



Countryman Documentary-Based Cultural Awareness Training

Submitted by: Turningpoint AP Pty Ltd

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1. Introduction

Turningpoint AP Pty Ltd proposes a cultural awareness training experience centered on the feature documentary *Countryman*, co-created by Warumungu artist Joseph Williams Jungarayi and Peter Pecotić. Designed to spark meaningful reflection on First Nations & immigrant identity, belonging, and post-colonial realities, the program offers organisations a compelling platform to advance their Reconciliation Action Plans (RAPs), diversity initiatives, and cultural competence.

Watch the [4-minute teaser trailer](#):

2. Objectives

- Deepen awareness of First Nations cultures, identities, and histories
- Encourage inclusive, respectful dialogue within teams and organisations
- Empower staff to reflect on cultural safety and personal connection to Country
- Support ongoing commitments to reconciliation and cultural capability building

3. Program Overview

- Pre-screening Setup (15–30 minutes): Internal facilitator introduces context and goals
- Film Screening (78 minutes): Full feature documentary viewing then refreshment break
- Filmmaker Dialogue Session (60–90 mins): Live Q&A with Joseph Williams & Peter Pecotić
- Internal Facilitation: Group reflection led by internal team (optional)

4. Delivery Options & Costings

Option A: Virtual (Zoom)

- Screening license: \$750
- Filmmakers Zoom Q&A: \$2,000
- Coordination: \$500
- Total (ex. GST): \$3,250

Option B: 1 x In-Person, 1 x Zoom (Australia-wide)

- Screening license: \$750
- 1 x Filmmaker in-person appearance, 1 x Filmmaker Zoom: \$3,000
- Travel & accommodation: Quoted separately
- Coordination: \$500
- Total (ex. GST, excl. travel): \$4,250

Option C: 2 x In-Person (Australia-wide)

- Screening license: \$750
- 2 x Filmmakers in-person appearance: \$4,000
- Travel & accommodation: Quoted separately
- Coordination: \$500
- Total (ex. GST, excl. travel): \$5,250

Optional Add-on:

- Annual internal screening license: \$3,500
- Facilitator guide & prompts: \$1,000
- Total: \$4,500

5. Why Countryman?

- Authentic storytelling by First Nations and migrant voices
- Builds empathy and cross-cultural understanding
- Highlights universal stories of identity, belonging, and home
- Suitable for diverse sectors and scalable to different audiences

6. About Turningpoint Group

Established in 1997, Turningpoint Group is a communications agency dedicated to driving cultural, political, and institutional change across Australia, Asia, and the Pacific. We specialise in campaign strategy, content creation, event and film production — with a strong emphasis on social impact, cultural storytelling, and community engagement.

Turningpoint AP, the production company behind *Countryman*, is co-owned by Warumungu artist Joseph Williams Jungarayi and strategist Peter Pecotić. It is a proudly Indigenous-owned enterprise, registered with **Supply Nation**, and committed to creating work that supports truth-telling, cultural understanding, and systemic change.

7. Next Steps

1. Select your preferred format (Zoom or in-person)
2. Nominate an internal facilitator or session host
3. Confirm available dates with the filmmakers
4. Coordinate technical or venue requirements for screening

8. About the Filmmakers

Joseph Williams Jungarayi

Joseph Williams Jungarayi is a Warumungu artist, storyteller, and cultural advocate based in Tennant Creek in the Northern Territory. With deep roots in Country and community, Joseph's work spans visual art, music, and film - always grounded in the themes of identity, land, and connection. His creative practice reflects lived experience as a First Nations man navigating contemporary Australia while honouring ancient traditions. Joseph brings unique cultural depth and authenticity to Countryman, offering viewers a lens into the strength, sorrow, and spirit of First Nations stories.

Peter Pecotić

Peter Pecotić is a strategist, filmmaker, and co-founder of Turningpoint AP Pty Ltd. With over 25 years of experience leading communications initiatives across Australia, Asia, and the Pacific, Peter specialises in using storytelling to drive cultural, political, and institutional change. The child of migrants and a lifelong student of identity and belonging, Peter brings a powerful personal narrative to Countryman. His work bridges diverse communities and helps organisations connect meaningfully with the people they serve.

