



OneTalk Technology

OUR PRODUCTS SPEAK FOR THEMSELVES

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IP Australia Patented products © OneTalk Technology



How do you talk to someone who doesn't understand your language? What good are written translations to someone who can't read?

Difficulties involved with communicating with traditional Indigenous and multilingual audiences are well documented. Finding a solution has proved to be time-consuming and expensive – until now.

OneTalk Technology overcomes language and literacy boundaries by creating products that talk in any language. OneTalk finally breaks down the communication barrier. Specialising in engaging with Indigenous audiences, OneTalk is applicable to all applications where language and literacy are limited.

This technology does not rely on the audience having the skills to read the printed message because it talks to them in their own language at the press of a button.

Through the need to reach Indigenous audiences and also to preserve language, Anya Lorimer created a unique company – OneTalk. We offer ways to reach Indigenous-speaking audiences with a controlled message, in language and in a medium that is engaging, flexible and accessible. The idea of communicating in language is not new, however we are taking traditional marketing tools, such as posters and giving them a new dimension.

**“Wherever you are from...
Whatever language you speak...
OneTalk can help you... they are the
ones who can deliver a message
from the big city to you.”
Jeremiah Baker – Arnhem Land**

Because Indigenous languages were traditionally only spoken it makes sense that audio is the key to the communication gap. This is the first set of integrated tools of its kind in Australia and only through experience and direct consultation with elders of Indigenous communities OneTalk was able to develop a better understanding of language, cultural sensitivities and communication issues in regional and remote areas across the Northern Territory.

OneTalk products are effectively reaching audiences in their own language in 52 communities across the Territory. The technology is currently being used by the Federal Government, Northern Territory Police, Australian Central Credit Union, Traditional Credit Union, Emergency Services, Menzies, NT Libraries, Department of Justice, Department of Housing and the Department of Health and more.





National campaigns and posters have been supplied to: Prime Minister and Cabinet Office, Australian Medicare Local, Crimestoppers QLD, NSW and WA, Relationships Australia, SA Fire Council, Gold Coast Hospital Foundation, Department of State Development, Heart Foundation WA, VIC, the Lung Foundation of Australia, and the Australian Cancer Council.

It may be ironic but our first client to use the posters was Aboriginal Interpreter Services as a tool to recruit more translators. We believe it took an Indigenous person to first see the innovative thinking behind the product.

Whilst we work hard to deliver messages in Indigenous languages – OneTalk products have the same affect in any spoken language. It is a multicultural communication tool – globally, nationally and locally – the applications are endless.

OneTalk has since developed a solid working relationship with Aboriginal Interpreter Services (AIS). AIS boasts a register of 395 active Aboriginal interpreters, covering 104 languages/ dialects. The team combined to be awarded as finalists in the Northern Territory Department of Business Innovation Awards in 2010.

“Our products speak for themselves”.





OneTalk is focused on preserving Australia's Indigenous linguistic heritage and supporting those who continue to speak Indigenous languages.

Communication and education are the foundation stones for improving Indigenous disadvantage in Australia. OneTalk assists our clients by developing audio tools designed to close the gap.

Indigenous people spoke an estimated 250 languages in Australia at the time of European settlement. Almost ten years ago the National Indigenous Languages Survey (NILS) found that 145 Indigenous languages were still spoken in Australia and 110 of these were severely or critically endangered.

At the 2006 census, 55 695 people, or one in eight, said that an Indigenous language was their primary household language. The Indigenous languages with the most speakers currently are, Arrernte, Djambarrpuyngu/Dhuwal, Pitjantjatjara and Warlpiri, Creole and Kriol. All of these languages are spoken in the Northern Territory and

are languages that OneTalk regularly seeks translations for.

The NILS report states that 47 per cent of Indigenous young people identified with a clan, tribal or language group. Indigenous languages were more commonly spoken in remote areas: 50 per cent of Indigenous young people in remote areas spoke an Indigenous language, compared with 6 per cent of those in non-remote areas.

Similarly, the proportion of Indigenous young people who speak in language at home was 37 per cent in remote areas, compared with 2 per cent in non-remote regions.

Facts around the communication challenge and what has motivated a company in the Northern Territory to find a break through

- 31.6% of the Territory population is Indigenous*
- 63% of the Territory's indigenous population live in places that the Australian Bureau of Statistics consider very remote*
- Traditionally all Indigenous languages, culture and story-telling were spoken or painted not written
- English is a second and often a third language in regional/remote Indigenous communities like Milngimbi
- Some communities such as Wadeye have multiple Indigenous dialects

*Australian Bureau of Statistics (ABS) 2006

Case Study

Major Integrated Project

OneTalk works at its most effective level when it is used in an integrated way with several audio products. A major project that OneTalk has supplied audio products for 31 regional and remote communities to communicate the message of Grog Running for the Department of Justice.



