

POWER MERI

IMPACT REPORT

CREATING SOCIAL CHANGE THROUGH STORYTELLING





RUGBY SOCIAL GIRLS CLUB NEW CALEDONIA

OVERVIEW

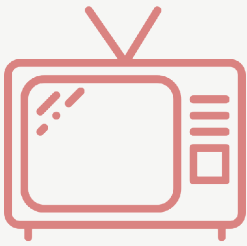
Many women across the world are confronted with a lack of equal opportunity, negative perceptions, and the risk of violence and abuse. Sport is a powerful way to change attitudes towards women and to create opportunities for societal change.

Power Meri is an award-winning documentary film that champions the stories of a team of women. In the face of extraordinary challenges, their passion and commitment to play at the Rugby League World Cup unlocks a story about how women can defeat the odds and rise above circumstances to empower themselves, and those around them.

It follows the journey of Papua New Guinea's first national women's rugby league team, the PNG Orchids, from inception to the world stage, and explores how women playing the traditionally male-dominated sport of rugby league is changing lives and attitudes.

Produced with the support of key partners, the film is being delivered internationally in conjunction with an impact campaign to create a deeper engagement with core messages.

AT A GLANCE



BROADCAST TO
200,000+
AUSTRALIANS IN 2019

60+

COMMUNITY
SCREENINGS

IN PNG, THE PACIFIC & BEYOND

TV BROADCAST REACH 1 MILLION

ESTIMATED IN 2020

12 FESTIVAL
PREMIERES

INCLUDING:

Oceania International Film Festival (FIFO)


Pasifika Film Fest

PNG Human Rights Film Festival

Hawaii International Film Festival

Women Sports Film Festival

Through Women's Eyes Film Festival

50+ 
CINEMA
SCREENINGS

**MORE
FUNDING
AND SUPPORT**
FOR THE PNG
ORCHIDS TEAM



SHIFTED
ATTITUDES
TOWARDS



WOMEN



**GLOBAL
EDUCATION**

ROLLOUT WITH PARTNERSHIPS
IN MULTIPLE COUNTRIES

INTERNATIONAL ROLLOUT

Power Meri has screened in communities, cinemas and/or film festivals in Papua New Guinea (PNG), Australia, New Zealand, Samoa, Vanuatu, Tonga, Tahiti, New Caledonia, UK, Sweden and USA.

TV BROADCASTS

The film has screened in the below countries. Upcoming broadcasts include USA & Papua New Guinea. More channels coming soon!

- Australia (NITV and SBS On Demand)
- New Zealand (Maori TV)
- ABC International (Asia-Pacific)

AWARDS

- Winner: Sport Australia Media Awards (best depiction of inclusive sport)
- Finalist: International Association of Sports Journalists (best video documentary)
- Finalist: Beyond Sport Global Awards (best campaign or initiative using sport for good)

CASE STUDIES

Power Meri and its impact as a case study has featured at international events:

- SportAccord (global summit for sports leaders)
- PNG Update (PNG's major annual academic conference)
- Women in Sport Summit (Australia's annual women's sport conference)
- Sport Australia's Leadership in Sport Summit
- International Rugby League Congress

ORGANISATIONS HELPED

Screening hosts in Australia, New Zealand and the UK ran fundraiser screenings for organisations or related charities – such as Femili PNG, KTF, Kyeema Foundation and schools in PNG.

RUGBY LEAGUE PARTNERSHIPS

Clubs and teams have embraced *Power Meri* and screened it to their players and fans. These include: St George Illawarra Dragons and Canterbury Bankstown Bulldogs in Australia; Wakefield Trinity and Hull KR in the UK; and Fiji's new national women's team, the Bulikula.

PARTNERSHIPS WITH OTHER SPORTS

Power Meri is not just a rugby league film. It has also been screened by other sports including:

- 2019 Netball World Cup in England
- Rugby union clubs across several continents

#GENERATIONEQUALITY



THE PNG ORCHIDS NOW

ORCHIDS WIN

PNG Orchids recorded their first ever test match win, 20-16 against England women in Port Moresby in November 2019. This was a huge milestone for the team.

Power Meri stars remain heavily involved and have made notable achievements:

- Amelia Kuk captained the Orchids against Fiji in 2019
- Gloria Kaupa was the Orchids' vice-captain against England in 2019
- Della Audama is now on the Orchids' coaching staff
- Cathy Neap is now running the NRL's community program in PNG

ORCHIDS FUNDING

Power Meri elevated the team's reputation and illustrated the broader social impact of women's rugby league in PNG, and the value of investing in women. Sponsors and funding have increased.





“The film has been a **big eye-opener** for everyone around PNG as well as Australia. The film shows the **reality of what we go through back home**. Everyone that has seen the documentary is **very moved by it**. I have seen and heard positive feedback about how much of an **impact the team and film** has had in both PNG and Australia.”

AMELIA KUK, PNG ORCHIDS AND POWER MERI STAR



NEW CALEDONIA

Power Meri director Joanna Lester and star Cathy Neap travelled at the invitation of the Australian Consulate-General to conduct several days of screenings, community rugby league activities and women's sport roundtable discussions. The visit was a huge success and provided a valuable blueprint for how to roll out *Power Meri* in other countries.

VANUATU

Power Meri stars Della Audama and Gloria Kaupa, along with director Joanna Lester, travelled to Vanuatu to launch the film there and support the development of women's rugby league in conjunction with International Women's Day 2020. Della and Gloria attended training sessions with women's and men's clubs, while Della trained Vanuatu rugby league players as development officers to deliver rugby league activities in schools and communities. The visit was supported by the Vanuatu Women in Sports Commission and the Australian High Commission Vanuatu.

