



As the Australian Christian Lobby pushes the divisive Religious Freedoms Bill, Mod's interactive investigative documentary, *A Clever Label* provides access to data that sheds timely light on the secretive yet powerful group.

A Clever Label is an interactive documentary experience created by Sydney studio, Mod. It explores the influence of far-right Christian lobby groups on Australian politics, particularly on issues affecting LGBTQIA+ people.

A Clever Label creator, Michela Ledwidge says, “*Making this was very personal and confronting. Seeing close-up the harm inflicted on vulnerable kids around the Safe Schools debacle was a wake-up call. The impact of anti-equality groups in our community deserves to be better understood - that's why I created a way for people to more easily see the links. Knowledge is power.*”

The VR interactivity invites audiences to literally pull on story threads that most interest them. Hidden connections between anti-equality lobbyists, senior Australian politicians, and international organisations are unearthed. Unlike a traditional documentary with a fixed narrative and one-way communication, the host, Michela Ledwidge invites audiences to follow the clues and discover the links between key people and organisations for themselves.

The experience is available for desktop VR systems, free, from Steam. Those without access to desktop VR equipment can follow the story via the accompanying mini podcast series.

The producers are grateful for the support that *A Clever Label* has received, including from TheChannel (now GiveOUT), Epic Mega Grants, Microsoft Mixed Reality Capture Studios (San Francisco), Neo4J, professional advisors and

individual donors. *A Clever Label* is auspiced by Documentary Australia Foundation and [tax-deductible donations](#) are very gratefully accepted.

Backstory

At the height of the Safe Schools debate in 2016, queer trans woman Michela Ledwidge passed a rally at Sydney's Town Hall where school children were calling for protection of LGBTQIA+ people in schools. Michela felt shame at her own ignorance on the debate and wondered why conservative religious groups had so much influence in a supposedly secular society like Australia. She set out to uncover the facts through the medium of virtual reality. In the process she shone a spotlight on decades of rarely reported research, which poses questions that cut to the heart of our democracy.

Who supports these lobbyists? What motivates politicians who collaborate with them? How do echo chambers impact our ability to understand complex issues?

Press Kit

Website

acleverlabel.com

Images downloadable in high res and web friendly sizes

[Image collection](#)

Video trailer

<https://vimeo.com/580308351>

Platforms

Desktop VR and Podcast

Desktop VR Download

https://store.steampowered.com/app/1627660/A_Clever_Label/

Podcast

<https://soundcloud.com/modstudio>

Social

<https://twitter.com/acleverlabel>

Production company

Mod <https://mod.studio/>

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