

NO OTHER BIRD ON THE PLANET CAN DO WHAT THE LYREBIRD CAN DO



THE
MESSAGE OF THE
LYREBIRD

EDUCATION DISTRIBUTION



Overview & Synopsis

Lyrebirds hold the history of the forest in their song... but are they now singing the sad story of human encroachment?

Overview

[The Message of the Lyrebird](#) is an independent feature documentary, produced by [Balangara Films](#) to inform, educate, and inspire humanity around nature's intelligence for the continuation of life, and the effects of human intervention on the environment.

Hatched as an eco-mystery meditation on the elusive lyrebird, this Australian feathery-tale takes us from Sherbrooke forest, Victoria to the New England Plateau in New South Wales via, East Gippsland, Canberra, the Blue Mountains and The Yandel'ora (also known as the Scenic Hills of Campbelltown) to meet a scientist, a study group, a lyrebird sound recordist, a lyrebird keeper, an activist and a Knowledge-Holder who, from their contrasting perspectives, illustrate the profound importance to connect with wildlife, our old-growth forests, the Earth and The Dreaming.

Duration: 84-minutes

Synopsis

The film is about the relationship between people and birds, set in a natural wonderland where an exquisite forest faery has been performing his astonishing song and dance routines for millions of years. It is a timeless journey of self-reflection and connection, and a call to remember to live without destroying the things we love.

Production Company

Balangara Films

Producer, Director

Mark B Pearce

Executive Producers

Mark B Pearce
Nick Hayward
Louisa Dent Pearce

Director of Photography

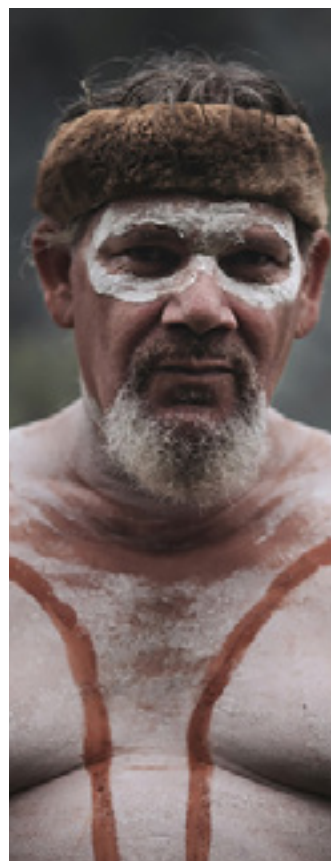
Nick Hayward

Editor

Mark B Pearce

Sound Designer

Michael Slater



Above: Cast member, D'harawal Songman Matthew Doyle.

Credit: Simon Ozolins

Music Composers

Colin Offord
Matthew Doyle
Riley Lee

“The Message of the Lyrebird won first place in our 37th Animal Behavior Society Film Festival in 2022 for many reasons, including the wonderful footage of lyrebird behavior as well as its depiction of scientists and community members alike seeking to understand the complexities of the species vocal abilities. The film gives audiences an inside look at how animal behavior is studied in the wild and the passion behind scientific work.”



**Barbara Clucas, PhD
Associate Professor, Department of Wildlife
Cal Poly Humboldt, California
(previously Humboldt State University)**

Education Distribution

The lyrebird is the voice of the forest and the speaker of all languages. By distributing through the education curriculum, its powerful message will have a lasting impact for generations to come.