3 key messages of the campaign have been translated into 10 languages

- 30 animated language Television adverts
- 30 animated language web and MMS files
- 3 variations of A2 Talking posters rolled out Territory wide
- 50 Talking “Grog Story” books with health messages about alcohol
- 31 remote schools participating in creating their own messages on talking posters



To date this is the most comprehensive integrated project that has been delivered in traditional language across the Northern Territory.

There has been a dedicated project manager coordinating items across government departments and the creative agency. All materials were successfully focus-tested in both the Top End and Central Australia.

The OneTalk posters deliver the key Grog Running messages and will be placed in community centres, police stations or council while the “Grog Story” book will be used in clinics. The book makes the topic relevant because although some communities are dry, others have clubs and people travel.

The school based project is Territory wide and has support from the Department of Education.



Proposed team and profiles of specialists who can deliver complex Indigenous communication solutions.

If you engage OneTalk to assist with the Indigenous or multilingual Communication delivery in the Territory or right across Australia, these are the main people who will be working with you.

ANYA LORIMER

Sole Director of OneTalk Creative and contract liaison

Anya has 18 years experience working in the creative and marketing industry specialising in Integrated Communication Campaigns. Her career spans agencies in Sydney, Perth and 10 years as director of her own company Campaign Edge Sprout in Darwin.

Campaign Edge Sprout is the Northern Territory's largest creative agency with several national awards and over 10 years experience working on Indigenous projects.

Anya has experience delivering under contract for Federal agencies such as FACSIA and long term contractual arrangements with the Department of Chief Minister, Power and Water, Department of Education, Department of Health and the Department of Justice in the Northern Territory.

With support from the team at Campaign Edge Sprout, Anya can assist with providing any additional artwork or design assistance for the life of the project if required.

KELLY MULLIGAN

Language and product coordinator

Kelly is the main contact and traffic controller of OneTalk. She quotes projects, follows up on orders, organises translations, liaises with suppliers and orders new stock. Kelly follows each project from start to finish.

Time management, coordination and administration systems are her strongest skill set. Kelly will ensure deadlines are met, approvals are sort and freight is dispatched.

GREG CONNOR

Production and assembly

Greg Connor is on call to assemble products on request. Every talking poster is hand assembled, installed and tested. Greg also downloads and checks the audio and will make adjustments to the sound levels for optimum audio levels. His attention to detail and can do attitude ensure quality control of all OneTalk products.



NICK WATSON

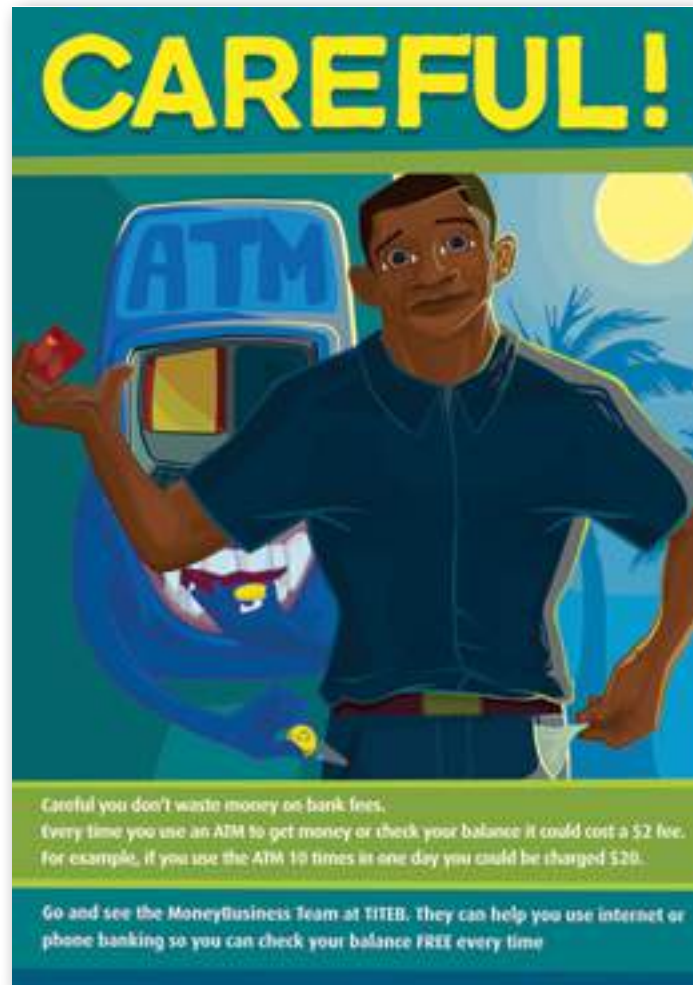
**Illustrator - Campaign
Edge Sprout**

Proposed illustrator

Nick has been working on Indigenous illustrations with Campaign Edge Sprout for over 10 years. His style is simple yet full of expression. Nick is originally from England and his talent for illustration grew from an extensive career in design.

