

MOVE IT MOB STYLE®

PRESS KIT



Move It Mob Style® is a positive and high energy TV show that proudly showcases young Aboriginal and Torres Strait Islander people's culture through dance and music, all the while instilling in the audience health information and the desire to lead a healthy drug free lifestyle.



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Rockhampton, QLD



Series Overview

Move It Mob Style® is a 20 episode x 30 minute dance-based youth, health and fitness television series. Showcasing Aboriginal and Torres Strait Islander music across the range of genres including hip hop and popular, *Move It Mob Style*® is all about **good beats:** using **dance** to stay **happy and healthy**. Shot on location in the many beautiful and varied places we live, *Move It Mob Style*® showcases the deadly dance moves found in communities all around Australia. Led by young people, *Move It Mob Style*® gets the whole community up and moving, while listening to some of the best Aboriginal and Torres Strait Islander music on offer.

Move It Mob Style® has been produced with support from the Australian Government, through the Department of Health and Ageing, Office for Aboriginal and Torres Strait Islander Health. It sits proudly alongside, and is integrated with, the full suite of Vibe products including a nationally syndicated radio show, *Deadly Sounds*, a national music and sport magazine, *Deadly Vibe*, and the Vibe events: *Vibe Alive*, *Vibe 3on3*®, and *The Deadlys*. Please find attached a more detailed briefing on the Vibe media products.

The focus of the program is a dance workout, with three routines per episode. The routine

is a combination of different dance styles choreographed by the local talent. Exercises and dance moves are repeated in each of the three tracks, to give the audience a chance to learn combinations. Scattered between these dance routines, and linked by our studio hosts, are pre-recorded short health and culture stories. It is designed to cater to all standards of dance proficiency. Young people can watch, and dance along to the music, or each routine can be broken down by a dance teacher and tutored step by step.





From one episode to the next, different moves are collected from the featured communities and taught to viewers, creating a *Move It Mob Style* 'movement vocabulary'. Over the *Move It Mob Style* journey, we learn to 'accelerate', go 'fishing for barra', 'shrug them haters off' and 'reach for the stars'. It's important to know each routine is actually choreographed by the young people in the community visited, then performed by them and our professional dancers. The series includes on location and pre-recorded segments:



Health issue spotlight

The entire show is a health and youth lifestyle program that aims to have not only a positive impact on young Indigenous people's self-esteem, but also their primary health. There are short spotlights on key community health issues told through interesting characters. The topics are a range of physical, social, emotional and mental health issues including:

- Traditional language, food, dancing, hunting and gathering
- Youth and community health and wellbeing projects
- Oral health
- Fitness workshops, including boxing, basketball and breakdancing
- Healthy foods
- Strength through culture and art
- Maternal health
- Breakfast club.

There are also discrete health vignettes.



Community & local dancers' introduction

This segment precedes each routine, and is a quick introduction to the community, through the eyes of its young dancers. It shows the visuals of the dancers and the community we are filming in – establishing a sense of place. It's also a chance for each dancer to bust out their signature move.



Culture spotlight

Move It Mob Style® believes that the appreciation and understanding of culture is a cornerstone to good social, emotional and physical health in our young people. Each episode contains a short segment exploring the cultural pursuits of a particular community, and seeing how culture benefits the community.

Food

A segment focusing on catching, gathering, preparing, cooking and eating healthy food. This segment has a strong emphasis on traditional bush tucker as well.

Musician /band profile

This package introduces the musician(s) who created one of the local tracks featured in that episode. Over the series *Move It Mob Style*® profiles 16 different Aboriginal and Torres Strait Islander groups, and ALL the music in the show is created by Indigenous artists. We dance to over 60 original tracks by artists such as the *Street Warriors*, *Briggs*, *Maupower*, *Stunna Set*, *The Yung Warriors*, *Dubmarine* and *The Last Kinection*.

Move It Mob Style® is one of the only mechanisms to promote Aboriginal and Torres Strait Islander music and is already much supported by Aboriginal and Torres Strait Islander musicians around the country.

Free-style (during credits)

Dancers we have seen in a particular episode bust out their best moves for us, free-styling to the *Move It Mob Style*® soundtrack. This is a 'crazy' section of the show, and a lot of fun.

Each week *Move It Mob Style*® is co-hosted by fit, young, Indigenous presenters; our studio hosts, the travelling *Move It Mob Style*® host and a local guest host in each of the communities. *Move It Mob Style*® aims to put in front of our audience Indigenous role models who are strong, happy, proud and healthy – not only for the young Indigenous viewing audience, but for all Australians.

Studio hosts

Upbeat personalities **Naomi Wenitong** (The Last Kinection) and **Shannon Williams** (MC Brothablack) link together the dance tracks and pre-recorded location segments of *Move It Mob Style*® from our studio. These two have established music careers as recording and performing artists, and are well known and much admired by young Aboriginal and Torres Strait Islander people around the country.

Dance hosts & local guest hosts

In each location, trained dancers **Albert David**, **Ghenoa Gela**, **Sani Townson** and **Medika Thorpe** work with a **local host** to guide the audience at home through the different routines. They are much acclaimed dancers in their own right, and happy to muck-up every now and then – keeping the instruction fun. They are warm, engaging ... and mad dancers.





