

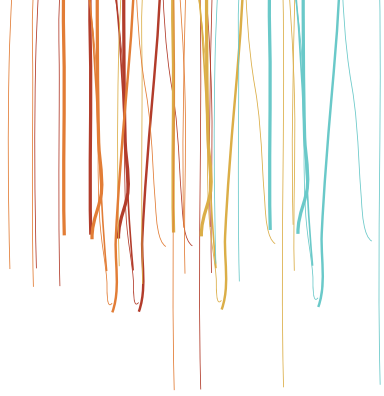


**ANNUAL
REPORT
2017-2018**



IRCa

Indigenous Remote
Communications Association



CHAIRPERSON REPORT

DOT WEST

The Indigenous Remote Communications Association (IRCA) has changed a lot over the last two years to ensure we can effectively represent and support the First Nations media industry across remote, regional and urban Australia. We've now reached a new chapter with members deciding the new peak body - First Nations Media Australia - at the CONVERGE conference in Brisbane. IRCA has done a great job representing and resourcing the remote media sector for 17 years, First Nations Media Australia will now work to achieve this nationally.

It was great to see so many old friends and meet new players in our sector at CONVERGE Brisbane in March 2018. Thanks to BIMA for hosting us and the Yuggera nation for welcoming us to their country. At CONVERGE, we shared stories and ideas and together we developed a set of key policies to move our industry forward. IRCA has written up those Calls for Action up under the policy banner - 'Our Media Matters' - and is preparing to take that message to Canberra.

We heard that our industry has diversified significantly and we face many challenges - digital disruption, changing audience needs, limited funding and dwindling sponsorship dollars. Despite these challenges, our sector provides essential and relevant communication services, provides meaningful jobs and skills, strengthens language and culture, connects our communities and builds bridges with the broader community. We have developed innovative and appropriate ways to keep sharing our views, stories and culture locally, national and internationally.

The range of benefits our organisations provide to our communities was recognised in DPMC's Social Return on Investment study, which found that for every dollar invested, First Nations media organisations return on average \$2.87 of cultural, social and economic value. The study found we do much more than radio - we provide community assets that help to strengthen culture, community development and the local economy. We provide training and meaningful employment, with many of our organisations already exceeding the government's 90% Indigenous employment target. We have a lot to be proud of.

But there's lots of work to be done to argue for increased funding, updated policy, more jobs and training support, more sponsorship income, funding to update our equipment and facilities, and so on. IRCA also wants to offer tangible member services, opportunities to get together to share knowledge and ideas, communication and updates, and resources that help in our day-to-day work.

I'd like to acknowledge the dedication of my fellow Board members in guiding IRCA through the transition process. We've greatly appreciated the strong support and involvement from our membership and stakeholders over the last year. Through working together, our sector will adapt and thrive in the next stage of its development.



GENERAL MANAGERS REPORT

DANIEL FEATHERSTONE

2017/18 was a big year for IRCA, completing its transition to national peak body, with the new name and branding of First Nations Media Australia to be launched in August 2018.

Our focus this year has been on supporting the development of our industry to address:

- the challenges of convergence and technological advances,
- funding and income challenges,
- need for new jobs and skills, and
- the changing needs of our expanding audiences.

A key strategy was developing a powerful cohesive policy agenda and direction for our industry. Building on the Our Media sector awareness campaign developed in 2017, delegates at CONVERGE Brisbane formulated 9 Calls for Action for growing our industry, which we collated into the Our Media Matters policy document. This has been distributed to all major parties and will be the focus of our advocacy work in the lead-up to Election 2019.

We've actively increased engagement with our members through events, staff visits, regular communications and other activities- we now have 172 members. Our member services now include a monthly webinar series, expanded monthly newsletter, upgraded website with more on-line resources, IT and streaming support, advisory groups on key topics, policy updates and targeted member support.

In 2017/18 IRCA successfully coordinated three major events:

- 19th National Remote Indigenous Media Festival in Irrunytju, September 2017, co-hosted with Ngaanyatjarra Media.
- CONVERGE First Nations Media National Conference in Brisbane, March 2018, co-hosted with BIMA 4AAA.
- Broadband for the Bush Indigenous Focus Day V in Darwin NT in June 2018, with inDigiMOB workshop and app launch.

