



THE DREAMLIFE OF GEORGIE STONE

IMPACT & EVALUATION REPORT

CLOSER
PRODUCTIONS

TRANSCEND
AUSTRALIA

UNQUIET NETFLIX

dreamlifefilm.com

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SYNOPSIS

Spanning 19 years, *The Dreamlife of Georgie Stone* reveals the memories of Georgie Stone, an Australian transgender teen as she helps change laws, affirms her gender, finds her voice and emerges into adulthood.

INTRODUCTION

The Dreamlife of Georgie Stone, like Maya Newell's previous films (*Gayby Baby*, *In My Blood It Runs*) was made as a tool for social change. The associated impact campaign was led by Georgie Stone, her family, Transcend Australia and the Unquiet Collective. The film was made by Closer Productions and was launched as a Netflix Original in September 2022.

KEY CREDITS

Director: Maya Newell

Creative Producer: Georgie Stone

Producers: Sophie Hyde, Lisa Sherrard, Matt Bate

Editor: Bryan Mason

Composer: Amit May Cohen

Cinematographer: Maya Newell and Vincent Lamberti

Production company: Closer Productions

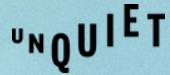
Impact Campaign: Unquiet Collective

Impact Team: Alex Kelly, Maya Newell, Lisa Sherrard, Aud Mason-Hyde

IMPACT GOALS

- Support trans kids and their families to access health care and support services
- Amplify the voices of trans youth
- Tackle transphobia by sharing the film widely

IMPACT PARTNERS



ACKNOWLEDGEMENTS

We acknowledge the sovereignty of the First Nations people whose Country has never been ceded. We honour Elders, past and present and are guided by their continued strength, resilience and resistance. We would like to further acknowledge the sovereign territories of the Wurundjeri people of the Kulin Nation and Kurna people on whose Country this film was made on.





RELEASE SNAPSHOT

FILM FESTIVALS



WORLD PREMIERE
TRIBECA FILM FESTIVAL
NEW YORK



EUROPEAN PREMIERE
SHEFFIELD FILM
FESTIVAL UK



AUSTRALIAN PREMIERE
SYDNEY FILM FESTIVAL



MELBOURNE
INTERNATIONAL
FILM FESTIVAL



MELBOURNE QUEER
FILM FESTIVAL



REVELATION PERTH
INTERNATIONAL
FILM FESTIVAL

FIFO - FESTIVAL
INTERNATIONAL DU FILM
OCÉANNIEN - TAHITI

*Netflix only allowed a small number of festivals prior to worldwide release

AWARDS



- Winner - SIMA Impact Award for Best Short Documentary
- Winner - Melbourne Queer Film Festival - Best Short Film
- Winner - FIFO Best Short Documentary
- Nominated for Best Short Film at the Cinema Eye Awards (USA)
- Nominated for International Documentary Association Awards - Best Short Film
- Nominated AIDC Awards for Best Short Documentary
- Australian Screen Editors nomination for Best Short Documentary

NETFLIX WORLDWIDE



STREAMING IN
190
COUNTRIES



AVAILABLE IN
90
LANGUAGES
WITH SUBTITLES



DUBBED BY
TRANSGENDER
VOICE ARTISTS IN
7 LANGUAGES



APPROXIMATELY
520,400
VIEWS IN THE FIRST 28 DAYS



2 **NETFLIX LAUNCH EVENTS**
WITH TRANS-LED PARTNER
ORGANISATIONS

MEDIA HIGHLIGHTS



64
UNIQUE ARTICLES



224 MILLION
VIA MEDIA COVERAGE



BEST PERFORMING
SOCIAL MEDIA POST
>140,000
VIEWS
>457
COMMENTS

HIGHLIGHTS



ABC BREAKFAST
PATRICIA KARVELAS



CBC RADIO CANADA
FEATURE



THE AGE
NEWS FEATURE
FARRAH TOMAZIN



THE AGE
LUNCH WITH
MAYA NEWELL



GUARDIAN AUSTRALIA
FEATURE



SUNDAY LIFE MAG
COVER FEATURE OF
GEORGIE STONE

RESOURCES CREATED



- Screening discussion guide
- Schools discussion guide
- Website with detail on the film, support resources and extensive FAQ
- The Dreamlife zine
- Q&A discussion recorded at Pride Center
- Georgie introductory videos for film screenings

