

Asha Cornelia Cluer presents

WISE YOUNG THINGS

The intergenerational storytelling film project celebrating your community.



MARKETING PACK 2025



CONTACT INFORMATION

All marketing and production enquiries to be directed to:

Asha Cornelia Cluer - Lead Creative/Film-Maker & Producer

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PROJECT & COMPANY INFORMATION

Project Title: WISE YOUNG THINGS

Lead Creative/Film-Maker & Producer: Asha Cornelia Cluer

Cast: Local young people (ages 11 - 17) and senior citizens born outside of Australia who live in your community.

Artform: Mixed - Film, created from Oral Storytelling and Theatrical Workshops.

Running Time: Between 1 - 2 weeks residency with finished film running between 45 - 60 minutes depending on number of participants.

Audience Recommendation: Second-Generation Australians/Culturally and Linguistically Diverse Audiences, Intergenerational Family Groups, Children.

Availability: This project is available during school holidays in 2026 onwards.

Themes: Youth & Elders - New & Old - Oral Storytelling & Modern Lip-Syncing.

Verbatim stories are centered around the themes of Immigration, Language, Culture, Family, Friends, Place, and Changing Technology. This project is all about building empathy and celebrating your community through the arts!

MARKETING COPY

Marketing By-Line: The intergenerational storytelling film project celebrating your community.

Short Description: *Wise Young Things* is an intergenerational storytelling film project connecting young people with senior citizens born outside Australia who now reside in the local area. It is a celebration of young and old, of the immigrant experience, and of the strength of community. Participants from the oldest and youngest members of the community engage in arts workshops and become the storytellers and performers respectively of their own film, using recorded voices and lip-sync performances to tell stories around themes of place, immigration, family, friends, language, culture, and changing technology. This unique project culminates in a screening of the film for the community. *Wise Young Things* is all about empathy, connection, and celebrating your town!



Long Description: *Wise Young Things* is an intergenerational storytelling film project connecting young people with senior citizens born outside Australia who now reside in their local area.

Through storytelling workshops, senior citizens are facilitated to share memories from their childhoods with young participants, with a focus on place, immigration, family, friends, language, culture, and changing technology. Audio of these stories is recorded, edited, and curated by the Film-Maker. These recordings are embodied by young people throughout performance workshops which are based in theatrical techniques aimed at building vital 21st Century skills. The young artists develop and rehearse nuanced lip-sync performances using the audio recordings as their soundtrack, which are then filmed in distinct and recognisable places in the local area. These are edited by the Film-Maker to create a film made entirely of the experiences, voices, faces and places of your community.

What you hear? *The voices of senior citizens sharing their stories.*

What you see? *Young people performing those stories in their local area.*

This project is 100% community engagement - it pushes the boundaries of how we communicate narrative, share experiences, and create empathy. It is a celebration of the diversity of people that make up any given community, and it builds mutual understanding between generations.

All workshops have been developed in alignment with the Kids Research Institute Australia's Social and Emotional Wellbeing (SEWB) framework. The project aims to increase SEWB in all participants. The idea is that communities are strengthened and wellbeing is improved with the opportunity to build strong intergenerational relationships, understand immigrant and second-generation experiences, and engage in quality arts activities.

The project stages include:

1. Getting to Know the Community & Participation Recruitment

- This includes planning meetings with appropriate community members such as youth club and senior's centre leaders in order to find participants.

2. Storytelling Workshops for Senior Citizens and Young Performers*

- This includes icebreaker activities, group discussions, and oral storytelling sessions in which audio is recorded.

3. Performance Workshops for Young Performers

- This includes theatrical techniques for lip-syncing and creating character.

4. Film shoot for Young Performers

5. Community Film Screening of the Film open to the whole Community!

**Storytelling Workshops can be open to non-participants (such as parents or guardians of the young performers) if desired.*



MARKETING ASSETS & COLLATERAL

Google Drive Folder [HERE](#) contains the following:

1. PDF - Media Releases
2. PDF - Participation Call Outs (Posters)
3. PDF & IMAGES - Participation Call Outs (Social Media Tiles)
4. IMAGE - Hero Image
5. IMAGES - Community Film Screening at Rockingham Arts Centre, Dec 2024
6. VIDEO - Sizzle Reel from Rockingham Arts Centre Film Screening, Dec 2024
7. VIDEO - "Wise Young Things: Rockingham" Full Film, Dec 2024
8. IMAGES - Logos

PARTICIPANT DOCUMENTS

Google Drive Folder [HERE](#) contains all required documents for participant involvement such as information packs, permission slips, media release forms, participation agreements etc.

LOGOS & ACKNOWLEDGMENTS

The logos for Asha Cornelia Cluer and the Kids Research Institute is to be included on all marketing materials unless otherwise stated. Logos are found in the Google Drive folder linked above.

Photos in this document © Georgi Ivers 2024.





WEBSITE & SOCIAL MEDIA

Website: www.ashacorneliacouer/wise-young-things

Instagram: @ewiseyoungthings

Hashtags: #ewiseyoungthings #wiseyoungthings

REVIEWS

"Please tell the kids they're incredible...when people care about not only youth but elderly. It is a dream come true as fusion we need the Elders but the youth will lead Australia and make it the best place on earth."

- Isabel, Senior Storyteller from Venezuela for Wise Young Things: Rockingham, Dec 2024

"I was genuinely impressed by Asha's achievements with her students, and the interviews with retired individuals connecting with younger generations deserve recognition."

- Nada, Senior Storyteller from Croatia for Wise Young Things: Rockingham, Dec 2024

"It was the first film I got to be in and it was so cool to act in it and hear about Hugo's stories of being in Argentina when he was younger and hearing about how he used to go up in the mountains...I would definitely do it again if we can do it again?"

- Young Performer for Wise Young Things: Rockingham, Dec 2024

"I enjoyed the movie and appreciated the hard work behind the scenes and the way you communicate with different generations, always polite, positive and happy. Attention to details also seems to be your forte. Well done! I was very pleased to talk to all people involved in the project..."

- Tina, Rockingham Senior's Autumn Centre Coordinator, Dec 2024

