

Media Release – My Bloody Awesome Journal

Teenagers, young and old, are invited to create their own *Bloody Awesome Journal*, alongside some of the Pilbara's most creative artists and facilitators.

The Junction Co., in response to the observed impact of COVID-19 causing social isolation, and an identified need to engage artists who have been financially impacted by the pandemic, developed the *My Bloody Awesome Journal* project.

Supported by agencies across the Pilbara, including the Town of Port Hedland, Tom Price's Nintirri Centre, Well Women's Centre and the City of Karratha, the journal project seeks to engage, grow and empower Pilbara youth through the weekly online video release of eight creative projects.

Each video is facilitated by Pilbara-based creatives. As Katie Evans, Executive Officer of The Junction Co. explains,

"The activities and artists selected as part of this project, create a sense of mindfulness and calm for participants to discover new ways to express their feeling during these uncertain times."

The Journal project has enabled exciting new collaborations to develop between agencies. As well, it has enabled regional creatives to connect with their peers, learn from each other, hone their artistic practice, and consider how to present in a film tutorial format, a new way of communication for many workshop facilitator artists. Nintirri arts worker, and Salty Sea artist Nell Harris, believes that it's an exciting by product of the project,

"It has been brilliant to get a strong and established relationship between the Nintirri Arts Hub based in Tom Price, and the Junction Co in Hedland. Ideally, I'd love us all to be linked through Para and Newman too and this project will allow us to do that."

Through this innovative project, The Junction Co. have been able to engage micro-businesses who have also been affected by COVID-19. AB Videography were engaged to film and produce the weekly video episodes in collaboration with North West Entertainment Services, an events business that lost their main income due to COVID-19. Through the collaboration, AB Videography was not only able to utilise Matt's audio engineering experience to aid in the production of the series, but also able to upskill his business in video production and editing.

AB Videography Amelia Blanco notes "I have also been able to take my business from a side business to a full time career, something I'd be working toward for a long time. During the project I was not only able to help further the skills of the other filmmakers and creatives we have worked with on this project but I am now in the process of offering young people with a passion for film making an opportunity to gain experience and pursue their passion with my business."

The journal project creative director and community coordinator, Jane McGowan emphasises,

"This project ticks a number of collaboration and employment boxes, but at the heart of the project is emphasising, art + craft activities and creating are an important and vital way to help process feelings of disconnection and isolation, and develop resilient mindful thinkers.

"The Junction Co. will use the *My Bloody Awesome Journal* project as part of new partnership with Act-Belong-Commit, as it aligns with the need to keep mentally healthy, which is just as important as staying physically healthy.

The Junction Co. are working towards this project being rolled out across the State, benefiting the broader Western Australian community, working closely with regional high schools to adopt the program so that we can reach more teens. As Andy Clarke from the City of Karratha highlights,

“Our hope as facilitators is to make creative learning and cultural engagement as accessible as possible. It’s clear, particularly in Regional areas like the Pilbara, that distance is no longer a barrier to learning and engaging.

For further information please reach out to project lead, Jane McGowan via jane@thejunctionco.com.au or 9141 0041

Key information:

My Bloody Awesome Journal 8-part series is available for viewing online via The Junction Co. website: <https://thejunctionco.com.au/2020/05/22/my-bloody-awesome-journal/>

Supporting material kits are available for purchase and collection from various points across the Pilbara:

- + Courthouse Gallery+Studio -16 Edgar Street, Port Hedland
- + Red Earth Arts Precinct - 27 Welcome Rd, Karratha
- + Tom Price Community Arts and Culture Centre