POLICY SCREENINGS



- Federal Parliament Screening and Panel event
- Australian Human Rights Commission Private Screening

WATCH PARTIES & SPECIAL EVENT EXAMPLES



- Royal Children's Hospital, Melbourne
- Women's Health Loddon Mallee
- Shine SA
- MECCA Empower panel discussion
- Igniting Change influencer screening
- Alice Springs LGBTIQ+ community
- Darwin Community Arts - Queer Youth Network
- Estimated in 1000s of watch parties
*hard to measure as Netflix does not share data

DREAMLIFE ZINE



- 9 trans young people leading editorial team
- 21 trans and gender diverse contributors
- 100s of copies handed out in LUSH stores across NSW over 4 weeks for World Pride
- 3600 copies printed & distributed (in 2023)
- 2 Launch events

A young child with curly hair is smiling and looking towards the camera. The child is wearing a white t-shirt with a colorful graphic that includes a rainbow and a polka-dot pattern. The text "IMPACT WORK" is overlaid on the image in a bold, white, sans-serif font, slanted upwards from left to right. The background shows a wooden chair and a table with a lamp and other items.

IMPACT WORK



Dreamlife X Transcend Parliament Event



Building strategy with Georgie Stone, Rebekah Robertson, Maya Newell, Jeremy Wiggins, Rachel Ricchardson

SUMMARY

We ran a positive, powerful and wide-reaching campaign that leveraged the Netflix worldwide launch and addressed all three of our impact goals simultaneously; building public and political support for better access to healthcare and support services, amplifying the voices of trans youth and tackling transphobia by sharing the film widely.

The context of releasing a film is always incredibly important in planning the social impact strategy. This film was particularly sensitive. At the time of releasing *The Dreamlife of Georgie Stone*, there was much toxicity and vitriol dominating the media and political landscape surrounding trans, gender diverse and non-binary peoples lives. Prime Minister Scott Morrison had just made anti trans sentiment central to his federal election campaign and new anti trans groups were making noise⁽¹⁾. For these reasons, we stepped carefully, and adjusted many plans to ensure that the film and advocacy did not place Georgie and other young people in harm's way.

The Unquiet Collective approach to change puts those in our films, and the community our films represent, at the centre of all the work we do. On *The Dreamlife of Georgie Stone*, we made decisions to ensure the film was used as a tool to uplift, amplify and strengthen those who will continue this important work for decades to come long after the film's release. We have boosted the profile of those in the film, and our partners so that they can do their work with greater leverage and resources going forward.

We would like to acknowledge the significant input of our key partner Transcend Australia, as well as the wisdom and experience of Georgie Stone, Rebekah Robertson and Aud Mason-Hyde in guiding this campaign.

