

# FEARLESS

SEASON 3

FILMS OF SENIORS WHO ARE ANYTHING BUT RETIRED

## PROJECT BRIEF FOR FILMMAKERS

FEBRUARY 2021



# SERIES RECAP

Each Fearless Films series challenges stereotypes of ageing and ability through character-led inspirational stories.

**Season 1** focused on ageing. Seniors were invited to submit their stories, pick up filming skills and work with a production company to produce their films. The series was release online then picked up by Virgin in-flight entertainment for all international and domestic routes in 2019. It generated a PR editorial value of \$1.5m and continues to screen in festivals and events worldwide.

**Season 2** focused on people with disability. People will disability submitted their stories to us, then regional filmmakers pitched to received funding to produce these fearless stories. The series launched with a live virtual event in December 2020 aligned with International Day of People with Disability. This project influenced key stakeholders, particularly the NDIA who supported and shared our content on social media. It continues to amass views and interest across the globe.

[FIND OUT MORE AND WATCH BOTH SEASONS HERE](#)

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# WHAT WE'VE LEARNED **SO FAR**

After two years' experience of creating films together, both Screenworks and Feros Care concurred that we need to focus on these key areas for 2021:

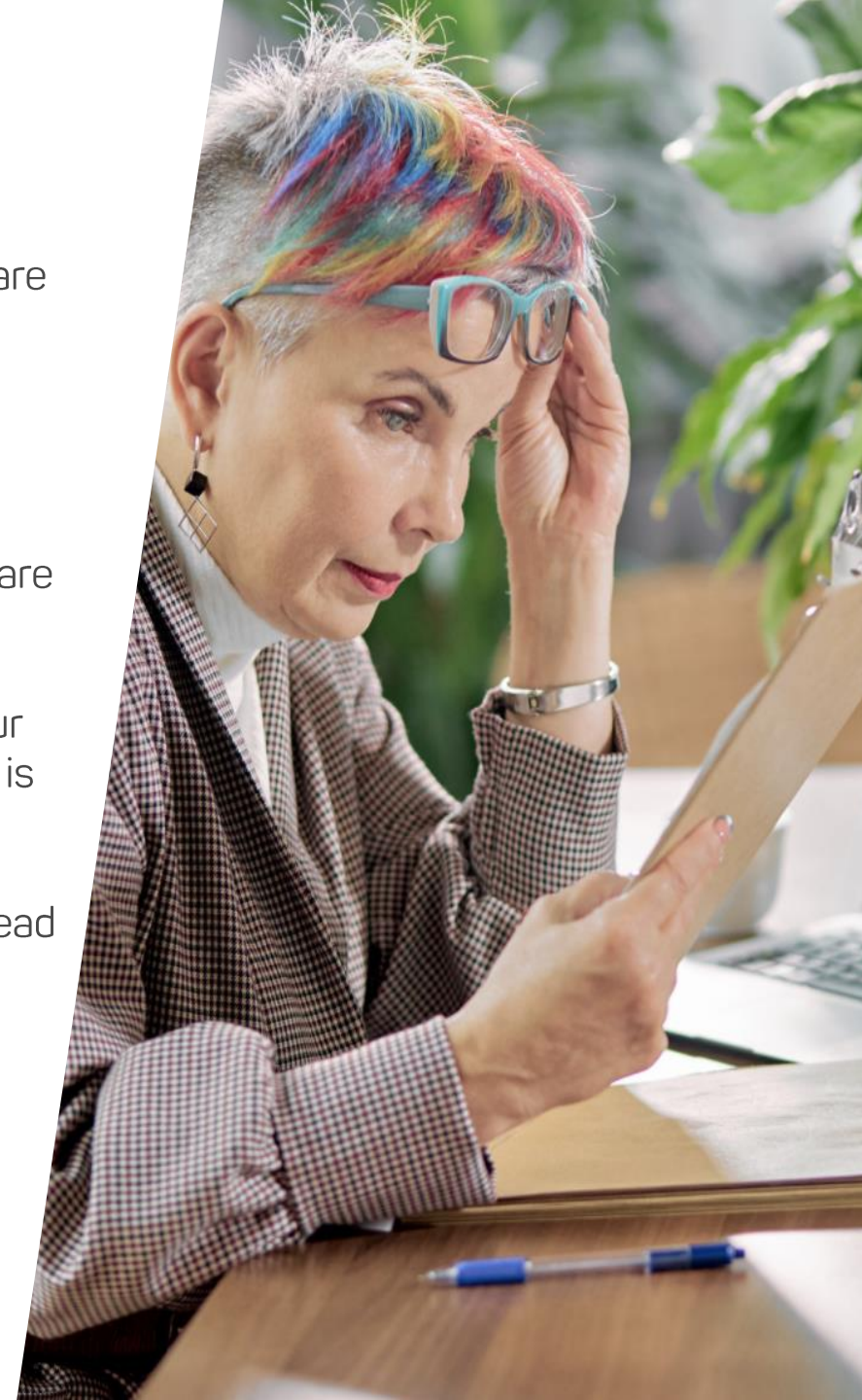
- Build strong relationships with big players (associations, community groups, media partners, film festivals, etc.) so we can leverage their networks.
- Stories are paramount. They ALL need to be strong, so people connect with and share them. We need to support our filmmakers to do this to the best of their abilities.
- Clearly communicating Fearless Films Season 3 and Feros Care messaging to all our regional filmmakers at application stage so we know it will be encapsulated in what is produced.
- The need to work with media-friendly filmmakers and subjects who will help us spread the Fearless Films message.
- A deeper understanding of the social media landscape and how to use it to our advantage for all stakeholders involved in Fearless Films Season 3