Dancing in the community

Move It Mob Style® visited 16 communities across Australia during its filming including:

- Liverpool, NSW
- Murray Bridge, SA
- Wreck Bay, ACT
- Melbourne, VIC
- Brisbane, QLD
- Berry Springs, NT
- Redfern/The Block, NSW
- Adelaide, SA
- Katherine, NT
- Bendigo, VIC
- Sydney/Bennelong Point, NSW
- Rockhampton, QLD
- Darwin, NT
- Cockatoo Island, NSW
- Gladstone, QLD
- Redfern/Carriageworks, NSW

Move It Mob Style® has been mainly shot outdoors, in iconic locations including waterfalls outside Katherine, a barge on the Murray River, the Spiegeltent in Melbourne, the Sydney Opera House and on the beach at Wreck Bay. The dance area is defined by the black & white break dancing surface that travels with *Move It Mob Style*®.

Move It Mob Style® has an urban, hip hop aesthetic in its graphics and editing style, but is shot in uniquely

Australian locations. All the hosts use inclusive Indigenous slang and often drop words in the local language. There is an emphasis on youth culture, urban music (with traditional elements) and deadly dance moves. *Move It Mob Style*® worked hand in hand with local Aboriginal communities to follow local protocols and seek permission to film and dance on country.





About the Production Company:

Vibe Australia Pty Ltd (Vibe) is an Aboriginal media and events company with a suite of fully integrated communication products much utilised and enjoyed by Aboriginal and Torres Strait Islander communities across Australia.

All our products and events convey the importance of leading a healthy lifestyle without the use

of drugs or excessive consumption of alcohol. We promote a smoke free lifestyle.

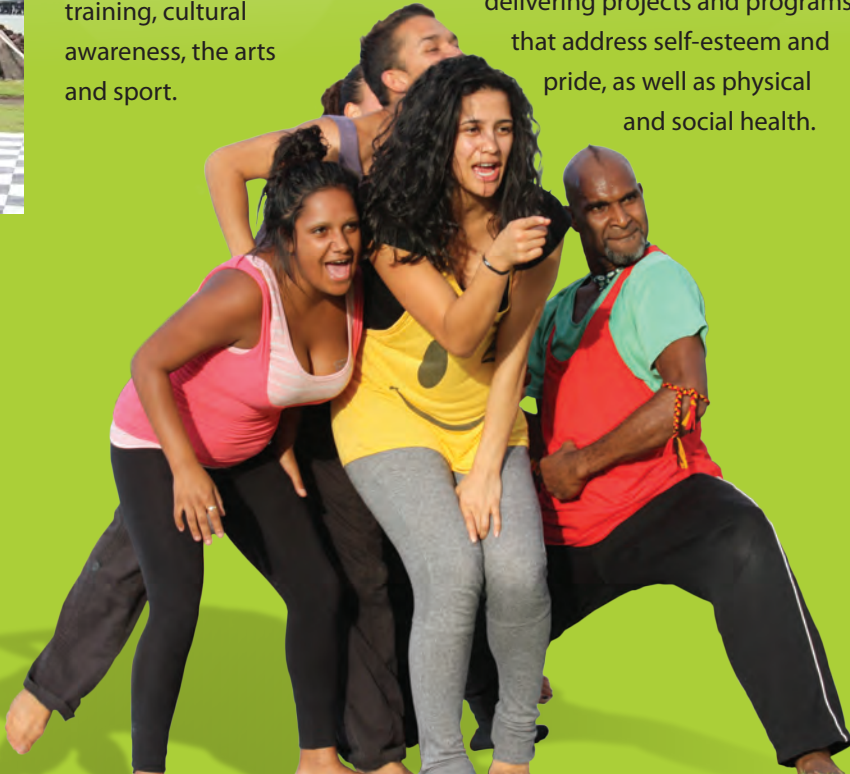
Vibe has been working at the forefront of Aboriginal communications in the public and private sectors for

more than 17 years, specialising in the areas of health, employment, training, cultural awareness, the arts and sport.

We understand the manifold health challenges facing Aboriginal and Torres Strait Islander people. Indigenous Australians have higher rates of chronic disease than the non-Indigenous population, as well as a lower life expectancy. This problem is compounded by a number of issues, including the poor overall state of health that is prevalent in the Indigenous community.

Aboriginal and Torres Strait Islander people face a number of other health challenges, such as high maternal and infant rates of mortality and morbidity, low birth-weight babies, third-world rates of infectious disease and substance abuse.

Vibe Australia believes that self-esteem and pride in cultural heritage is central to the desire to strive for good physical, social and emotional health. Vibe Australia has been working with communities in delivering projects and programs that address self-esteem and pride, as well as physical and social health.





Other issues that affect the state of health in the Indigenous community include:

- socioeconomic factors, such as low levels of employment – making the cost of health care less affordable;
- the remote location of many Indigenous communities – making access to health services and information more difficult; and
- language barriers and lower levels of literacy – making it harder for Indigenous people to access and understand information.

At the core of our media and events platform and the *Move It Mob Style*® series, is the promotion of healthy, alcohol and drug free lifestyles with coherent and accessible health information provided to Aboriginal and Torres Strait Islander communities



through trustworthy and engaging products.