1. See Katherine Deves election campaign and Binary Australia for example

GOAL 1

SUPPORT TRANS KIDS AND THEIR FAMILIES TO ACCESS HEALTH CARE AND SUPPORT SERVICES

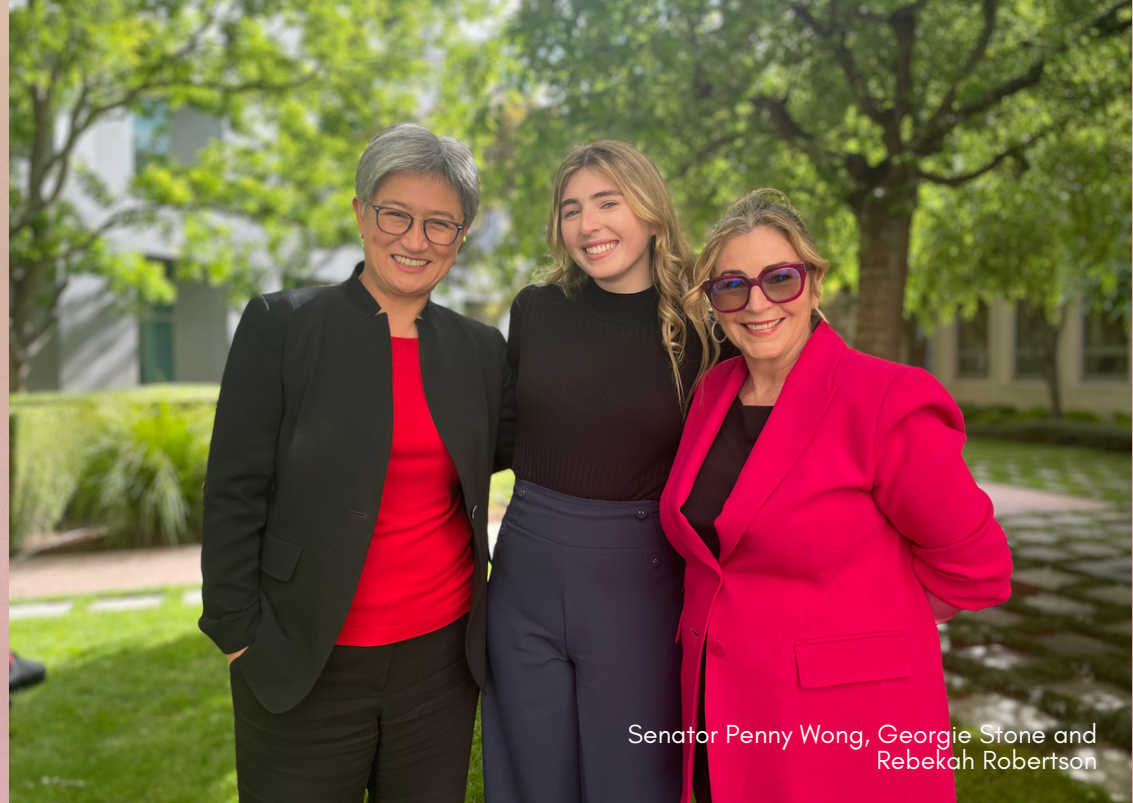
Policy work

On 22 November 2022, we screened *The Dreamlife of Georgie Stone* in federal Parliament in collaboration with Transcend Australia, LGBTIQ Health, The Royal Children's Hospital Gender Center and The Gender Centre, NSW. The event was warmly hosted by *The Parliamentary Friends Group for LGBTIQ Australians* consisting of Senator Louise Pratt, Zoe Daniel MP, Warren Entsch MP and Stephen Bates MP. Our team co-organised a range of meetings with key MPs, Ministers and Senators with an expert delegation who travelled to Canberra from all around Australia.

It was a packed event with over 97 people in attendance (which is a powerful turn out during a sitting week), and offered a valuable opportunity for Australian Government representatives to come together to meet with trans family organisations, trans young people and their families, researchers, doctors and advocates to learn and understand some of the current issues impacting transgender young people and their communities.

This event;

1. supported Transcend Australia to deepen relationships with politicians
2. opened a conversation with the new Albanese Labor government and pushed them to explore a national agenda for trans young people in health, legal and funding for family support and medical care and,
3. encouraged politicians to speak out publicly in support of trans and gender diverse people.



Senator Penny Wong, Georgie Stone and Rebekah Robertson



Parliament Screening of Dreamlife



Parliament Screening of Dreamlife, Zoe Daniel MP



Louise Pratt | ALP

SENATOR FOR WESTERN AUSTRALIA

In attendance were: Hon Ged Kearney Assistant Health Minister, Zoe Daniel MP, Senator Louise Pratt, Warren Entsch MP, Senator Penny Wong, Allegra Spender MP, Stephen Bates MP, Bridget Archer MP, Senator Janet Rice, Michelle Ananda Raja MP, Georgia Steele MP, staff from the Office of the Attorney General along with many advisors and local and interstate trans families.

We also secured Senator Louise Pratt to read a speech written by Georgie Stone on the floor of Parliament. The speech was read out in response to Pauline Hanson's outpouring of discriminatory comments on 23 November against trans young people. It was powerful to hear Georgie's words recorded forever in Hansard, and Senator Pratt outspoken in solidarity with trans and gender diverse young people.