Nick Watson is the illustrator of the Grog Running (right). He has also been the preferred illustrator for Menzies school of Health for several years.

Nick is sought after because his style is so well received in regional and remote areas. His work has been used, focus tested and requested by organisations such as Department of Health, Department of Corrections, and Alcohol and other drugs.



Our backyard. Languages and communities across the Northern Territory.

The Northern Territory is one of the most linguistically diverse areas of the world.

This information is not intended to be exhaustive of all languages and dialects spoken in the Territory.

For comprehensive information about Aboriginal languages we refer to the Australian Institute of Aboriginal and Torres Strait Islander Studies website <http://aiatsis.gov.au>

LANGUAGE	COMMUNITIES
<i>Alyawarre</i>	Ali Curung, Amplatiwatja, Arlpuurulam
<i>Anindilyakwa</i>	Groote Eylandt, Numbulwar
<i>Anmattered</i>	Ti Tree
<i>Arernte</i>	Amoonguna, Areyonga
<i>Burarra</i>	Maningrida
<i>Central Arernte</i>	Finke
<i>Djambarrpuynyu</i>	Nhulunbuy, Ramingining, Galiwinku, Gupuwiyak, Yirrkala
<i>Eastern Arernte</i>	Harts Range
<i>Garawa</i>	Borrooloola
<i>Gurindji</i>	Kalkaringi
<i>Iwaidja</i>	Minjilang
<i>Kaititj</i>	Willowra
<i>Kriol</i>	Batchelor, Beswick, Bulman, Burunga, Daly River, Darwin, Jilkminggan, Katherine, Mataranka, Minyerri, Ngukurr, Yarralin
<i>Kunwinkju</i>	Gunbalunya, Jabiru
<i>Maung</i>	Waruwi
<i>Murrinh-Patha</i>	Palumpa
<i>Ngali</i>	Timber Creek
<i>Ngangikurrungurr</i>	Peppimenarti
<i>Pintupi</i>	Kintore
<i>Pitjantjatjara</i>	Imampa, Mutitjulu
<i>Southern Arernte</i>	Santa Teresa, Titjikala
<i>Tiwi</i>	Milikapiti, Nguu, Pirlangimpi
<i>Warlpiri</i>	Haasts Bluff, Nirripi, Yuendumu, Lajamanu
<i>Warumungu</i>	Elliott
<i>Western Arernte</i>	Papunya, Wallace Rockhole

Language map

YOLNGU LANGUAGES

Kriol Language is used throughout the Top End of the Northern Territory

Dhuwal

Djambarrpuynngu
Liyagalawumir
Datiwuy
Marrangu
Djapu

Dhangu

Golumala
Rirrattjingu
Galpu
Wangurri

Djinang

Murrungun
Mildjingi
Wulagi

Djangu

Warramiri
Mandatja

Dhay'yi

Djarnwark
Dhalwangu

Dhuwala

Gupapuyngu
Gumatj
Manggallii
Wubulkarra
Madarrpa

ABORIGINAL LANGUAGES

Alawa
Alyawarre
Anmatyerre
Anindilyakwa
Burarra
Central Arnernte
Dalabon
Djinang
Eastern Arnernte
Garawa
Gurindji
Gurrgoni
Jawoyn
Jingili
Kaytetye
Kunibidji
Kunwinjku
Luritja
Marra
Maung

Mayali
Mudburra
Murrinh-Patha
Najebbana
Nakara
Ngangkurrungur
Ngarinman
Ngangiwumirri
Nunggubuyu
Pintupi
Pitjantjatjara
Rembarrnga
Southern Arnernte
Tiwi
Wambaya
Warlmanpa
Warlpiri
Warumungu
Western Arnernte
Yanyuwa



SOURCE: ABORIGINAL INTERPRETER SERVICES

● Town

● Aboriginal community

Garawa Language group

Illustrations and Photography

OneTalk also communicates with images and illustrations in our work and we have a full graphic studio we can call on. We offer image sourcing, talent releases and art direction for campaign shots. OneTalk also works with a range of professional illustrators depending on the brief. We will organise copyright release and everything needed to assist with your project, including an in house image library we can utilise to meet a tight time frame. We prefer to use illustrations for broader campaigns due to cultural reasons.