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### FEROS CARE OBJECTIVES

- To challenge the traditional mindsets around seniors' lives.
- Increase positive and inspirational representation of seniors on Australian screens.
- To produce engaging, well-made, and captivating stories that encapsulate the BOLD Feros Care brand message and drive volunteer programs.
- Ensure the films land squarely with Feros Care's target audience to spread the GROW BOLD message.
- Increase Feros Care's brand awareness and connection to a wider audience.



### SCREENWORKS OBJECTIVES

- Develop regional filmmakers' online content creation and distribution skills for a sustainable career through training workshops.
- Provide funded opportunities for regional screen creatives to hone their craft.
- To create engaging and well-made content that develops regional filmmaker's skills.
- Increase positive and inspirational representation of seniors on Australian screens.
- To challenge the traditional mindsets around seniors' lives.



## SERIES 3 THEME

**In Fearless Films Season 3, we will be focusing on producing six quality stories that exceed our expectations both in terms of content and audience reach.**

Season 3 will feature seniors who are actively contributing to community as volunteers or in the workplace - positively living their best lives.

These stories will challenge traditional views and stereotypes around age and abilities by showcasing the stories of senior Australian volunteers who are still society's backbone, giving their all.

We want to support filmmakers to find incredible stories of seniors that are forging ahead in their careers or fearlessly volunteering in unexpected places for unexpected causes.

We want audiences to be surprised by the characters in Season 3

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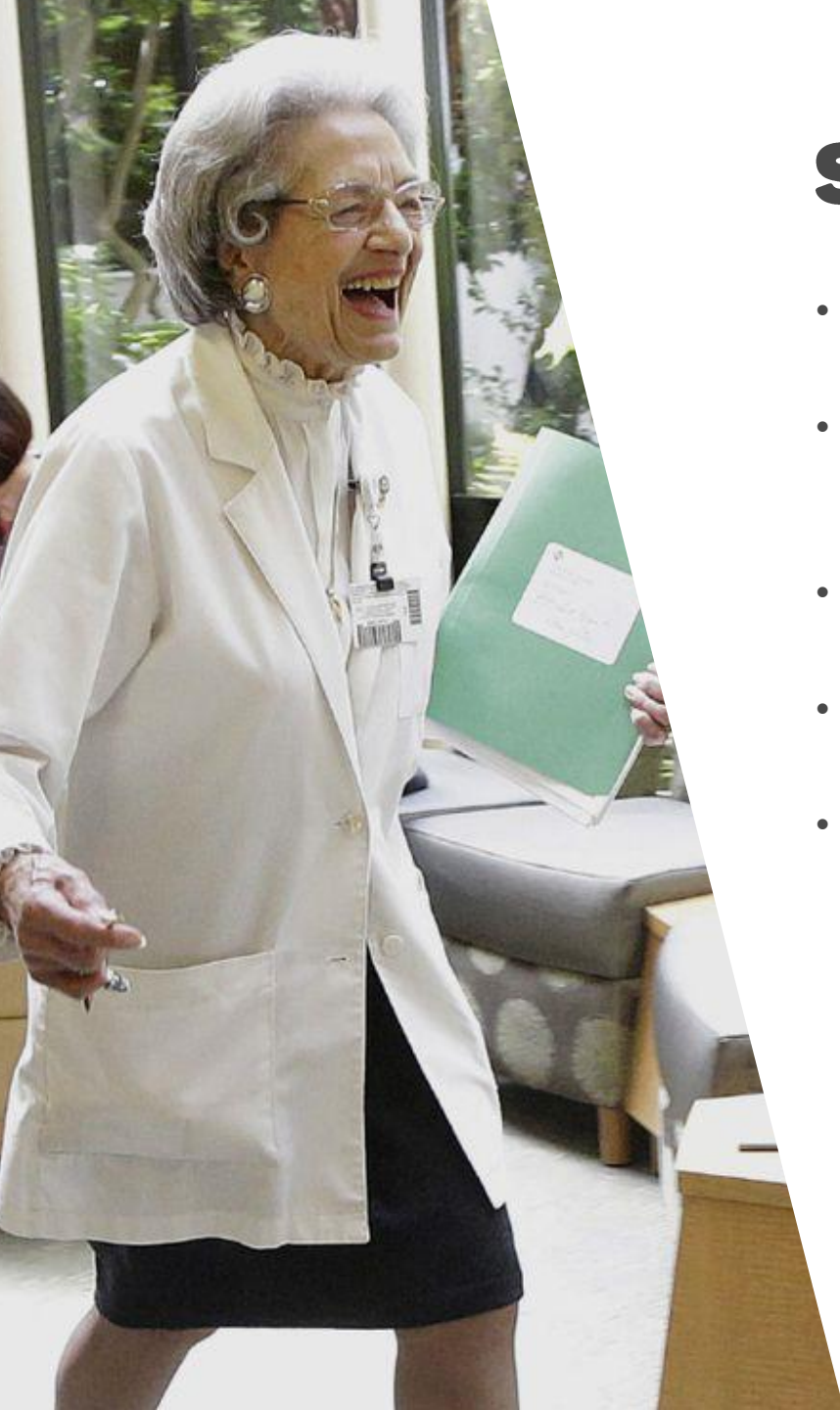
## SERIES 3: THE OPPORTUNITY