Off the back of the event, at the time of writing this report, there was strong support from Labor and The Teals, to strategise on achieving policy recommendations⁽²⁾ reflected in a new paper by Jeremy Wiggins from Transcend Australia. They included; the establishment of a 'round table' on trans policy for a whole of life plan inviting trans-led organisations to engage in a robust discussion, increased funding for family support organisations which are overloaded and understaffed, and increased funding for gender affirming healthcare for trans youth to improve access and quality of services.

"Thank you for a terrifically successful evening! The screening of "Dreamlife" and reading Georgie's speech in the Senate both powerfully resonated around the Parliament. I received thanks from the Education Ministers office for Georgie's words to the Senate. I had a bunch of texts from other Senators, including in the Liberal party saying thank you to her for her speech. It is a good reminder that the best way to counter ignorant views is, as always, with the voice of lived experience. I look forward to working with Transcend on reform, including by lifting the Parliament's quality of debate with your wonderful voices. I extend a huge thanks to Georgie."

- Senator Louise Pratt, WA

2. Churchill Trust Policy Recommendations - models of health service delivery to transgender and gender diverse populations - <https://www.churchilltrust.com.au/fellow/jeremy-wiggins-vic-2016/>

GOAL 2 AMPLIFY THE VOICES OF TRANS YOUTH



The Dreamlife Zine

It was Georgie's vision to share the spotlight as the film was released and amplify the diversity of trans voices. *'Dreamlife'* is an exciting publication, by and for trans youth, which accompanies *The Dreamlife of Georgie Stone* film. It focuses on the strength and euphoria of trans stories, and includes works which imagine worlds in which the change we need has happened, in a hopeful look at trans advocacy and happy trans futures; dreamlives.

Dreamlife became a 68 page, full colour explosion of trans joy.

Establishing the Dreamlife Committee

This strand of the impact campaign actively worked to build capacity, skills and expertise in the next generation of trans, gender diverse and non-binary leaders.

'Dreamlife' was edited by 17-year-old Associate Impact Producer Aud Mason-Hyde, and led by nine brilliant young trans, gender diverse and non-binary people between the ages of 13 and 26 years representing most States in Australia.

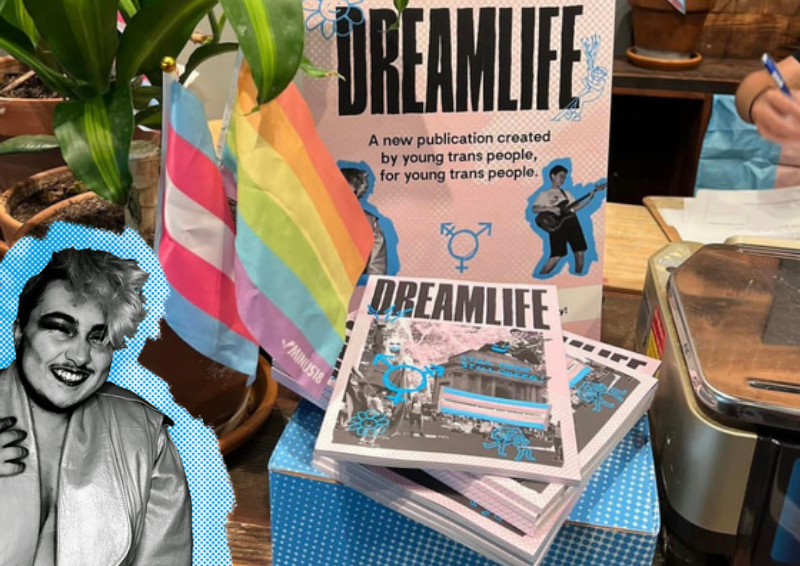
This Committee met weekly online, drove all decisions and wrote much of the content. Aud was supported by the Dreamlife team, as well as Eloise Brook who leads the media team of The Gender Centre NSW and has much experience in delivering publications through 20 years of publishing Polare. The Zine was designed by a young trans person, Blake Griffiths a recent university design graduate, who was mentored by Unquiet's designer Elle Williams.

In June 2022, all Committee members travelled to Sydney to celebrate the films' premiere at the Sydney Film Festival and to learn how to make such an ambitious publication together. Eloise Brook from The Gender Centre led sessions on writing and publishing, queer historian Professor Noah Riseman spoke on the history of trans people in Australia, and the film team shared on making social change using art. We all ate, slept and laughed together and built the glue needed to create the zine together.