Northern Territory Government

NOW YOU HAVE TO REPORT FAMILY VIOLENCE.

Is someone getting seriously hurt by somebody in their family? The law now says you have to tell the Police. Ring straight away, get somebody you trust to ring for you, or tell the Police later when it's safe.

Police 131 444 | Emergency 000

asafe Territory
A Territory Government initiative

PRESS TO PLAY

www.stopfamilyviolence.nt.gov.au



SCHOOL IS YOUR FUTURE!

DON'T MISS OUT! DON'T MISS A DAY!

SCHOOL ATTENDANCE

WHEN I GROW UP I WANT TO BE A BAKING BOUTIQUE

PRESS

WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

What do you want to be when you grow up? A singer? A sports star? A teacher? A doctor? A community leader?

Don't miss out. Remember what you want to be. Be there when you go to school and don't miss a day!

With a good education, you can be anything you want to be!

SCHOOL ENGAGEMENT OPPORTUNITIES - HOW TO HELP

Students can learn a lot about their own culture and history. They can also learn about the culture and history of other people. This helps them to understand the world around them and to be more confident in their own culture.

Teachers can help students to learn about their own culture and history. They can also help them to learn about the culture and history of other people. This helps them to understand the world around them and to be more confident in their own culture.

PRESS

YOUR HEALTHCARE RIGHTS

RESPECT

SAFETY

COMMUNICATION

PARTICIPATION

PROFESY

CONSENT

PRESS

SAFE KIDS, STRONG FUTURES

Strong families keep kids safe.

Keeping children safe is everyone's responsibility.

Family support is available to help with parenting issues.

The support services are free of charge and provide ongoing support, call 1800 888 888.

PRESS

Hearing is everyone's business

PRESS

PRESS

If you can't hear you can't learn.

menzies
National Hearing Loss Helpline
1800 888 888
www.menzies.org.au

DESIGN EXAMPLES USING ILLUSTRATION AND PHOTOGRAPHY

Campaign Edge Sprout supports OneTalk products with a full scope of creative services

Campaign Edge Sprout has a track record of delivering full agency services and major projects for Indigenous clients and also Indigenous target audiences.

We have been providing Indigenous targeted campaigns since 2001 and our list of projects reflects that experience. Campaign Edge Sprout also has years of experience servicing account clients such as Menzies, Northern Land Council, East Arnhem Shire Council, Tiwi Land Council and Gumatji Corporation.

The list provided proves we have the skills and experience to deliver what is required including sourcing and arranging original artworks, talent and art directing shoots and footage in communities.

Campaign Edge Sprout values the strength and unique essence of our Indigenous culture and the graphic influences that can be expressed and communicated through creative channels. The director of Campaign Edge Sprout is also a director of OneTalk. The level of understanding from years of working with and understanding the complexities of language and many varied layers of culture have lead to this development and commitment to preserve language and improve the communication options in regional and remote areas.

Campaign Edge Sprout also deliver international translated material including print, online and video.



Northern Territory Indigenous targeted campaigns and examples of brands produced for Indigenous clients

- Grog Running (DoJ)
- Remote Service Delivery (FACSIA)
- Closing the Gap stage 1 + 2 (DCM)
- Work Safe (Territory Wide) (DoJ)
- Restricted Drinking roll out (DoJ)
- Cross-boarder Justice Scheme (DoJ)
- Porn and Computers (FACSIA)
- Anti-social Behaviour - Got to go to Darwin (DCM)
- Working Future - 20 Growth Towns
- Sexual Health (DHCS)
- Children must go to School (DET)
- Keep Australia Beautiful - National
- Power and Water Remote Services
- Baby Capsules - Road Safety (DPI)
- The Road to Statehood
- Land Rights Exhibition - (NLC)
- First Response Patrol (DoJ and DCM)
- More Indigenous Teachers (DET)
- School Attendance Program (DET)
- Nursing Recruitment Campaign
- Aboriginal Interpretive Services Corporate (AIS)
- TIO Motor Accident Compensation
- Middle Years Implementation (DET)
- Tiwi College & Tiwi Rangers branding
- Telstra remote communities
- Branding refinement and factsheets for ENI Black Tip Project
- Menzies branding, annual reports, magazine and collateral





**ONE TALK
TECHNOLOGY**

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