



## Expression of Interest

### Community Members for ACON's *Ending HIV* Mardi Gras Campaign 2020

#### **ABOUT THE CAMPAIGN:**

The vision of the *Ending HIV* initiative is to see the elimination of HIV notifications in NSW. This is achievable by encouraging all sexually active gay and bisexual men to test often for HIV and STIs, take treatment early and practise safe sex in all its forms. The next campaign aims to re-engage the community around the great strides achieved today in the fight against HIV as well as to motivate the community to keep up the pace. Its launch will coincide with Fair Day 2020 and run during the Mardi Gras festival.

#### **1. 'THANK YOU' VIDEO**

The video component will feature community members saying different segments of a short script direct to camera. The theme of the script is about thanking our partners and the community for playing their part towards ending HIV. The video will be shared via *Ending HIV's* online and social channels such as Facebook and Instagram.

#### **2. PHOTOGRAPHY**

There will also be a photoshoot to develop other promotional materials for this campaign and the next phase. The photos will include a variety of combinations of individuals, 2 people and 3 people. Some of the group shots will imply the subjects as sexual partners and for those willing – kissing shots (lips to lips only). For the kissing shots, we encourage people who are already friends, partners or comfortable kissing each other. The photos will be utilised for outdoor billboards, posters, print, magazines, dating apps and social media.

We are after a group of diverse guys (different ages, ethnicities, body types and personal styles) to be part of the video and photoshoot. All submissions will undergo a vetting process and selections made to ensure representation of the wider community.

So, whether you consider yourself a 'twink' or a 'bear', whether you're into video games or leather – we want you!

#### **SHOOT DETAILS:**

- Date: Saturday 1<sup>st</sup> Feb
- Location: A central spot in Sydney (exact location TBC)
- Duration: You will likely be required for around 30 minutes to 1 hour

#### **REQUIREMENTS:**

- Camera-confidence
- Comfortable to be photographed with other people

#### **WHAT'S IN IT FOR YOU?**

- You'd be supporting your community and this great cause!
- You will receive a \$100 gift voucher for your time

# Expression of Interest: *Ending HIV* Mardi Gras Campaign 2020

Please complete the below information and return to Mike at [mwacher@acon.org.au](mailto:mwacher@acon.org.au) with:

- **2-3 current photos** of yourself ie selfie/headshot, mid shot (waist up) and full length, and
- **A short video** of yourself telling us why you want to be in the campaign. Be creative!

<b>Full name:</b>				
<b>Address:</b>				
<b>Age:</b>	<b>Phone:</b>	<b>Email:</b>		
<b>Do you identify as any of the following? (please mark any that apply to you)</b>		<input type="checkbox"/> Gay/bi/queer man <input type="checkbox"/> Other: _____  <input type="checkbox"/> Aboriginal and Torres Strait Islander <input type="checkbox"/> Trans and/or gender diverse <input type="checkbox"/> Born overseas (country): _____ <input type="checkbox"/> Speak another language other than English: _____		
<b>Availability (please mark all that apply):</b>		Morning	Afternoon	Evening
	Saturday 1 <sup>st</sup> Feb, 2020			
<b>I would like to take part in:</b>		<b>I am comfortable to be photographed with other people implied as sexual partners:</b>		
<input type="checkbox"/> 'Thank You' Video only <input type="checkbox"/> Photoshoot only <input type="checkbox"/> Both		<input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>I am comfortable to be photographed kissing another person (lips to lips only) and will be with someone I am comfortable kissing:</b>				
<input type="checkbox"/> Yes – please include both your details on this form and ensure to include photos of you together <input type="checkbox"/> No				

**WHAT'S NEXT?** You will be contacted regarding your application and advised of the result and next steps.

Thank you,

Mike from *Ending HIV*

[mwacher@acon.org.au](mailto:mwacher@acon.org.au)

Phone (business hours only): 9206 2072