



# **The Hon Ken Wyatt AM, MP**

**Minister for Indigenous Australians  
Member for Hasluck**

## **MEDIA RELEASE**

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### **Richmond Tiger's Korin Gamadji Institute tackles COVID-19 misinformation**

The Korin Gamadji Institute, Richmond Football Club's centre for Indigenous youth, is receiving \$80,000 from the Morrison Government to help address vaccine hesitancy and ensure factual COVID-19 information reaches Victoria and Tasmania's young people.

Minister for Indigenous Australians, the Hon Ken Wyatt AM, MP, said the digital education campaign will engage reliable sources to share evidence-based information and will run until June 30, 2022.

"With the support of the Morrison Government, the Korin Gamadji Institute is stepping up and developing a range of creative messages across various social media platforms to engage and educate young people about the safety and effectiveness of available vaccines.

"Key influencers such as sports people, young Indigenous artists and 12 Young KGI Ambassadors will help spread culturally appropriate, positive and evidenced-based messaging to counter the misinformation circulating on social media.

"They will also create safe spaces for people to ask questions and get answers from trusted peers.

"These conversations will be informed by health professionals from Aboriginal Community Controlled Health Organisations such as VACCHO and VAHS in Victoria and the Tasmanian Aboriginal Centre.

"KGI is looking at a raft of innovative ways to reach people where they are already engaged, including videos, webinars and web series, interviews, photography, visual arts, music, comedy sketches and podcasts to help people make informed choices."

This investment is in addition to the baseline funding already provided to the Korin Gamadji Institute to deliver the Richmond Emerging Aboriginal Leaders (REAL) Program, which works with young Aboriginal and Torres Strait Islander people to develop their leadership skills, support their education and training, and open career pathways.

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