

Rapping about responsible pet ownership in remote communities

School students and community members of the Yiyili remote community in the Kimberley region of Western Australia, are the stars in a deadly new music video promoting pet ownership in remote communities produced by Animal Management in Rural and Remote Indigenous Communities (AMRRIC) 'Dog Mob Cat Crew' education team backed by a talented group of music industry creatives.

The music video showcases the incredible talents of the Yiyili students and community members, using a rap and hip-hop rhyme to share stories of what their Tharda (dogs) and Ngiya (cats) mean to them and the importance of looking after your pets for the health of the animals, the people, and the community.

First launched by AMRRIC in the community of Finke (Aputula) in 2022, the 'Dog Mob Cat Crew' music video initiative has been designed to promote responsible pet ownership and highlight the connection between strong animals, strong health, and strong communities. The music videos have been developed using a community centred creative practice fusing collaboration, innovation, community, and culture.

For the Yiyili community music video, First Nations music artist and rapper Nooky worked alongside award-winning music video producer Dion Brownfield from Grand Trine Creative, to guide and coach the students and community members in writing and performing the verses to their Tharda Nyooloo Ngiya Nyooloo (dogs and cats) song.

Musicians Kenneth Dawson and Big Fella contributed to the chorus, and the music video also featured collaboration with music producer Caleb Williams aka Tentendo who mixed and mastered the music track, and Johnny Yao from 76m Films who did the cinematography and editing for the video.

“Creating this music video was such a joyful collaborative process, working with the fantastically talented Yiyili mob, and bringing together my pals Nooky, Tentendo and Johnny - to share an important message about responsible pet ownership, because we want everyone to know that healthy animals mean healthy communities,” said Dion Brownfield from Grand Trine Creative.

AMRRIC is committed to facilitating community-led educational programs like this ‘Dog Mob Cat Crew’ music video initiative to share the voices and stories of remote community members to raise awareness of animal health in rural and remote Indigenous communities.

“Animal health is an integral part of building strong communities, and we’re thrilled that the creative collaboration between our ‘Dog Mob Cat Crew’ program working directly with remote community members and the support of our talented partner musical creatives has produced another all-star music video delivering an important message,” said AMRRIC Chief Executive Officer Dr Brooke Rankmore.

“As a line from the music video highlights, dogs and cats in remote communities are ‘part of the family - they’re part of the mob’, and by working together we can all help ensure healthy animals and healthy communities. We are very grateful to everyone who has made this initiative the success it is, and AMRRIC’s education team are already busy planning further creative projects.”

To view the music video, please follow this link:

<https://vimeo.com/amrric/yiyilidmcc>

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