We also encourage the completion of a full secondary education, and are committed to increasing training and employment opportunities within Indigenous communities. Additionally, we are committed to showcasing contemporary Aboriginal culture through music, the arts and sport, and regularly spotlight people from all walks of life achieving in their chosen fields.

Our vision, in partnership with the Australian Government through the Department of Health and Ageing and the Office for Aboriginal and Torres Strait Islander Health, is to support all Aboriginal and Torres Strait Islander people to reach their full potential by providing positive imagery, identifiable role models and quality information to improve community and quality of life.

For more information please visit www.vibe.com.au



VIBE
AUSTRALIA



Studio Hosts

Brothablack

Brothablack is one of the country's pioneers of Indigenous hip-hop. He has been in the hip-hop game for a while now. Many may know him as a founding member of the Indigenous hip-hop crew, South West Syndicate (1992–2003). In 2003 Brothablack, as a member of South West Syndicate, won the Deadly Award for most promising new talent in Aboriginal music, and accepted the award at the Sydney Opera House. Brothablack has a long history working in remote Aboriginal communities teaching hip-hop culture and helping young people develop their skills in the subculture.

Naomi Wenitong

Naomi Wenitong shot to stardom alongside Simone Stacey as Shakaya in 2001. The two met while studying an Aboriginal and Torres Strait Islander music course in 1999. Naomi and Simone continued making music until 2006, when Naomi joined hip hop band, the Last Kinection with her brother, Joel Wenitong. In September 2008 the band was involved in a near-fatal car accident in which Naomi suffered serious injuries and was left in a coma. After recovering from the accident, Naomi joined the group for their return to the stage in 2009 to support Public Enemy, and following up with a national tour. The Last Kinection won 'Most Outstanding Achievement in Hip Hop and R&B' at the Deadly Awards in 2009 and 2010. Naomi also won 'Best Female Artist' at the Deadlys in 2010.



Dance Hosts

Albert David

A former Bangarra Dance Theatre dancer and choreographer, Albert has since performed choreographic works by Stephen Page, Kim Walker, Bill Pengelly, Raymond Blanco, Virginia Ferris, Jason Pitt, Vivienne Rogis and Elizabeth Dalman, performing in a number of works with her Mirramu Dance Company. He has continued to choreograph. In 2002 he performed in his own work *Giz* and in 2006 he travelled to Canada to choreograph for the Canadian Indigenous dance company Red Sky Performance. In 2011, Albert has been busy choreographing and performing dances in the Deadly TV production *Move It Mob Style*.

Ghenoa Gela

Move It Mob Style® host Ghenoa's favourite style of dance is contemporary Indigenous dance. She says she has been dancing since she "rolled out of the cot" and has been a traditional dancer for over 25 years now. Her first taste of mainstream dance was when she attended NAISDA in 2005 where she studied for four years. She says she has had many opportunities over the years and working with choreographers such as Shaun Parker has been the highlight of her career. She has recently been touring around Australia with a show called *Happy as Larry*. She also does small gigs in communities where she teaches children hip hop. "I like to go back to my roots and I love teaching kids," she says. She especially enjoyed working with the deadly talent on *Move It Mob Style*.



Albert David

Ghenoa Gela



Medika Thorpe

Medika has always been passionate about dancing. She performed in the production of the *Praying Mantis Dreaming* with Bangarra Dance Theatre at the age of nine, with whom she travelled around Australia and also to London. She participated in the Opening & Closing Ceremonies of the Sydney 2000 Olympic Games and was also part of a Hip-Hop dance group called Caramell that won the Groove Dance-Off competition back in 2002. A role model at Vibe 3on3® events, Medika coordinates the girls' dancing workshops to inspire young Aboriginal kids through dance and to boost their confidence.

Sani Townson

Sani is a descendant of the Saibai Koedal clan of Saibai Island in the Torres Strait Islands. He studied at NAISDA Dance College from 1996-2000 and joined Bangarra Dance Theatre in 2001, where he spent the next six years travelling with the Company on regional tours across Australia. He has also toured internationally to many countries overseas including China, Great Britain, the US, Japan and Monaco. He comes from a contemporary Indigenous dance background, but found his roots in the traditional Torres Strait Island dances as a young boy. He is passionate about his language and culture, and promoting cultural exchange through dance – particularly to a worldwide audience. He loved working on *Move It Mob Style*® and the warm welcome he received in each of the communities visited.



Sani Townson



Medika Thorpe



Performers, Bands & Music

Indigenous Intrudaz

From the Brisbane suburb of Inala, the Indigenous Intrudaz are a popular Indigenous hip hop group comprised of A-mon (Damien Bani), DCP (Douglas Patrick) and Zen-A (Zenith Bonner). Their lyrics send out a message of empowerment and encouragement to young people. Their unique style of hip hop is inspired by the everyday life of their community, the struggles and issues that young people face today, and also the history and survival of Indigenous culture.

The group formed while in high school and began performing together around the suburbs of Brisbane at the age of 14. They got their first break performing at the Stylin' Up Festival, Inala's annual Indigenous youth music and culture festival, and have also appeared at the Woodford Folk Festival and The Dreaming Festival. To date, The Intrudaz's have performed support slots for major international hip hop acts such as Redman, Method Man and Blackalicious, and in 2005, they won the award for best Indigenous Group at the Music OZ awards.

