

MEDIA RELEASE

For immediate release

Magali is empowering Aboriginal communities through film

Dr Magali McDuffie is a successful filmmaker and educator. Some of her most notable work is her ongoing collaborations with Aboriginal communities and Nyikina women in the Kimberley. This has led to the production of over 30 short films and documentaries, which have been presented at international festivals and conferences including for UNESCO Human Rights Commission and the World Climate Change Conference.

In this story Magali discusses working collaboratively with Aboriginal communities, her passion for storytelling, and what she enjoys as an educator at SAE Creative Media Institute.

Magali is currently on secondment as the Academic Coordinator of SAE's Jakarta campus, and was previously Film Course Committee Chair and Department Coordinator for Film at SAE Perth, where she helped shape the lives of future filmmakers.

"I think education and learning is what I'm really passionate about. I get more excited about students getting their films selected for festivals, than I do for my own films!"

During her childhood in Angers, France, Magali found herself drawn to books. "I was a quick learner and I found myself reading from the age of three. I always loved reading and exploring new stories".

"When I was seven, I read a book about Australia. The story was about a French family in the 1950s who travelled all over the country with their nine children, and the father happened to be a documentary filmmaker - that story really piqued my interest. Making films and traveling sounded like such a great life."

Growing up, Magali shared that filmmaking was never seen as a serious or achievable profession in her family, so she studied languages.

"I love travelling, and I figured that if I studied languages, I would get to travel and make films. Initially I became a professional translator in Germany for six months, and I hated every minute of it."

After moving to Australia and studying for a film and television degree, Magali has worked together with Aboriginal communities to raise the voices of those who are often overlooked in the mainstream media for the past 17 years, including Nyikina women in the Kimberley, who she was invited to collaborate with in 2007.



“I’ve always seen the camera as a tool for emancipation and telling stories about injustice. To have been able to make people’s voices heard, through film, has been a great privilege. I still pinch myself at the opportunities I have had to learn from amazing Elders, their communities, and travel to some of the most remote places across Australia.

“The coverage of Aboriginal communities has evolved now, but when I first started, I was struck by the amazing things that were happening in these communities, and no one was talking about them.”

The films Magali has collaborated on have gone on to be featured at festivals and conferences around the world including: UNESCO Human Rights Commission (2012), Rochefort Pacifique International Festival (2014), OECD Water Governance Initiative, Edinburgh (2015), World Climate Change Conference, Paris (2015), World Parks Congress, Sydney (2015), Festival du Reve de l'Aborigene, Paris (2016), Festi-Vaches Festival, Lyon (2017), Native Spirit Festival (2016, 2019), International Uranium Film Festival (2020), Global Extraction Film Festival (2020), Quetzalcoatl Indigenous International Film Festival (2021), Films for Action (2018, 2022), SBS NITV (2016-2018), and ICTV (Indigenous Community Television) which is ongoing.

“Looking at the last 15 years, the impact these films and documentaries have had has been fascinating, in terms of the international connections they have created, and the awareness of issues they have raised, and I’m proud that I’ve been able to facilitate that.”

Following in her footsteps, Magali is delighted to see students at SAE making impactful films and documentaries that focus on groups that often don’t have a voice.

“I’ve been really pleased to see our students making a difference through their films. Some of our Indigenous students have told their personal stories on film. We had one student at the Perth campus recently who made a documentary about an association that helps settle refugees in Australia.

“He graduated with an associate degree and he now works at Ngaarda Media, an Aboriginal media organisation. I thought that was fantastic for him, and I’d like to think that over the past three years I played a very small part in raising the students’ awareness of Indigenous issues and how rewarding it is to work with community-based organisations.”

SAE Creative Media Institute understands creators, and through educators like Magali gives students the experience, skills, and connections to succeed in the industry. Find out more at sae.edu.au.

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DESIGN



FILM



GAMES



MUSIC

About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

About Navitas

Navitas is a proud Australian company that pioneered an innovative university partnership model of education in Perth in 1994. Its entities have delivered education programs across the country since 1976. Further information about Navitas Pty Ltd is available at navitas.com.