Dreamlife Committee Workshop in Sydney





"I've learnt so much about self-expression and self-love from both the other extraordinary transgender creators and their works, and having the opportunity to share this joy with other young transgender people is amazing."

- Freya (he/they/she)

Distribution

'Dreamlife' launches alongside World Pride Sydney 2023 through a range of distribution strategies.

1. There are 4 launch events including a panel discussion at Melbourne Queer Film Festival, a Dreamlife 'takeover' night at Darlinghurst Theatre in Sydney, a special family event hosted by Transcend Australia, and an online Zoom launch hosted by the Dreamlife Committee.
2. The first 500 trans and gender diverse young people who sign up receive a free copy mailed to their doorstep. This was in response to the fact that online is not always a safe place for trans young people - the Committee wanted a physical copy for those in the challenging time of exploring their identity as a beacon of euphoria and courage.
3. We are sharing bulk copies with 30 partner organisations to deliver to young trans people in their networks.
4. We are collaborating with LUSH Australia in a three week campaign over World Pride 2023. They will provide copies in stores across the continent, support training to their staff with information about Dreamlife, and have a unique Dreamlife bath bomb that will raise money for Transcend Australia.
5. The Dreamlife film website will host the online version of the Zine.



Dreamlife Committee at Sydney Film Festival Premiere

We will continue to report on this part of the impact campaign post release of the Zine.



"Working with the Dreamlife Committee and the Unquiet Collective to create DREAMLIFE has been an incredibly enriching and fulfilling experience. Building a space in which a team of young trans people could come together and engage with each other with love, light, and ultimately, to create a publication which will do that for other young trans people has been utterly incredible."

- Aud Mason-Hyde (they)



GOAL 3

TACKLE TRANSPHOBIA BY SHARING THE FILM WIDELY

Narrative Change work

Whilst *The Dreamlife of Georgie Stone* is a single story, Georgie's story, it makes a significant contribution to a wider conversation as it adds a strength based, trans-led story of social change to the trans media canon. How a film shifts the narratives and public consciousness around the lives of trans young people like Georgie, is challenging to measure. However, through the hundreds of thousands of social media engagements, the visibility of this story worldwide on Netflix, significant media coverage and targeted influencer screenings, we are confident that the film has contributed to shifting narratives to work towards those that can create a safer world for trans and gender diverse young people.

With over 64 unique media stories we were thrilled with the media take up by major journalists and outlets in prime time segments. This work was supported by Miranda Brown Publicity. We did a small push around Sydney Film Festival and Tribeca Film Festival landing a feature story with Farrah Tomazin in The Age, holding back major stories until the September Netflix release date landing ABC Radio National with Patricia Karvelas, ABC Morning Breakfast, The AGE Green Guide, SMH Major review with Karl Quinn, Interviews on CBC Radio, Canada and The Golden Globes and 56 additional outlets. Full report available here: <https://share.coveragebook.com/b/64f7d760c894590b>

We specifically reached out to trans and gender diverse journalists and reviewers to ensure that Georgie was interviewed by those with lived experience, worked to place those reviews with major outlets to ensure that the conversation about the film in the public sphere was nuanced and complex.

We did a major push for Watch Parties with our partner organisations and socials with many watch parties held across the world which pushed the film to "popular on Netflix". We only know a snapshot of the stats here as Netflix keeps viewer data private, but from social media we can see a significant uptake.

"If I'd had Georgie's story as a reference point earlier in life, I could potentially have been spared decades of confusion and discomfort in my own skin."

- Jasper Peach, Archer Mag



"it was such a joy to watch, georgie so emotional and so educational. you're such a wonderful, inspiring woman."

@shannleaa

"It was so good, I was a blubbing mess the whole time!"

"There's a simplistic and easy tone to the production that just affirms Georgie's story and her journey to the person she was born to be. I really loved it."

Janie Rose, Transfamily

"I just balled my eyes out watching this documentary."

@rickyorr

"Supiste atravesar este desafío de la vida siendo inspiración para quienes se encuentren en ese lugar abrumados, tú mostraste que se puede."

@Andre.car.2019

"I watched it last night, amazing, what a supportive family you have. Wish it had been longer than 30 minutes though!"

