

DFC SHORT FILM & WORLD OCEANS DAY LAUNCH

Project Overview & Budget

Delivered in partnership with The
Undertow Media

Contact Us :

+61 493775401

<https://diversforclimate.com/>

info@diversforclimate.com

THE
UNDERTOW



AN OCEAN MOVEMENT



PROJECT OVERVIEW

Beneath the waves, a silent crisis has been unfolding. Climate change is decimating marine and coastal ecosystems worldwide. **Yet, the ocean has still not found a voice in the climate movement.** Divers for Climate is more than a project; it's a rallying cry for the global dive community to unite and become a powerful force in the fight against climate change.

Our project tells the story of how Divers for Climate, a community-led initiative, was formed. Having witnessed the devastating effects of climate change first-hand, we realised that while the dive community was already engaging in local stewardship actions, it would not be enough to address the scale of the climate challenge. **If we wanted to protect what we love, we needed to do something bigger.**

Based on the doctoral research in climate change communication by Yolanda Waters, founder and CEO of Divers for Climate, and inspired by the Great Barrier Reef and dive community in Far North Queensland, **Divers for Climate aims to equip divers with the tools and support they need to share their stories and become climate leaders with direct impact on climate policy.** Our online community has already grown into 2000+ divers around the world and we are now scaling-up a series of on-the-ground workshops, training sessions, and events to empower divers and tourism operators to become climate leaders in their communities.

Our story and call to action is clear: we are asking divers worldwide to share their stories and engage in meaningful climate conversations. We envision a future where the voices of the ocean resonate in every politician's office, reverberate through every media outlet, and echo on every stage. Sound may travel fast underwater, but it's the resounding voices of divers on land that will lead to urgent and transformative change.



THE 'WHY'

Urgently addressing climate change is critical for safeguarding our oceans and the communities dependent on them. The diving community, as direct witnesses to the impacts of climate change on marine ecosystems, holds a unique position to advocate for immediate and transformative action. Our goal is to use this film to organise the collective stories, strength and passion of divers globally to champion stronger climate policies. The rationale behind this project includes:



First-Hand Witnesses to Climate Impact:

Divers serve as first-hand witnesses to the tangible and alarming effects of climate change on marine ecosystems. The degradation of coral reefs and kelp forests, shifts in marine biodiversity, and extreme and unpredictable conditions are stark realities witnessed beneath the waves. By empowering the diving community, we tap into a vital force that can authentically convey these impacts to a wider audience.



Advocacy for Change:

Our campaign addresses the urgent need for transformative change by organising the diving community around stronger climate policies. By uniting informed and engaged advocates globally, we aim to be a driving force behind policy changes that will mitigate ocean warming and protect the places that we love.



Shift in Climate Movement Narratives:

Divers for Climate seeks to integrate ocean conservation within the climate movement. We acknowledge the critical moment for new voices and stories in the climate movement to reshape public perceptions and influence policy. By elevating the voices of divers, we aim to create a more inclusive and impactful climate movement.



Critical Decade for Climate Action:

We are currently in a "critical decade" for ocean and climate action. Keeping global warming below 1.5 degrees is crucial for the survival of most marine ecosystems. Divers for Climate aims to be at the forefront of this pivotal moment, advocating for actions that will have a lasting positive impact on our oceans.

OUR STORYTELLING APPROACH

To convey the essence of Divers for Climate's compelling story, we propose an engaging and visually stunning short film produced by The Undertow Media. The medium of film will serve as a powerful tool to capture the urgency of climate action, the impact of climate change on key diving locations in Australia, and the transformative potential of the dive community's collective voice. The film will blend impactful visuals with evocative audio components, including voiceovers and interviews, to create a multisensory experience for the audience.

The Undertow Media team bring their diverse skill sets to craft a visually stunning narrative. Their expertise in photography, diving, boating, project management and community engagement, coupled with a successful track record, as showcased in projects like the Stan documentary "Revealed: Reefshot" (2023), ensures a high-quality production. To give an example, most of the images featured in this document have been captured during the early stages of shooting for the project with Yolanda.

Key Elements to Film:

- Talking to Visitors on Boats: Capture the authentic reactions and emotions of divers as they witness the impact of climate change during boat excursions, providing a first-hand account of the urgency to act.
- Interviews with Divers, Scientists, and Tourism Operators/Workers: Share personal stories and experiences of divers, scientists, and tourism operators who have witnessed the effects of climate change on marine ecosystems, emphasising the need for collective action. These interviews will provide a comprehensive perspective, incorporating the insights of key stakeholders.
- Climate Crew Events and/or Workshops: Showcase the vibrant and empowering atmosphere of Climate Crew workshops, demonstrating how these events equip divers with the skills and knowledge to become climate leaders.
- Meeting with Politicians: Highlight pivotal moments where Divers for Climate engages with politicians, underlining the importance of political advocacy in addressing climate challenges.
- Media Interviews: Document the team participating in media interviews to further amplify their message and reach a broader audience.



