

**– Public use –**

**Sample assessment 2020**

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**Stimulus book**

# **Film, Television & New Media**

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## Stimulus 1

### ***Welcome to Country, Carbon Creative and the Brisbane Broncos 2017***

**Length: 1 minute and 02 seconds**

#### **Context statement**

Carbon Creative is an Indigenous-owned, Brisbane-based creative agency. The Brisbane Broncos Rugby League Football Club commissioned Carbon Creative to create their first official Welcome to Country<sup>1</sup> video. The Nunukul Yuggera people, who are the traditional owners of the land where Suncorp Stadium stands, collaborated with Carbon Creative to create the video. The Welcome to Country video was filmed at North Stradbroke Island<sup>2</sup>, the Brisbane River and Suncorp Stadium, and is played to spectators before each Brisbane Broncos home game.

## Stimulus 2

### ***There's Nothing Like Australia* campaign video, Tourism Australia 2016**

**Length: 1 minute and 29 seconds**

#### **Context statement**

*There's Nothing Like Australia* is a global consumer marketing campaign run by Tourism Australia. Tourism Australia is a publicly financed federal government organisation that was established under the *Tourism Australia Act 2004* with the purpose of attracting tourists to Australia. Market research indicated that Australia's aquatic and coastal offerings were desirable to overseas tourists. Advertisements for the *There's Nothing Like Australia* campaign are broadcast on television, shown in cinemas and shared through digital channels. Businesses are encouraged to participate in the campaign by submitting content and images that are shared in a weekly email newsletter or on social media.

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<sup>1</sup> A protocol where Aboriginal or Torres Strait Islander Traditional Owners welcome others to the land of their ancestors. The Welcome to Country ceremony is carried out at significant events and formal functions involving people from other parts of the country or from overseas. This practice shows respect for the Traditional Owners and Elders of a particular area or region (State of Queensland 2017).

<sup>2</sup> an island south-east of Brisbane

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## References

Carbon Creative and the Brisbane Broncos 2017, *Welcome to Country* (video),  
<http://www.carbon-creative.com.au/work/brisbane-broncos-celebrating-country>.

State of Queensland 2017, 'Welcome to Country', <https://www.qld.gov.au/atsi/cultural-awareness-heritage-arts/welcome-to-country>, licensed under CC BY 4.0, <https://creativecommons.org/licenses/by/4.0>.

Tourism Australia 2016, *There's Nothing Like Australia* (video),  
<http://www.tourism.australia.com/en/about/our-campaigns/dundee.html>.

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