"It is an honour to say that I helped get this film to all here in Brazil by being Georgie's translator."

@Braziliantranslator

"I absolutely LOVED your film! It helped me to understand how a family member has been feeling."

@della10032

"This was a joy to watch. In fact for me, it really is a story of gender euphoria. This documentary captures in all its complexity the living of euphoria, and how important so many factors are in making it possible."

Dr. Damien W. Riggs FAPS

Netflix Launch Events

We hosted the major Netflix launch at the newly established The Victorian Pride Center in Melbourne Australia to coincide with Transcend's 10th Anniversary celebrations.

The event aimed to draw attention to the fact that Victoria is world leading in trans and gender diverse youth healthcare and government support, which is significantly represented in the film. State Government representatives - Nina Taylor MP, Minister Shing, Commissioner Ted Fernando spoke and pledged to support the trans young people. There was a packed room of trans families, children, leaders and local community organisations, the film was hugely moving and the event closed with an amazing panel moderated by ABC QUEER presenter Mon Schafter which was filmed and used worldwide in watch parties.

We did a smaller scale launch event in Sydney as well, in collaboration with Twenty Ten and The Gender Centre, NSW which sparked support for these partner organisations on the front lines in a heartwarming and affirming way.

“Collaborating with the Dreamlife impact campaign has been one of the highlights of our year and an immeasurable asset to us. The solidarity between our teams gave us hope and strength. It showed us that we are not alone in supporting trans, gender diverse, non-binary young people and their families. We have thoroughly enjoyed this opportunity to share knowledge and build friendships”.

- TRANSCEND AUSTRALIA



Netflix Launch in Melbourne





Education

Understanding the hostile environment and backlash around previous LGBTIQ+ education programs in schools, we made a conscious choice to be circumspect as to how we profiled educational resources. We listened to community partners and decided to release the resources online, but not promote them widely to ensure that the teachers with the competency for teaching this content are supported but that the resources do not spark unwanted scrutiny. Despite this soft launch the resources have been used by over 76 teachers from around the world who have contacted us and given great feedback.

In Australia the film is regularly used as a 'train the trainer' resource; for instance SHINE SA will be using short clips to teach educators in primary and secondary schools on in relationships and sexual health topics as well as for educators working with disabled young people.

"I felt utterly breathless. So compelling. Her beauty. Her honesty. You would have to be robbed of all humanity to not walk away from the generosity of her story telling and not willing to rattle every system for fairness and rights. Stories stop people. They cannot be unheard."

- Jilly Field | Principal



Freya (he/they/she) - Dreamlife Committee)



Health

We had a specific focus on reaching hospitals and clinicians to spark conversations about institutional changes to improve access to gender affirming care for trans and gender diverse young people.


We hosted an in person screening and panel event and session at CODA Health conference which was attended by over 1000 clinicians from all around Australia, in Melbourne in September 2022, moderated by Aud Mason-Hyde, a 17 yr old non binary young person on our team, along with Associate Professor Michelle Telfer, Director Maya Newell and Elle Void from Transgender Victoria.

We also supported hospitals with screening kits for their staff through Trans Visibility week 2022 such as The Royal Children's Hospital in Melbourne who held a packed screening for all staff.

"I think we were all crying at certain points of the film and I don't think anyone wanted to go back to work! Congratulations! I have directed my Colleagues to the Take Action page and we would love to help promote the film in any way we can. "

- Shari, Melbourne Sexual Health Centre



A young woman with long, straight blonde hair is looking directly at the camera with a neutral expression. In the background, a hand is holding a black marker, positioned as if about to write on a white surface. The scene is lit with warm, soft light, creating a professional and focused atmosphere.

WAYS OF WORKING

AGENCY AND FILM MAKING PROCESS

“The Dreamlife of Georgie Stone, and the impact campaign that has run alongside it, has been incredibly effective in broadening the reach and demographic of the advocacy work I do, allowing me for the first time to reach people outside of Australia. Moreover, Dreamlife has afforded me agency over my story for the first time in my life, which has turned advocacy into a more empowering experience for me.”