PNG PARTNERSHIPS

Organisations in PNG helped us screen the film widely across the country in 2019. These included NRL PNG, Oil Search Foundation, PNG Human Rights Film Festival, Ok Tedi, Pasifika Film Fest and Screens Without Borders.

PACIFIC LAUNCH ACTIVITIES

We will be rolling out *Power Meri* in more Pacific countries, where possible using a coordinated program of activities to combine *Power Meri* screenings with rugby league activities for women and girls, and events focused on women's sport and women's leadership.



POWER MERI NEW CALEDONIA OUTREACH

IMPACT FOCUS ZONE

PNG PARTNERSHIPS BEGAN 2018

SOLOMON ISLANDS COMING SOON

SAMOA LAUNCHED 2019

VANUATU LAUNCHED 2020

FIJI COMING SOON

NEW CALEDONIA LAUNCHED 2019

TONGA LAUNCHED 2019

SCHOOL SCREENINGS

Power Meri is rolling out in schools across Australia, PNG and the UK, using the free teachers' guides and education resources we have produced to accompany the film.

The NRL is working with teachers to use the film in the classroom. Can you help us reach even more schools beyond this network? Get in touch!



FACILITATING HOME SCHOOLING AND VIRTUAL SCREENINGS DUE TO COVID-19

We are working with Rugby League World Cup 2021 in England to provide *Power Meri* as an educational resource in schools. This has been fast-tracked and adapted for immediate roll-out in 2020 to support teachers and parents to deliver home schooling in the light of nationwide school closures enforced by the COVID-19 outbreak. We are also facilitating virtual screenings internationally for screening hosts who would like to bring people together virtually to watch *Power Meri*.

MORE COMMUNITY SCREENINGS IN PNG

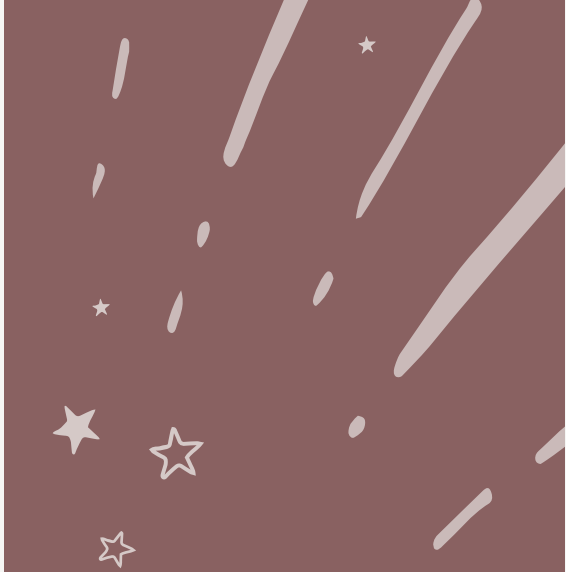
Help us enable organisations, communities and individuals in PNG to access *Power Meri* so that it is available to everyone. Anyone in PNG who would benefit from watching *Power Meri* is able to do so.



POWER MERI MEETS THE NEW CALEDONIA CONGRESS WOMEN'S COMMITTEE



PNG LAUNCH 2018



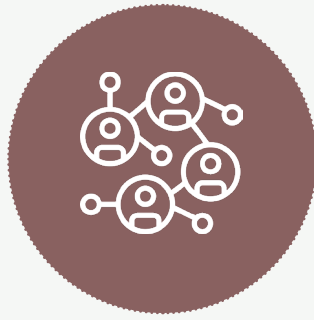
SPORT AUSTRALIA MEDIA AWARDS 2019



VANUATU WORKSHOP 2020



HOW CAN YOU HELP?



NETWORK FILM



HOST A SCREENING



M&E SUPPORT

CONNECTING WITH SPORT FOR DEVELOPMENT GLOBALLY

We want to share *Power Meri* with a larger global network of sport for development organisations, particularly those who work with women and girls in parts of the world where we have limited reach (such as Asia and Africa). Please help us make these connections!

HOST A SCREENING

You can choose to host a screening in a setting of your choice. This can be anywhere, from a boardroom to a community hall, a church to a university lecture theatre. Screening inquiries can be made via email - details on back page.

MONITORING AND EVALUATION (M&E)

We are very keen to undertake some formal M&E on *Power Meri* this year to better understand and document the impact of the film. We are seeking partners who have expertise in M&E and could help us with this.

PLANNING FOR THE SEQUEL

There is high demand for a *Power Meri* 'sequel' to update audiences on the Orchids and/or follow them to the next world cup, in England in November 2021. We are interested in stakeholders' views on how we might approach any possible sequel, and we will soon be circulating a short online survey to gather feedback. You are encouraged to share any thoughts in the meantime.

“I really enjoyed it. Another insight into the reality of daily life in the Pacific.

Those women, and so many in PNG face daily hardships, but the team demonstrated their courage & commitment to achieve a great result and support other women on PNG. To have male coaches who were preprepared to challenge social norms was inspiring.”

BELINDA ROSELLI - VIA FACEBOOK

“Totally Powerful. Looking forward to their journey and that of every PNG woman in the years to come.”

JOSH KAIS - VIA FACEBOOK

“Magnificent Movie. Power to the wonderful women of PNG who showed the desire and courage to follow their dreams.

To accept the challenges, to ignore the criticisms, to make sacrifices to show their ability to understand the significance of their efforts, to stand tall, to bridge the gap. You are champions!”

BRUCE LEAHY - VIA FACEBOOK

“Seen it twice and would happily watch it again! Such a powerful film. Hopefully there will be a follow up.”

LISA TAYLOR - VIA FACEBOOK

   @POWERMERIFILM

POWERMERIFILM.COM

CONTACT

INFO@POWERMERIFILM.COM

© MEDIA STOCKADE 2020

