



# 2025 African-Australian Creative Media Grant Guidelines

## Overview

Stories have the unique power to connect people, educate, and inspire.

The African Australian Creative Media Grants is an open grant round that supports African Australian platforms, individuals and organisations that operate in screen media, visual arts, podcasting, radio and written media. Through this grant we seek to amplify the voices and stories of African Australia creatives.

This grant is now administered and managed by Ubuntu Project - a Victoria based community led organisation committed to improving outcomes for Australia's diverse African communities.

## Why we're doing it

This tailored grant program was initially designed in response to a series of roundtables with African Australian creatives which highlighted that African media in Australia is critically under resourced despite the wealth of vibrant stories that exist.

After receiving an overwhelmingly warm reception to the first three iterations of the program, we've decided to bring it back in 2025!

## Program purpose

The African Australian Creative Media Grant seeks to invest in the creativity, capability and sustainability of individuals and organisations that make a valuable contribution to the narratives, storytelling ecosystem and creative innovation of African Australians.

We hope this funding will support:

<b>Community voices</b>	Vehicles for expression for emerging African creatives. Showcasing the diversity of experiences that exist within African communities in Australia.
<b>Platform sustainability</b>	Increasing overall reach and depth of engagement

	Financial growth and sustainability of African media platforms
<b>Sector development</b>	Greater diversity and representation in Australian media  A mix of both emerging and established African Australian individuals, small and medium organisations.

## Funding Streams

Applications are being accepted until **11:59pm on April 13<sup>th</sup>, 2025**. While you are welcome to submit separate applications for both streams, we will only fund one per applicant. Ubuntu Project is looking to fund a total of **10** successful applications.

### Stream 1: Platform Development

**\$10,000** to support the improvement and continuation of platforms including websites, social media sites or other.

**Who should apply:** So, you've developed your platform and now you want to take the leap to get to the next stage. This stream is designed to help you set yourself up to grow and strengthen your platform. You may want to use the funds to advertise and market your platform, purchase items like cameras and microphones, or create/redesign a website to showcase content. Funds may be used in part to support the skills and development of the individuals involved with the platform.

### Stream 2: Content Creation

**\$10,000** for the execution of original content and productions created by African Australians.

**Who should apply:** You are a storyteller, who wants to do what's natural to you – tell stories! Applicants for this stream should demonstrate what they want to create and how they plan to market and engage this content with their desired audiences. Applicants might come from backgrounds like screen media, literature, social media channels, podcasts and a whole lot more.

## Grant Eligibility

To apply for the program, you must have a current Australian Business Number (ABN).

We will accept applications from:

- African Australian individuals in any creative media industry – this includes film, tv, magazines, radio, podcasts, online and any other media.
- Media Platforms lead by African Australians - this includes social media platforms, magazines, blogs etc.

- Africans in Australia regardless of their background, visa or citizenship status.
- African community organisations with a project focused on stories and storytelling.
- Previous successful grantees are not eligible for this round.

*Please note: Applications should not be submitted by large organisations on behalf of groups or individuals (the groups or individuals should apply directly).*

## Key selection criteria

Please respond to the criteria below in your application

### Stream 1: Platform Development

1. **Relationships:** The development of larger networks, additional collaborations or partnerships that may contribute to the platform
2. **Reach:** How the funds are used to raise the profile of the platform and its content
3. **Operational capacity:** Evidence of the applicant's capacity to deliver the project
4. **Viability:** Strategic approach to scale the platform

### Stream 2: Content Creation

1. **Capacity:** Evidence of the applicant's capacity to deliver the project
2. **Voices:** Description outlining how the project raises the profile of stories created by African Australians
3. **Originality:** Statement on what inspired this project and its significance
4. **Reach:** Evidence of promotional or marketing plan to reach project's desired audiences

## Supporting material

Applicants must supply CVs for creatives, producers and project managers associated with project. You are also welcome to include:

- Media: Visual/Audio files of previous work (direct links or mp4 format preferred).
- Direct links to show evidence of platform (Stream 1 only)
- Detailed project outline.

## Selection panel

The Creative Media Grant will be assessed by a selection panel consisting of four prominent African Australian individuals from media and creative industries, two Ubuntu Project staff and one representative from the Scanlon Foundation. The creative industry representatives are:

## Key Dates

- ❖ The Round is now open, and applications can be made using this Smartygrants link: <https://scanlonfoundation.smartygrants.com.au/AACreativeMedia2025>
- ❖ Applications open: **9 am, 10 March 2025 (AEST)**
- ❖ Applications close: **11:59 pm, 13 April 2025 (AEST)**
- ❖ All applicants will be informed of the outcome via email before 26 May 2025
- ❖ All activity is expected to commence no later than 1 July 2025

## Contact person

**Nor Shanino, CEO**

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**web:** <https://ubp.org.au/2025-african-australian-creative-media-grant/>



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