Yung Nooky

Indigenous Australian rapper Yung Nooky (Corey Webster) recently returned from the US where he recorded a track with Black Eyed Peas' member Taboo.

Corey hails from Nowra on NSW's south coast. He has performed his music throughout

Australia and is an aspiring Aboriginal hip hop artist from the Niara tribe, part of the Yuin Nation. In recent years, he has also been involved in a cultural research project at University of Wollongong, taking time to speak with researchers and demonstrate his music making and performance skills.

Karnage & Darknis

Karnage gains immense satisfaction from producing his own music. A proud Arrernte man, Karnage moved to Adelaide at an early age and started writing and developing his own rapping.

His introduction to the work of many well-known rappers led to an interest in free styling, rapping with others and writing tracks by the age of 13. After building on his production skills for over 10 years, Karnage is now working alongside Ngarrindjeri/Kokatha woman Darknis.

Darknis has always loved expressing hip hop music on stage. Performing about and for her people gives her gratitude and strength.

Knowledge Bones

WA-born Knowledge Bones was spellbound by music from an early age, embracing a diverse range of artists. He also raps under the name Black Dundee – an ode to his Indigenous roots. He is making a name for himself as one of the country's most promising MCs.

With his live performances continuing to gain him a loyal fan base and excitement

surrounding his album release, Knowledge finds himself in the class of Australian hip hop heavyweights. Aside from his musical endeavours, Knowledge wants to run workshops for Indigenous children in various communities around Australia.

Dubmarine

Hailing from Brisbane, Dubmarine combine reggae, dancehall, electronic and acoustic musical styles. Their debut offering *Dub From the Deep*, with Brisbane Dub technician Drew-ID, was released in September 2007 and received regular airplay. Dubmarine have played throughout Australia and New Zealand, and in mid 2010, they embarked on their debut tour of Europe taking to the international stage in festival slots in The Netherlands, Belgium and The Czech Republic.

Maupower

Torres Strait born singer/songwriter and hip hop artist Maupower manages to combine his culture, rap and hip hop, as well reflecting the unique sound of island soul. Born in 1982, Patrick James Mau was inspired by his grandfather Henry Dan, a jazz blues singer, from a young age. At seven years of age he was watching his grandfather perform and at 11 he was exposed to the influence of hip hop. It wasn't long before Maupower was writing songs of his own, blending his culture and his musical inspiration to write *Homeboys* at 15, which he recorded at 17. *Homeboys* was



good enough to create interest in this young boy from the Torres Strait and Maupower was on his way as a successful hip hop artist. After forming the successful group One Blood Hidden Image in 2005, Maupower has gone onto release his first solo album in 2011, *Two Shades of Grey*.

Cassandra Williams (Desert Pop Lock & Drop)

'Desert Pop Lock & Drop' was released by CAAMA Music in 2009. It's the title track to an album of the same name which shows the versatility of our Central Australian singer/songwriters. 'Desert Pop Lock & Drop' features the sultry vocal style of Hermannsburg based singer-guitarist Cassandra Williams, and rhythmic tutor Mei Lae Swan. Cassandra has plenty of music running through her veins as the grand-daughter of legendary country and western hall-of-famer Gus Williams, and niece of NT singer/songwriter and multi instrumentalist Warren H. Williams. Cassandra's beautiful guitar playing matches her equally beautiful voice and she has performed with the Desert Divas, which showcases emerging contemporary Indigenous female musicians and singers from Central Australia.

Wire MC

Wire MC, a Gumbayngirri descendant from Bowraville, on the mid-north coast of New South Wales, has been bringing his country rebel beats to the city streets and country towns of Australia for more than a decade. As

well as performing at venues and festivals around the country, Wire MC has worked extensively with the community, travelling to remote communities around Australia conducting hip hop workshops for young Indigenous people. He's also recorded tracks with numerous communities and with artists including Morganics and Sista Native. Defiant and lyrically brilliant, Wire MC sees hip hop as the "new corroboree" for young Indigenous Australians, who are looking for a way to express themselves and their culture in a positive way.

Mr Morgz

Corinthian Morgan aka Mr Morgz started writing and rapping in 2001 as a way to stay motivated while he was incarcerated. He has been honing his own unique style for the past 10 years and he links rapping to his healing.

He lists his influences as 2Pac, Outlawz, Ice Cube, Snoop Dogg, Dre, Bone Thugz, Dogg Pound, and WC. Morgz is with Payback Records. In 2008 he recorded his debut album *Life On The Run* in the Indigital Centre Studio with the help of Cappa Ak.

Recently, Morgz rocked the stage alongside Alter Egoz as the opening act for one of New Zealand's biggest hip hop artists - Savage. He is now working on his second album.

Trindoe

Josh Trindall, aka Trindoe, is a proud Dunghutti, Kamilaroi and Anaiwan Boy who has released a solo EP entitled *Black Boi*. He has been playing the guitar since the

age of eight and has had a passion for rap music from an early age.

Based in Sydney, Trindoe has had a passion for hip hop and its beats and storytelling since he was a young boy.

He has developed his song writing abilities both as Trindoe and as part of the Dreamtime Brothaz. He writes and produces most of his own music and has a strong lyrical flow. He tells it like it is to be a young Aboriginal man growing up in two worlds.