Edu-action for Education release

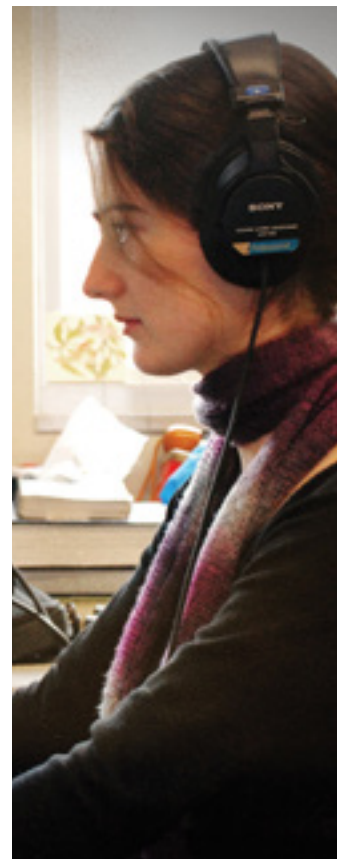
Balangara Films is on a mission to make *The Message of the Lyrebird* available for public On-Demand streaming content for Australian and New Zealand schools, libraries, educational institutions, and individuals, complete with ATOM Study Guide; a downloadable resource for curriculum.

The Study Guide will be a valuable companion to the film, full of practical activities, discussion ideas, and resources for further reading to help teachers highlight and facilitate nature-based education.

Funding call

We're fundraising for an On-Demand educational release as soon as possible so that *The Message of the Lyrebird* can find its home at [The Education Shop](#) and the [Australian Teachers of Media \(ATOM\)](#).

We require **AUD\$15,000** for distribution expenses, including classification fees, film and media deliverables, consultancy, and the authoring of the ATOM Study Guide. This also includes costs for promotion.



Above: Cast member, Dr Anastasia Dalziell at Australian National University (ANU).
Credit: Mark B Pearce

Study Guide

The Study Guide will cover curriculum areas such as... Australian wildlife, humanities & social sciences, behavioural ecology, natural history media studies, environmental studies, geography, science and more.

The [ATOM Study Guide](#) will equip educators with everything needed to deliver high-quality learning experiences, which unpack the key messages of this film.

The key themes are:

Nature's intelligence for the continuation of life.

The effects of human intervention on the environment.

Community co-existence with wildlife.

Culture conservation and connection to place.

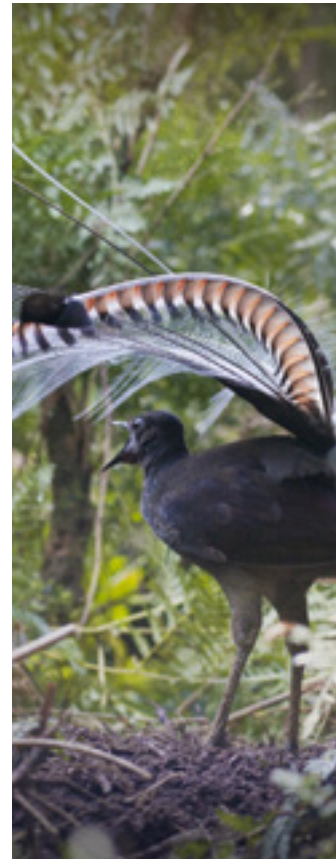
Outcomes will be focused on students:

gaining understanding why the lyrebird's behaviour undergoes change.

observing and listening to wildlife and sharing their thoughts and feelings about it.

creating their own nature narrative, drawn from the lessons taught by the extraordinary subject of the film.

gaining hands-on conservation and wildlife experiences to help protect lyrebird habitat - a crucial factor for the benefits of hundreds of species, the landscapes and us.



Above: Superb Lyrebird *Menura novaehollandiae* in full display.







Credit: Nick Hayward

What are you supporting?

