



**NAPCAN**  
PREVENTING CHILD ABUSE

**EMBARGOED UNTIL MIDNIGHT 1 SEPTEMBER 2013**

NAPCAN Play Your Part Awards NSW

To: Desert Pea Media

For: Innovative use of media for youth engagement

Organisation: Desert Pea Media Incorporated  
State: NSW

Desert Pea Media is an Australian and international organisation that is coordinated and directed by a network of families and friends based in Sydney and the regional centres of NSW. Their programs aim to empower young people and create dialogue in the communities through storytelling, music, film and creating localised popular culture forms. To ensure young people are being heard.

Their work focuses on a range of issues such as domestic violence, sexual violence, mental health, substance abuse, isolation, poverty, trauma and cultural genocide alongside creating self-esteem, engagement in education, health, pride in culture, community and country.

In the remote Indigenous community of Collarenebri NSW, they have delivered a long-term mentoring program with young people aged between 12-17 for over three years. The program has created 'The Colli Crew' – a hip-hop group who have produced seven songs and music videos around a range of issues such as cultural re-engagement, leadership, and social issues affecting young people in the local community. The program was successful in the empowerment of young people – with research showing an increase in school attendance by 70%, - and took them to perform around Australia, including The ARIA Awards 2011.

**NAPCAN is awarding 2013 Play Your Part Awards NSW to Desert Pea Media for: the creative use of media to be the voices for indigenous children in a way that is fun and has seen many positive outcomes result, including increase in self esteem and school attendance rates in Collarenebri.**

**For further details:** contact Madelene McGrath, NAPCAN on 02 9269 9200