GOALS & OUTCOMES

Our project centres on creating and distributing a 10-20 minute short film that not only emphasises the urgent need for climate action, but also showcases the current impact of climate change on key diving locations in Australia, and highlights the potential impact of more meaningful climate conversations across the dive community. Our strategy focuses on leveraging the storytelling power of film to organise, empower, and unite the diving community in the urgent call for climate action for our oceans.

Short Film Production:

- Create a captivating short film highlighting the urgency for a climate movement within the diving community.
- Feature the impact of climate change on diving locations in Australia.
- Include voices of scientists, politicians, divers and tourism operators in these locations.
- Highlight Divers for Climate initiatives such as Climate Crew workshops.



Screening Events:

- Host five screening events with an estimated 100-250 attendees per event.
- Submit the film to the Ocean Film Festival to broaden exposure.

Launch Divers for Climate:

- Conduct launch events in Sydney and Cairns with live Q&A panels, inviting influential figures such as politicians, donors, and voices from the climate movement.
- Aim for 200+ attendees at each launch event.
- Media release to local and national media outlets.
- Leverage various social media platforms to create awareness about the film, DFC, and the broader climate movement.

Outcomes of the Film:

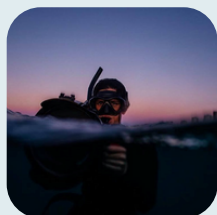
- Active involvement and engagement of the dive community in the climate movement.
- Meaningful conversations sparked about climate change and its impact on oceans and the community.

Outcomes of Divers for Climate:

- Divers emerge as a political force with a unified voice on climate change.
- The dive community feels empowered and confident, actively participating in robust climate discussions.

DELIVERY PARTNER: THE UNDERTOW MEDIA

The Undertow Media is an ocean media organisation with a commitment to ocean conservation and storytelling. Liv and Nicole are a dynamic and passionate team which drives them to combine their varied experiences and skills to create impactful, visually stunning media. By leveraging their expertise and passions, they aim to inspire change and to help foster a deep connection between people and the ocean.



Nicole McLachlan is an experienced marine naturalist, photographer, videographer, PADI Dive Master, project manager and conservationist who adds a unique perspective to The Undertow team. Nicole has 15 years of experience in creating powerful visuals to highlight the conservation needs of marine ecosystems, working with large NGO's such as the Humane Society, Marine Conservation Society, Sea Shepherd Conservation Society, Citizens of the Great Barrier Reef and Ocean Impact Organisation. Nicole's dedication to ocean conservation and her expertise in storytelling combine to create impactful media projects that drive positive change.



Liv Slip is a Master <24m Skipper, Marine Biologist, PADI Open Water Scuba Instructor, Drone Pilot and photographer who plays a crucial role in The Undertow team. Her practical experience and hands-on knowledge of marine ecosystems shine through in all she does. With her keen eye for beauty and an innate understanding of the underwater world, Liv's imagery tell stories of the ocean's aesthetic and vulnerability.

Achievements of The Undertow Media Team:

- Director Of Photography for the Stan documentary, Revealed: Reefshot (2023)
- Contributed footage for the SBS documentary The Price of Activism (2021)
- Contributed footage for Stan documentary, Envoy: Shark Cull (2021)
- Imagery for the Humane Society & Australian Marine Conservation Society campaign Shark Champions (campaign to remove shark nets and drum lines in Australia)
- Imagery published in National Geographic, Oceanographic Magazine and many other printed publications and new outlets.

Previous clients:



CITIZENS OF THE
GREAT BARRIER REEF

COTTON:ON
FOUNDATION

BUDGET SUMMARY

A more detailed budget can be provided upon request.

Proposed program budget summary – Short film and WOD launch	
<p>Pre-production</p> <p>(project planning and coordination, travel and accommodation)</p>	\$2840
<p>Production</p> <p>(interview filming, above water B-roll production, underwater B-roll production, drone use, charter vessel – 2x photographers)</p>	\$22,950
<p>Post-production</p> <p>(editing, colour correction, graphic, stock footage licensing, music and sound effect licensing)</p>	\$6300
<p>Engagement, marketing, distribution</p> <p>(marketing and promotion, online platform setup, film festival applications, launch & screening events)</p>	\$6950
<p>Contingency</p> <p>(venue hire, catering, merchandise, promotion)</p>	\$2000
TOTAL	\$40,040

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Photos by The Undertow Media