His EP was co produced by Indigenous hip hop legend Munki Muk and features a reworking of the Coloured Stone classic 'Black Boi'.

Jimblah

Jimblah is an Indigenous producer/MC/writer from Adelaide. He hails from the Larrakia nation up north and has been influenced by a wide range of different artists and genres, but his main passion is hip hop.

Jimblah has performed all over the country at various festivals and shows including the Big Day Out, The Dreaming and Good Vibrations.

He is the winner of the Hilltop Hoods Award and released his debut CD entitled *Face the Fire* earlier this year.



Tha Deadly Boyz (TDB)

Stinga T and Big Sexy are an Adelaide/Perth based rap duo called Tha Deadly Boyz (TDB). They formed in 2006 out of the remains of Westside Boyz, so-named because they were from WA.

The boys are cousins and have been performing together since 1999. They founded the duo while still in high school after growing up listening to rap music.

Originally they started out as an rnb combo, but they decided to steer more towards the hip hop/rap genre.

TDB have written numerous songs and recorded a debut album called *Unleash tha Nyoongars*. As well as writing and recording, the boys have performed at many events including Blak Nite, Nunga Idol, Come Out Festivals, The Fringe and other small to big gigs around SA.

TDB's music is a blend of street, dance and hardcore hip hop laced with rnb and commercial rap all thrown into one mix. They are also on a compilation CD called *Taste like Chicken* with a song called 'Party Song'. Their latest music clip for the song 'Rise' has been released from their second album *West Ridaz*.

The Last Kinection

The Last Kinection (TLK) are a hip hop trio from Newcastle, comprising Joel Wenitong (Weno), Naomi Wenitong and Jacob Turier (DJ Jaytee). The Last Kinection's debut album, *Nutches*, was featured on Triple J and community radio across

Australia. They followed this up with *The Next Of Kin* last year. They have played at major festivals throughout Australia including The Dreaming, Groovin' The Moo, the Sydney Festival and many more. TLK won 'Most Outstanding Achievement in Hip Hop and R&B' at the *Deadly Awards* in 2009 and 2010. Naomi Wenitong also won 'Best Female Artist' at the *Deadlys* in 2010.

Yung Warriors

The Yung Warriors – Tjimba Possum Burns and Narjic Day Burns *Nyoongars* – share a father in Selwyn Burns, the legendary rock artist. Tjimba plays guitar and didgeridoo with confidence and is joined on stage by his brother Narjic who also lives for culture, music and dance. Danny Ramzan completes the trio with his strong natural sense of hip hop writing and producing. The group has released their first single 'Just a Thought' from the album of the same name. Melbourne film producer Josh Davis produced the official video, which was shot in and around the streets of Fitzroy and Collingwood. Yung Warriors continues to actively support its community and lift the standards of the Indigenous urban/hip hop movement.

Briggs

From the moment Briggs released his debut EP, the brilliant and groundbreaking *Homemade Bombs* (2009), it marked the arrival of a powerful and unique voice on the scene. Powered

by a rapid-fire, melodic, direct approach, Briggs opened a sold-out national tour with the Hilltop Hoods. They connected with Briggs and were so impressed by his performance they took him along on their 2009 European tour, and eventually offered him a home at their fledgling label Golden Era Records. The lead track 'The Wrong Brother' is from his eagerly-awaited debut album *The Blacklist*. It's fair to say that Briggs has quickly established himself as a formidable new presence in the Australian hip hop scene.

Stunna Set

Stunna Set are a hip-hop group from Sydney's South. Formed in 2007, Stunna Set comprises Reezy (Rhim Johnson Page), Ali (Ryka Satrick) and Big H (Henry Edwards). The Stunna Set guys grew up together and from a young age had the same interest in music: they collaborated together on beats and rhymes before forming the group. They have been on the festival circuit lately and recently supported acts from across hip hop styles including Diplo, Amanda Blank, Urthboy and The Last Kinection. Their debut EP *Against All Odds* was recorded in Gadigal Studios in Sydney and was co-produced by Rhimi Johnson Page from Stunna Set and Sulo from the Herd.



Move It Mob Style® Crew

Executive Producers

Gavin Jones

As the Managing Director of Vibe Australia Pty Ltd, Gavin Jones is a seasoned communications specialist. A professional writer and A-grade journalist, he received a Bachelor of Arts in Communications from the University of Canberra in 1989 after a cadetship with the *Goulburn Evening Post*.

Gavin's speciality is the management of large-scale communication projects and strategies involving the co-ordination of Aboriginal communities at local, state and national levels with Government.

Gavin is the creative director on all campaigns, and matches the communication, policy and program requirements of our clients with the community to whom information is targeted.

From 1989-1993, Gavin worked as a journalist in various Government agencies on large-scale communication campaigns such as Priority One, the Drug Offensive, Aim for One Workforce, as well as the International Year of Literacy and International Year of the World's Indigenous People.

He has managed large-scale, ongoing research projects such as the Youth Longitudinal Survey, and coordinated evaluations on many communication initiatives.

Gavin has written everything from Abstudy brochures to AFL half-time voice overs and major Ministerial speeches.

