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## **NAPCAN Play Your Part Award 2012 - National Recipient**

**Recipients: Brendan Fletcher and the Mad Bastards crew**

**For: Mad Bastards community initiatives**

**Based: Australia-wide**

### **Background:**

Brendan Fletcher is recognised as one of Australia's most versatile, critically-acclaimed and prolific young film directors. He has worked his way up through the production of factual documentary over the last 15 years. Brendan's debut feature drama 'Mad Bastards' was released nationally in 2011 by Paramount Films and was nominated for The Grand Jury Prize at Robert Redford's Sundance Film Festival.

Eight years in the making, Mad Bastards involved some best-practice collaboration between a non-Aboriginal filmmaker and the Aboriginal community and actors, with the original script continual amended as part of that collaborative process.

Brendan has collaborated on film projects with some of Australia's leading Indigenous artists over many years previous – such as Kev Carmody ("Cannot Buy My Soul"), William Barton ("Kalkadoon Man") and Leah Purcell ("Black Chicks Talking") but Brendan's most notable and long-term creative relationship is with the Pigram Brothers from Broome WA. The Pigram Brothers are a world-class Indigenous music act known for their distinctly Kimberley sound. The Pigram Brothers have collaborated with Brendan for over a decade on Award-winning short films, docos, live shows and most recently the feature "Mad Bastards".

Since release "Mad Bastards" has gone on to win the Deadly Award for 'Film of the Year', the independent Spirit Award at the IF Awards and received 5 Australian Academy Award nominations as well as a host of other nominations and Awards.

The script is heavily flavoured with real-life stories from the Aboriginal communities of the Kimberley region, as well as Fletcher's long-standing collaborators, musical group the Pigram Brothers and pop star Alex Lloyd.



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As a social and emotional wellbeing and health promotion tool, this is one of the few really resonant resources that speaks intimately to Indigenous men on a level they can relate to.

The Mad Bastards makers have now teamed up with a group of prominent Aboriginal men's well-being advocates to develop a community resource to maximise the film's impact on men's health and wellbeing called "Be as Good as You Can Be – The Mad Bastards Guide".

Developed as a collaboration between Bush Turkey Films, National Aboriginal Community Controlled Health Organisation (NACCHO) and Aboriginal men's groups including Mibbinbah and Gamarada the resource has been designed specifically for Aboriginal men's groups to accompany the film Mad Bastards. The resource will however also be appropriate and useful for other audiences in the Aboriginal and Torres Strait Islander community as well as mainstream non-Indigenous groups.

The Guide is still in draft form and will be reviewed following the initial evaluation that is currently being undertaken. Its release is eagerly anticipated by all.

### **Recognition of achievement**

NAPCAN'S 2012 Play Your Part Awards are about acknowledging individuals, communities or organisations that work towards strengthening communities and thereby creating environments that support the safety and wellbeing of children and young people.

NAPCAN identified Brendan Fletcher as a worthy recipient to receive the National Play Your Part Award for outstanding prevention initiative as he is a fantastic example of how one person's vision and dedication can make a difference.

Brendan's approach to the making of the film and the subsequent development of the 'Mad Bastards Guide to being your best' is an outstanding example of how well projects are received when communities work together in a collaborative manner. The Mad Bastards film and subsequent initiatives encompass a strengths based approach to a number of social issues that impact on child abuse and neglect. The film has already received a broad following nationally and internationally.



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