



## MEDIA RELEASE

Date Jan 8th, 2019

### **What is Australia Dreaming?**

As January 26 approaches, Australia has been shaken to its core and the land cries to be healed. Those connected to this land for thousands of generations not only have Dreaming stories of this country but also have their own Australian dream.

Culture is Life (an Aboriginal not-for-profit), in partnership with The Australian Dream, is excited to launch the 'My Australian Dream' campaign. The campaign places Aboriginal and Torres Strait Islander peoples at the centre of the conversation. It unearths some of their heartfelt desires and extends the invitation to all Australians to share their hopes and dream Australia.

The 'My Australian Dream' campaign extends the impact of the Adam Goodes and Stan Grant's award-winning film and story – The Australian Dream. It calls for all Australians to watch it, expands on the content of the film through personal interviews, raises awareness and localises conversations through educational resources to consider an Australian Dream we can all be proud of.

"This film tells the story of Adam Goodes: but it also tells a bigger story of how we find ourselves. It is not a story of Australia; it is a story of humanity. How a nation refuses to look away and asks how it can be better." Stan Grant, The Australian Dream film.

Personal interviews reflect upon the film and uncover perspectives on what's at the heart of Australia. Some featured interviews include Nova Peris (Former Athlete/Politician), Mitch Tambo (Singer/Songwriter), Sydney Stack (AFL Premiership player), Luke Carroll (Actor), Tom Calma (Aboriginal leader) and The Merinda's (Musical artists).

"My Australian Dream is for Aboriginal and Torres Strait Islander people to be valued, to be respected, to be recognized." said Nova Maree Peris OAM Indigenous Australian athlete and former politician.

Luke Carroll said, "We need non-Aboriginal people to meet us halfway to have a dialogue, a conversation and acceptance and education about us as a people."

Culture is Life's dream is an Australia that is founded on a deep sense of connection and belonging that allows all Australians to thrive. It is one that celebrates our collective history, values Australia's First Peoples and the nation we could become.

This campaign exposes the hurt at the centre of race relations in this country. It shows the power of First Australians culture in healing. It reflects examples of how culture is thriving and how fundamentally for First Australians Culture is Life.

When the truth of our history is told, we can all walk together. Are we ready? What's your Australian Dream?

The "My Australian Dream" campaign will be launched at the Sydney Festival January 22 and run through till the ABCs screening of The Australian Dream film mid-February.

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Culture is Life backs Aboriginal and Torres Strait Islander solutions to prevent youth suicide. We fund programs and create campaigns that acknowledge the hurt, and support young people to heal, and to thrive. Our message is: The hurt is real. Culture is healing. Culture is thriving. Culture is Life.

To view the campaign go to <https://www.cultureislife.org/campaign/the-australian-dream-campaign/>

#WalkTogether2020 #MyAustralianDream #CultureIsLife

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