Gavin is the founder and Editorial Director of *Deadly Vibe* magazine, a national Aboriginal music, sport, entertainment and lifestyle publication, with a monthly distribution of 47,000. He also founded and produces *Deadly Sounds*, a weekly, syndicated radio program profiling Aboriginal music, health and lifestyle. This program is played on some 200 stations right around Australia, and has been broadcasting every week for some 650 weeks.

Gavin also founded and continues to direct the annual *Deadly Awards*, the Vibe 3on3[®] and Vibe Alive. For more information about Vibe Australia's suite of products, please visit vibe.com.au.

From a more corporate perspective, Gavin has written human resource strategies for government and non-government organisations, including the NSW Attorney General's Department, the then Department of Education, Training and Youth Affairs, the Office of the Director of Equal Opportunity in Public Employment, and Franklins. Gavin has also developed training programs for QANTAS and the NSW Department of Corrective Services for long-term unemployed Aboriginal people. He has also written upward of 50 major communication strategies.

Gavin is Executive Producer of the *Deadly Awards* broadcast, as well as Executive Producer of *Living Strong*, a 26 part half hour health and lifestyle program produced for NITV in 2009-10.

Georgia Cordukes

Georgia graduated from the University of Sydney in 1989 with a BA/LLB (Hons) and practised at Blake Dawson Waldron for two years, specialising in entertainment law. Georgia has extensive production and management experience, having worked as a band manager, production manager, promotions manager and events coordinator in the film and music industries.

Part of Vibe Australia Pty Ltd since 1997, Georgia helped to co-ordinate and produce the Aboriginal and Torres Strait Islander film program of the Festival of the Dreaming, The Pikchas, and organised Dreaming of a Better Future, a two-day forum held in conjunction with the Sydney Opera House Trust aimed at increasing employment opportunities for Indigenous Australians in arts and entertainment. She was also involved in producing Blak Screen/Blak Sounds, a two-day film and music festival held in conjunction with the Sydney Opera House Trust.

Georgia has been involved in the areas of public relations, research, writing and communications for Vibe since 1999. Georgia also handles all legal, contractual and sponsorship issues at Vibe.

Georgia has acted as producer of the *Deadly Awards* since 1999, and also works in overseeing the production of Vibe 3on3[®] and Vibe Alive. Georgia is also working across the burgeoning television arm of Vibe Australia, developing a number of programs for Deadly TV, including working as Co-Producer for *Living Strong*.

As CEO of Vibe Australia Georgia oversees the management of all the consultancy's, projects and events, and has experience in the areas of public relations, research and project management.



Series Producer – Shona Devlin

Shona Devlin is *Move It Mob Style*'s Series Producer, and brings with her a demonstrated passion for Aboriginal and youth culture, as well as 10 years production experience in Australian TV. Most recently, Shona worked with Vibe as a field director for *Living Strong*, (NITV) an Indigenous health & lifestyle program filmed on location around Australia.

Previous to this she spent several years working at the ABC, including producing for video game review show *Good Game* (ABC's #1 downloaded program) and triple j tv (producing & filming major Australian and international music concerts, short segments and band interviews etc). She also produced segments for *Hack Half Hour*, *Sunday Arts* and many ABC TV specials including *Raw Comedy*, *My Favourite Album*. Prior to the ABC, Shona worked on the Australian/Canadian co-production *Saddle Club* (Ch9), and *The Price is Right* (Ch9).

Shona's passion for TV was ignited as a teenager when she competed in (and won) ABC TV's weekly doco series *Race Around the Corner*. Later she produced *Stories for Recovery* (ABC TV) and Cheez TV's *Rock Eisteddfod Challenge* (Ch10). She cut her teeth at Channel 31 in Melbourne, including cult-hit *Dawn's Crack*: a youth arts breakfast show that won the Community Broadcasting Association Australia's 'Best TV Program of the Year'. The following year she was awarded TV Producer of the Year for *PLUCK*, a live-to-air afternoon youth show.

Producer – James Marshall

James graduated from UTS in 1988 with a BA in Communications majoring in film theory and film practice. In 1988, he travelled to the United States to work in the film industry for five years as a production manager and producer of music videos and commercials.

James arrived back in Australia in 1993 where he started his own production company JFM, producing films for the Art Gallery of NSW, the Museum of Contemporary Art, the National Gallery of Australia and the Biennale of Sydney. More recently he has specialised in artists and, more specifically, Australian indigenous art and culture. Today he is Australia's most experienced filmmaker in documenting Australian indigenous art and culture.

James completed a documentary for the ABC on the building of the Musee du quai Branly in Paris, Australia's greatest indigenous art commission in 2007. In 2008 and 2009 he worked on projects for the *Message Stick* programme on the ABC and a nine-part series on Indigenous art for NITV called *Culture Warriors*. He has just completed working as producer on a 26 half-hour programme for NITV called *Living Strong* and is producing the Remote Service Delivery project for Fahscia.

Production Manager

– Mitch Stanley

Mitch Stanley is the Production Manager of *Move It Mob Style*, drawing upon his experience as an actor and his knowledge as an Acquisitions Manager for National Indigenous Television on Foxtel. Mitch studied with Metro Screen and AFTRS in Screen and Media and has written, directed and produced his own work. With a deep passion for culture and honesty to the craft, Mitch's first short film *Aesop's Way* addresses the issue of racism in modern society. Collaborating with other Indigenous film makers, Mitch has recently co-produced *The Biggest Port*, written and directed by Elizabeth Wymarra.

