

## Media Release

**17 November 2009**

### **The Australian Literacy and Numeracy Foundation launches Indigenous First Language TV commercial.**

In what is believed to be a first for Australian commercial television, The Australian Literacy and Numeracy Foundation (ALNF) has created a television commercial featuring an Indigenous First Language voiceover with English sub-titles.

Designed to raise awareness and funds for the ALNF's Hands Across the Nation Indigenous Literacy Appeal, the commercial highlights the stark statistic that for every five Indigenous children living in remote Northern Territory, only one will be able to read at the accepted minimum standard.

The commercial was developed as a pro-bono collaboration between Sydney advertising agency, Eleven Communications, and 2 Feet Films, with the support of a team of industry professionals working in Sydney and Tennant Creek.

"This campaign was always going to be driven virally, so the First Language voiceover was a great way to capture people's attention and to focus their minds on this often overlooked issue," said Ryan Fallowfield, Director of Creative and Branding at Eleven Communications.

The voice for the commercial belongs to Mrs Judy Nakkamarra Nixon, a Tennant Creek community Elder. Mrs Nixon speaks in the Central Desert Language of the Warumungu people – the first community that ALNF partnered with in their work to empower Indigenous youth through literacy.

Eleven Communications has worked with the ALNF and other supporters to develop a fully integrated campaign for the appeal spanning television, online, print and social media.

The focal point of the campaign will be a media event in Sydney's Martin Place on Thursday 26 November where high-profile supporters will leave their handprints on a large "Wall of Hands." Students from the Aboriginal Vocal Identification Program will close the event by singing the Australian National Anthem in the Dharawal language.

Specially designed tattoos featuring a hand graphic and the words "I care" in both English and Warumungu will be given away with every copy of the Sydney Morning Herald on the day of the event.

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“We are absolutely thrilled to have Eleven Communications and the rest of the team come on board on a pro bono basis for ALNF’s Appeal,” said Gabrielle Kemeny, Director of Communications, The Australian Literacy and Numeracy Foundation.

“Their exceptional work will make certain that all Australians recognise the importance of empowering Indigenous Australian youth through literacy,” Ms Kemeny said.

“This is a problem that every Australian should care about and every Australian should take responsibility for solving,” said Jonathan McCauley, Director of Creative Strategy at Eleven Communications.

“When you see the stark reality of the statistics, you can’t help wanting to lend a hand and that’s what the campaign is all about,” Mr McCauley said.

**Credits:**

Client: Kim Kelly, Co-Founder, The Australian Literacy and Numeracy Foundation.  
Gabrielle Kemeny, Director of Communications, The Australian Literacy and Numeracy Foundation.

Agency: Ryan Fallowfield, Director of Creative and Branding, Eleven Communications  
John McLachlan, Director of Operations, Eleven Communications  
Jono McCauley, Director of Creative Strategy, Eleven Communications

Director: Phil Rich, 2 Feet Films

Post: Fanatic Films

Sound: Take 2 Creative Audio

Music: Arizona  
Tennant Creek

Crew: Keir Suggett and Rajan Rai

Photography: Michael Kennedy, Michael Kennedy Photography

Website: Michael Hyams, AMC Creative

*For more information contact:*

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