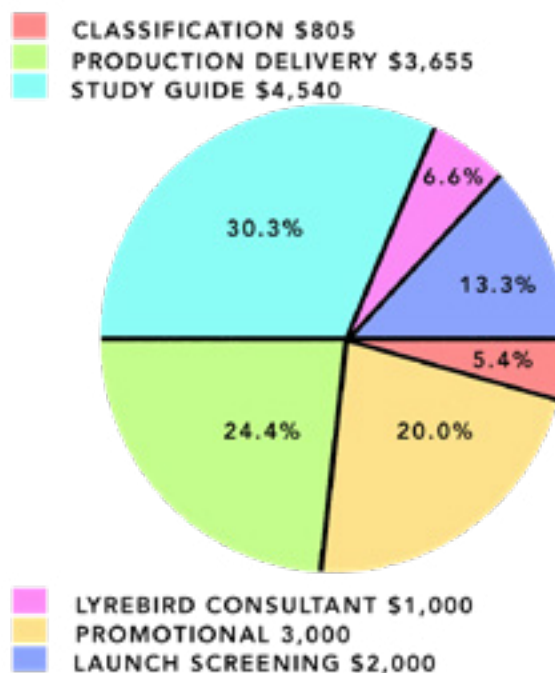
The Message of the Lyrebird film was created over eleven years and holds true conservation values for wildlife, humanities and social sciences, First Nations Heritage, as well as old-growth native forests.

Target \$15,000 (includes gst)

Your contribution will be supporting all the above mentioned, plus expenses towards:

-  AU/NZ Official Classification for public On-Demand release.
-  Authoring of ATOM Study Guide for 84-min feature film.
-  Consultancy for lyrebird behavioural science.
-  Production management, media deliverables, office and accountancy fees.
-  Promotional costs reaching teachers & educators via The Education Shop email broadcast list, websites, magazines and more.
-  Educational launch screening event of the film.

If we receive more than the target, we will push funds towards extra promotion, the launch event, and official cinema classification to encourage bird walk & movie outings for schools, science institutions, societies and universities.



Be part of history

Compared to the koala, kangaroo and emu, the lyrebird is the least renowned Australian icon. Never before has the lyrebird been showcased like this in Australian curriculum...

Click the amount below to choose your level of contribution or [email us](#) to contribute directly into our account for any amount inbetween.

\$55 edu-action

What do you get in return?

7-day online access to the film and first access to the Study Guide, a lyrebird digital image (print rez), and a unique lyrebird ringtone.

\$110 edu-action

All the above, plus:

30-day online access to the film, a total of three lyrebird digital images (print rez), a digital A0 size movie poster (print rez), and invitation to the education film launch event.

\$1100 edu-action

All the above, plus:

Lifetime access to the film, a total of six digital lyrebird images (print rez), a signed copy of *The Message of the Lyrebird* book, your organisation featured in the Study Guide with references and links, your organisation name in education distribution promotional materials, your logo/name on the education page of *Lyrebird* website (This education film is proudly supported by...)



Above: Lyrebird came from a “crow-like” ancestor. Digitised watercolour design.

Credit: Victor Dream Holder

\$5500 (2 only - contact via email)

All the above, plus:

Your organisation logo/name as an opening credit on the film (This education film is proudly supported by...) and a chance to contribute to the pre-production notes of the Study Guide.

OTHER WAYS YOU CAN CONTRIBUTE

Host your own screening of *The Message of the Lyrebird*

Organise a host screening event of the film for your friends, family or wider community. Groups are welcome to fundraise for their own cause and also take part in contributing towards the *Lyrebird* education distribution. You can choose to host an in-person or virtual screening. (Groups of 10 screens or more for virtual events).

[Individuals and organisations can host a screening via this form](#)

Attend the official virtual fundraiser screening with Cast & Crew Q&A

Virtual screening: Wednesday 21st June, 2023 @ 6:30 PM EST (Australia).
Cast & Crew Q&A @ 8:00 PM EST (Australia) with Master of Ceremonies: Peter George, AFI award-winning producer & Head of Film and Television, JMC Academy.

[Reserve your screen](#) to watch the film for USD\$10 or 'Pay as you Feel'.
* First 100 screens will be reserved for the Q&A session. (Q&A limit: 100 screens)

Share information from the film's [facebook page](#), [website](#) or pass the word on about the *Lyrebird* education distribution.

Buy a signed copy of *The Message of the Lyrebird* book for \$59.
These funds will help keep the distribution process running.

[Purchase the book](#)

All contributions will be updated on the edu-action funding tally, which can be viewed on the [Lyrebird website](#).