- Georgie Stone

The film was developed in collaboration with Georgie through her teenage years over eight years. This film was made following a philosophy of storytelling where those whose stories are told onscreen are given creative agency in the filmmaking process and are treated as equal partners. Maya and Georgie were in constant conversation about content, messages and style through filming and during the edit with Bryan Mason. The film team engaged cultural safety consultant Rachel Naninaaq Edwardson to work with Georgie and the team throughout the edit while many delicate discussions needed to be had about what Georgie felt comfortable to be used in the final film. Georgie is credited as the Creative Producer and co-owns, and equally profits from the film.

See more at <https://dreamlifefilm.com/about#the-making>





Maya Newell, Alex Kelly, Lisa Sherrard



DUTY OF CARE

"Georgie's remarkable generosity and ability to communicate is matched by Maya's sensitivity and over the many years of filming, we have developed a deep trust... the process has been empowering for Georgie, which is important."

- Rebekah Robertson, founder of Transcend Australia and mother to Georgie


Given the possibility of the film being caught up in some of the unfortunately common and ugly backlash against trans and gender diverse people, developing a detailed duty of care strategy ahead of the launch was a significant part of our work. This included working on a 'social media storm' strategy, an internal process of supervision, care and safety, a digital safety review and building welfare checks into our weekly team meetings as well as ongoing research and monitoring of active anti trans movements on the internet.

The project has not been subject to a viral trolling or harassment incident. However, attacks in the form of both public commentary on threads on social media as well as private messages are ongoing. There have been a number of comments published that are of concern and warranted reporting across various platforms including Twitter and Instagram.

It is also worth noting that this scanning and preparation did take a significant emotional toll on the team and we worked hard to ensure we were not making strategic communications decisions from a place of fear, whilst also being aware of risks to the project and the team.

"It is incredibly powerful having such an articulate, intelligent young person such as Georgie describe her personal story which clearly highlights the fact that gender is innate and evident from a young age, and that access to treatment is lifesaving."

- Assoc Prof Ada Cheung



“This film and campaign has been incredibly effective in broadening the reach and demographic of the advocacy work I do, allowing me for the first time to reach people outside of Australia. Moreover, Dreamlife has afforded me agency over my story for the first time in my life, which has turned advocacy into a more empowering experience for me.”

- Georgie Stone

CONCLUSION

The Unquiet Collective led a multi-pronged, powerful campaign in collaboration with community partner Transcend Australia, which used the huge reach of *The Dreamlife of Georgie Stone* film to boost our political and narrative change goals.

Change is hard to measure, advocacy on these issues expands far before and beyond the 'moment' of a film, and progress is the result of the work of many people, organisations over many generations. With that said, we are confident this film campaign has driven change on the goals we set.

Our teams' highlights are;

- the huge media reach and considered approach which allowed hundreds of millions of viewers and readers the opportunity to hear about trans lives from trans people,
- a packed out political screening and panel event at Federal Parliament with numerous meetings held with Parliamentarians with real action on the table for discussion this political term
- the development of an incredible group of young trans people in the Dreamlife Committee who are proud of (as we all are!) what they have created and will go on for generations to fight this cause.



Some members of the Unquiet Collective: Sophie Hyde, Rachel Edwardson, Maya Newell, Alex Kelly, Lisa Sherrard



Eloise Brook, Rebekah Robertson, Zoe Daniel MP, Georgie Stone, Jeremy Wiggins, Senator Louise Pratt, Associate Professor Michelle Telfer



SPECIAL THANKS

The Unquiet Collective would like to all our key funders who made this work possible. Igniting Change, MECCA M-Power, Snow Foundation, Virgin Unite, LUSH, River Capital, Aurora Group, Greg Kelly, Foundation for Young Australians and Mamoma Foundation.

Our impact partners Transcend Australia, The Gender Centre NSW, Transgender Victoria, LGBTIQ Health, Foundation for Young Australians, Twenty Ten and the Zoe Belle Center.

We would like to particularly thank Igniting Change and Jane Tewson for their/her unwavering support and meaningful response to our call for support. This campaign could not have been embarked upon without her humility, understanding, willingness to learn and heartfelt action. Thank you.

And finally our deepest gratitude to Georgie, Rebekah, Harry and Greg for your generous and courageous decision to share your lives and tell this story. Many have and will benefit from this offering for generations to come.