With his experience in screen business and production, Mitch also understands the roles and responsibilities for those who work in front of the camera. He is a passionate and diverse actor trained in the Meisner Method who delivers from within, tearing off the mask and entertaining with real emotion. A Sydney-based actor with both an Aboriginal and European background, Mitch has travelled between the U.S and Australia for many years, developing an understanding of other cultures, studying a variety of American accents, and exploring the diversity within both countries. Travelling has provided many valuable experiences, and an understanding of many characters portrayed in the dramatic sense, as well as in life.



**Senior Editor and Post
Production Supervisor – Jane
St Vincent Welch A.S.E**

Jane St Vincent Welch is one of Australia's most accomplished and experienced documentary screen editors. Her films and programs have won numerous nominations and awards including AFI, Film Critics Circle, ATOM, Dendy and IF awards. She won the AFI Best Editing award for *The Men Who Would Conquer China*, which she co-directed with her partner Nick Torrens. Her work covers production across all non-fiction genres, including *To Get Rich is Glorious*, *Dark Science*, *The Burning Season* and Television series *Living Strong*. Jane received her ASE accreditation from the Australian Screen Editors Guild in 2006.

Music Manager – Nancia Guivarra

Nancia is a Meriam (Magaram), Wuthathi and Bindal Juru woman who was born in Brisbane and raised in Gladstone, Queensland. She has been a producer and presenter with *Deadly Sounds* since 2006 and is a contributing writer to *Deadly Vibe* magazine. Nancia has over 20 years' experience in media production and communications, entertainment, the arts and government policy. This includes five years as a presenter and producer with *Away!* on ABC Radio National, editor of ABC's online Indigenous gateway *Message Stick* and producer and researcher with ABC TV's *Message Stick* program. She has a Bachelor of Applied

Science in Human Movement Studies from the University of Queensland (1988) and a Graduate Diploma of Arts (Journalism) from the University of Technology Sydney (2005). Nancia is a long-time member of the Gadigal Information Service Aboriginal Corporation (93.7 FM Koori Radio).

In 2002 and 2003 she was seconded from the ABC to be General Manager of Gadigal to implement its full time community radio license for 93.7FM Koori Radio. In that time she was also a founder of the Australian Indigenous Communications Association.

**Associate Producer/Camera
Operator - Isaac Parsons**

Isaac Parsons has been with Vibe since 2002. A Kunya/Murrawarri man originally from Brewarrina, Isaac has a background in Community Health and Welfare in Mildura VIC and moved to Sydney in 2005 to pursue a career in Dance at NAISDA. During that time he had the opportunity to travel Australia performing and facilitating Hip Hop workshops for young people on the Vibe 3on3® events, perform for the Deadlys, Youthu Yindi, World Youth Day and Anthony Mundine's world title, Yabun to name a few and won Dancer of the Year Award for the 2009 Deadlys.

Isaac has been filming events and promo's for Vibe Australia's new online video presence and Vibe Australia's first television series "Living Strong". He has completed several

short courses at Metro Screen and studied at the Australian Film & Radio Television School to further, which he feels passionate about.

More recently Isaac was Associate Producer on *Move it Mob Style*® and was instrumental in the shaping of the look and feel of the series. He also worked in the field as the camera operator and assistant Editor for the series.

Isaac has just completed Filming and Editing for The Aboriginal Legal Service Story Project and is directing and editing several documentaries and music videos for Information & Cultural Exchange.

**Camera Operator - Martin
Leroy Adams**

Born in Darwin, Martin obtained a Bachelor of Indigenous studies from JCU Townsville and was awarded consecutive Commonwealth Scholarships before moving to Sydney to study Screenwriting and Directing at AFTRS where he was awarded the Meyer Indigenous Scholarship for 2008.

Martin has worked within a variety of digital and visual mediums including Film and Television, winning film awards both in Australia and internationally. Since working on *Move It Mob Style*® Martin has worked for NITV as a Director with their Outside Broadcasting Unit during the Lightning Cup and NSW All Blacks 2011 broadcasts and is currently working as a Producer on *Message Stick* for the Australian Broadcasting Corporation.

**Web Design – Chris Hann**

Chris Hann joined Vibe in April 2011, as our Web Manager. He has over 12 years' experience (with Expedia and Time Inc) building and managing commercial websites including news media sites and e-commerce travel sites. He is experienced in managing small teams in agile environments to produce revenue-generating content. He has driven the design, development and maintenance of sites, written and edited content and graphics, analysed customer behaviour to accelerate product development and recommended strategies for audience development and SEO.

Designers**Martin Kohn – Art Director**

Martin holds a Bachelor of Design in Visual Communications from the South Australian School of Design.

On leaving university Martin went straight into a position as Art Director for the Adelaide Fringe Festival, responsible for the visual identity of the festival. He went on to become Senior Designer for the Adelaide Festival Centre.

While Martin has a passion for the arts and visual art in particular, he has applied his expertise in branding, concept development and marketing to a range of industry sectors, from health and tourism, to manufacturing, finance and small business.