The Education Shop & ATOM

The Education Shop is run by the Australian Teachers of Media (ATOM) and houses an extensive collection of easy-to-use resources for teachers, students, lecturers, parents and the general public.

Australian Teachers of Media (ATOM) is an independent, not-for-profit, teacher-focused association that has been promoting the study of screen literacy and the use of audiovisual material in the classroom since 1968.

The Education Shop offers carefully curated media to bring Australians the best education resources, reaching Australian students and the Australian curriculum.

The ATOM digital collection of teaching resources, including Study Guides, provides teachers with accessible, curriculum-aligned classroom material, appropriate for both in the classroom and outside for remote learning.

The Message of the Lyrebird will be made available from The Education Shop to stream On-Demand.

There are multiple licensing levels from individual one-off viewing to institution lifetime



purchase, which range in value from AUD\$10 to AUD\$400. The Study Guide will be available for free during the first year when purchasing the On-Demand content.

The resources are available to all teachers of media and screen, and any other subjects which use screen and media as a resource, such as Geography, Science and Technology, Biology, History, etc.

Balangara Films

Balangara Films was founded in 2010 for social impact media. It has produced 35 screen titles, winning 50+ film awards, and has partnered with 40+ large and small local organisations.

A husband and wife creative team

For over four decades, Mark Pearce and Louisa Dent Pearce have collaborated on documentaries, live-action narratives, experimental and animation projects, feature screenplays, and educational films.

Since meeting at film school in 1996, the Gemini twins have worked together on screen projects that have inspired people to think, feel and act for the common good.

Mark and Louisa served as executive producers on *The Message of the Lyrebird*, carrying the financial creative budget from inception through the post-production and distribution of the feature film.

Louisa specialises in subjects on mental health (author of two books), childrens literature (author of a fantasy novella trilogy) and screenwriting (authored two features, six shorts, a television pilot series, and educational films).

Mark's screen career includes producing and directing 40+ short and medium-length films, 250+ television commercials, dozens of educational films, and a feature-length spectacular, *The Message of the Lyrebird*.

His social impact media projects have gone viral online and been shown in classrooms across the globe via education distributors such as SIMA Studios, Planet Classroom, Yahoo Japan, Vidsee, BronxNet TV and Aboriginal Broadcasting Australia.

Issue-driven stories have sparked press articles and reviews in media publications such as ABC Australia, The Australian, The Advocate, The Guardian, Australian Geographic, BNN, Jakarta Post, Wall Street Journal, Texas Screen Scene and Indie Cinema, to name a few.

Balangara Films history

Balangara Films was founded in 2010 by Mark Pearce and Nick Hayward as a Special Purpose Vehicle (SPV) for *Lyrebird*. In 2023, the branding and name-sake transitioned to a partnership between Mark and Louisa.



DISTRIBUTION SCHEDULE

Immediate

Approach established partners, as well as philanthropists and organisations with a track record of relevant support to pursue the funds.

Raise funds through community host screenings and sponsor events of the film (in-person and virtual).

Host a virtual cast & crew Q&A educational screening fundraiser for people to attend and meet some of the key creatives and characters of the film.

Post on social media and email supporters and followers of the film to chip in what they can afford.

Once funds are raised

Secure Australian/New Zealand official classification.

Deliver film and media materials to author the Study Guide.

Produce and deliver artwork and promotional materials.

Promotion

Host an education launch event, including a Q&A with teachers and educators to discuss the Study Guide and the project's potential impact on students and curriculum.

Advertise via ATOM's [Screen Education Magazine](#), as well as associated email broadcast lists and websites. ATOM provide a website through which orders can be placed by schools, universities, libraries and individuals within Australia and New Zealand.

Promote in newsletters with groups relating to bird watching, citizen science, land and wildlife, naturalist groups and societies.

Contact

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WWW.THEMESSAGEOFTHELYREBIRD.COM

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BALANGARA
F I L M S

THE MESSAGE OF THE LYREBIRD