- This initiative will provide **funded** opportunities for regional filmmakers to create creative and inspiring factual stories.
- The selected filmmakers will be mentored to develop their factual storytelling and online content creation/distribution skills by **Media Mentors - Denise Eriksen and Esther Coleman Hawkins**.
- This support will be delivered through **eight practical online training workshops** backed up with offline feedback (see website for full breakdown of workshop content)
- **Professional experience** of working and collaborating as part of the core Fearless team - Feros Care, Screenworks, Media Mentors to create the collection.
- Opportunity to upskill in social media content creation for a client, thereby contributing to a **sustainable professional and regional film career**.

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# THE STORIES **WE WANT TO FIND**

- Character-driven stories
- Stories that cut through and engage. We aren't looking for CWA or Bunnings Sausage sizzle volunteers (though we're sure they are all lovely and great people) we're imagining seeing seniors employed at Google or volunteering overseas!
- We want stories that will increase the positive representation of seniors on screen, stories that will surprise.
- Bring us your original thoughts on how to get the stories seen by more people online e.g: brand partnerships, alignments with key players and we'll help you research those.
- We want to see applications from filmmakers who are keen to learn new skills that see them able to make effective and engaging social media content for a paying client

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# PROJECT BRIEF **BY FEROS CARE**

- Build on the previous 2 seasons of Fearless Films
- Build on partnership with Screenworks Australia
- Build Feros Care brand awareness
- Collaborate with regional filmmakers to amplify bold stories
- Continue to build on suite of Fearless Films' evergreen content - that aligns with the Feros Care brand and ethos
- Create films worthy of national and international distribution via – film industry, digital platforms, events, films festivals, media, and distribution partnerships
- Establish film series for future funding/government grants by illustrating our innovation in the aged-care sector
- Continue to use Fearless Films project for potential industry awards
- Change the conversation around ageing, challenge stereotypes
- Showcase what living a fulfilled life with purpose can look like
- To create conversation around volunteering, contributing to community and lifelong learning
- To create volunteer support demand / capacity building for IGC and Feros-led volunteer programs
- Create a suite of social media content for dramatic reach



# PROJECT BRIEF **BY FEROS CARE**

## AUDIENCE:

### Direct customers:

- Seniors , Volunteer Community, Wider Community

### Influencer groups:

- Film makers , Aged care bodies , Media , United Nations IDOP 2021
- **Launch date:** To coincide with UN International Day of Older persons on Friday October 1, 2021
- **End date:** 12-16 week campaign pending content distribution online. Ongoing asset us in events, festivals and sponsorships

## KEY MESSAGES/ AUDIENCE TAKE AWAYS:

- By Feros Care supporting these films I believe they are different to the other service providers in the market, they really empower seniors to grow bold.
- I can see they genuinely want to empower me/others to live my best life.
- This is relevant and compelling to me.
- I align with the desire to grow bold.
- I know I still have a desire to also contribute and make my third chapter the best.
- Perhaps I should participate in Feros Care's volunteer programs.

# CORE PROJECT TEAM

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Tarnya Sim  
Creative Marketing Lead



Cassia Cruz  
Promotions and Partnerships



[www.feroscare.com.au](http://www.feroscare.com.au)



Ken Crouch  
CEO



Louise Hodgson  
Projects Manager



[www.screenworks.com.au](http://www.screenworks.com.au)



Esther Coleman Hawkins  
Media Mentor  
(full bio available on webpage)



Denise Eriksen  
Media Mentor  
(full bio available on webpage)



[www.mediamentors.com.au](http://www.mediamentors.com.au)