny, thought provoking, shows inconsistencies between what we say and what we do.”

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VicHealth CEO Jerril Rechter encouraged local residents to take part in the **Everyday Interventions** competition saying it was important to share their thoughts and experiences about race-based discrimination, which can have serious impacts on mental wellbeing.

“VicHealth is really excited to support this competition to encourage dialogue about race-based discrimination and the benefits of cultural diversity. I hope people across Victoria embrace the chance to have their say in this unique and creative way,” she said.

For competition terms and conditions visit [www.everydayinterventions.com](http://www.everydayinterventions.com)

Entries must be submitted by May 30 and the winner will be announced on June 30.

### **MEDIA**

**For more information and to arrange interviews, please contact Natalie Filmer, The Launch Box, on 0418 586 141 or email [natalie@thelaunchbox.com.au](mailto:natalie@thelaunchbox.com.au)**