From 2000 to 2003, Martin was creative director of the design division at Porter Novelli, a national public-relations agency. From 2003 until joining GJC Vibe he ran his

own successful design company, Pling Pty Ltd.

One of Martin's key interests has always been forwarding the role of graphic design as a means of communicating information and ideas clearly, and engaging and involving audiences.

Senior Graphic Designer**– Kate Stewart**

Kate finished a Bachelor in Graphic Design from Wesley Institute Christian College of the Arts and Ministry in 2006. She has a keen interest in photography and also studied photo imaging at TAFE in 2007.

Since joining GJC Vibe, Kate has been responsible for page layout and design in *Deadly Vibe* and *In Vibe*. She has also worked on information campaigns and manages GJC's in-house image library.

Publicity – Maryann Weston

Maryann has an extensive background in newspapers and government. She has a Bachelor of Arts in Communications, a Graduate Diploma in Teaching and is currently completing a Diploma of Community Services.

Working in government for seven years, Maryann specialised in communicating major policy initiatives and, later, developing, implementing, administering and reviewing policy. Prior to her government work, Maryann was an award-winning editor and journalist with Rural Press.

She has a number of NSW Country Press awards for writing

and community engagement and since joining Vibe Australia as Public Relations Manager and journalist in 2010, Maryann has written and implemented communications strategies for employment, health and electoral awareness campaigns for Government. She has played a leading role in creative execution for Vibe over the past two years and was the publicist for the 2011 *Deadly Awards*, managing one of the most successful *Deadlys'* public relations campaigns to date.

Associate Producer/**Researcher – Sylvia Kelly**

Sylvia has had over 20 years' experience in administrative, production and management roles in both government and private enterprise. Sylvia began her career as the Administrative Assistant to the NSW Commissioner of Police, then as Administrative Assistant on the Personal Staff of the NSW Premier.

With a keen interest in the health and fitness industry she undertook a position as Manager for Vigor Health Centres, focusing on developing programs and events for the national and international market.

Sylvia established her own business, Exercise Executives, an organisation servicing the fitness industry with publications, conventions, music, education, fitness videos and events. As Director of the company she co-created a National Fitness Accreditation Program, produced the annual Executive Executives



Health and Fitness Conference, developed the Aerobic Sport Judges Accreditation Program, produced the Suzuki National Sport Aerobics Championships, and held a position as Executive Board Member on the Suzuki World Cup Aerobic Championships Committee.

Since joining Vibe Sylvia has undertaken the roles of Executive Assistant to the Managing Director, Production Manager, and most recently Associated Producer/ Researcher for *Move It Mob Style*®.

Researcher – Rebecca O'Brien

Originally from Christchurch New Zealand, Rebecca moved to Melbourne to work in the film industry in 1989. After a few years working on films such as *Death in Brunswick*, *The Big Steal* & *Proof* she moved to Sydney to study at the Australian Film Television & Radio School.

While there she directed and designed several award-winning short films that screened in Australia and around the world. After graduating Rebecca worked as a designer and art director on television commercials, music clips, drama and stop-motion animation for many years.

Over the last ten years Rebecca has concentrated solely on directing. She has worked on documentaries, television commercials, music videos, and numerous television programmes. Her credits include *Triple j tv*, *The New Inventors*, *Living Strong* and *So You Think You Can Dance*.

More recently she spent four months in Vancouver working on the set of *Battlestar Galactica* with director Michael Rymer. Inspired by her experience she has returned to Australia more determined than ever to pursue her passion.

Rebecca has optioned the novel *Jasper Jones* by Perth writer, Craig Silvey, and is currently developing the screenplay of this novel with producer Vincent Sheehan of Porchlight Films (*Animal Kingdom*) and producer David Jowsey (*Mad Bastards*, *Toomelah*). This will be her first feature film.

Education Consultant

– Vicki de Vries

Vicki de Vries is Vibe's education and talent consultant. She has worked with the organisation since shortly after it was founded. And in her time has worked across many of the company's core functions, including radio, magazine and events.

Vicki produced *Deadly Sounds*, Australia's national Indigenous music program. Vicki also developed and managed the *Vibe School* education pages and has contributed significantly to the health content of the organisation for many years.

Vicki graduated from the University of Wollongong in 1990 with a Bachelor of Education in Physical and Health Education, where she studied both the foundations of teaching health education, as well as leadership,

management and progress of health education. Vicki has written and delivered many training courses, specifically targeted to Aboriginal and Torres Strait Islander people, across various health issues.

Vicki was also a founding producer of the *Deadly Awards*; The National Aboriginal and Torres Strait Islander Music, Sports, Entertainment and Community Awards, held annually at the Sydney Opera House. She continues to work closely with the production team.

She now manages her own independent talent agency, *Agency Vibe* continuing to work with Indigenous talent, and often sources talent for the suite of Vibe products as well as for other events, conferences, workshops, festivals, private functions as well as major industry and community calendar events.

This year was recognised in the *Who's Who of Australian Women* not only for her ongoing work in Indigenous health, education, but for her contributions to Indigenous music, sport, culture, community and the arts.

Vibe staff

Vibe also involves other staff, such as our writers, event producers and community engagement officers in the development and production of our program. Our 30 staff (65% of which are Indigenous) have a wealth of experience in health promotion, communication and event production – skills which translate well to our program, *Move It Mob Style*®.



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