These events have provided a key opportunity for networking, knowledge sharing, collective planning and policy development, and building the strength and unity of the sector. This informs our daily activities of representation and advocacy, policy and research, industry support, and promotion and networking.

We are currently working on three major projects- the re-development of IndigiTUBE web portal, an Employment And Skills Development Strategy and the third year expansion of the inDigiMOB Digital Mentors project in NT communities.

Thanks to the IRCA Board, under the strong leadership of Chair Dot West and our fantastic staff for a huge effort over the last year. A big thanks to our membership and stakeholders for their support and engagement, and to our funding partners, sponsors and supporters.

While we all work in different ways and different places across Australia, it is important to work together toward innovative solutions for the challenges faced by our media industry. Now more than ever it is important for the industry to have a unified voice, a clear direction, and a willingness to embrace change while maintaining the values that define our sector. Collectively we are building a vibrant and resilient industry into the future.

ABOUT IRCA

The Indigenous Remote Communications Association (IRCA, soon to be re-branded as First Nations Media Australia) is the national peak body for First Nations broadcasting, media and communications. It was founded in 2001 as the peak body for remote Indigenous media and communications, transitioning to the national role from 2016-18. The office is in Alice Springs with a team of five staff supporting peak body activities and a further five staff working on other projects.

IRCA represents a sector of up to 105 Remote Indigenous Broadcasting Services (RIBS), 33 additional licensed retransmission sites across Australia, 8 Remote Indigenous Media Organisations (RIMOs), 28 urban and regional First Nations radio services, 2 national TV services as well as print and online media providers. IRCA also advocates for the digital inclusion needs of all Aboriginal and Torres Strait Islander people.

IRCA's roles and functions include:

- Representation
- Policy & research
- Member Services
- Industry Development
- Promotion and Networking

We provide a range of member services, events and activities to support innovation, opportunities and capacity building within our industry. IRCA's vision is a powerful and connected First Nations broadcasting, media and communications industry valued by all Australians.

FIRST NATIONS MEDIA AUSTRALIA

Following the decision by membership at CONVERGE Brisbane, IRCA's new trading name will become First Nations Media Australia. The new logo (below) and branding has been designed by Arrente graphic designer Pat Caruso with the re-brand to be launched in August 2018. This marks a new beginning in the representation and development of the National First Nations media industry.



STRATEGIC PLAN 2016-2019

Our Vision

A powerful and connected Aboriginal and Torres Strait Islander broadcasting, media and communications industry valued by all Australians

Our Purpose

To represent, advocate and support the Aboriginal and Torres Strait Islander broadcasting, media and communications industry

Our Values

IRCA will continue to value:

- Culture and language
- Collaborations and partnerships
- Local knowledge and expertise
- Innovation
- Opportunity building
- Diversity
- Commitment
- Achievement
- Partnership
- Accountability
- Transparency
- Ethical conduct

Our Aims and Strategies

Become a national representative body that delivers outcomes

- Grow membership
- Create effective partnerships
- Understand and respond to sector needs
- Research solutions
- Ensure unity of priorities
- Access right audiences using platforms and messages

Develop a sustainable robust industry

- Share expertise and knowledge
- Find common solutions and support
- Grow business capacity

Support connected and creative Aboriginal and Torres Strait Islander people, communities and organisations

- Create opportunities and jobs
- Develop innovative responses to challenges and opportunities
- Form value adding partnerships
- Develop infrastructure in creative industries
- Be a platform for opportunity across the Aboriginal and Torres Strait Islander media industry

ABOUT FIRST NATIONS MEDIA

First Nations broadcasting and media organisations are not-for-profit community organisations providing a primary and essential service to their communities. First Nations media plays an historical and proven role in delivering essential news and information services, maintaining language and culture, and supporting self-representation, community development and cultural safety.

The radio services are delivered 24/7 to nearly 50% of the First Nations population, with the aim of reaching all Aboriginal and Torres Strait Islanders in the future. They provide trusted voices to their communities, with up to 90% of First Nations listeners tuning in on a regular basis. First Nations media also connect non-Indigenous people with Aboriginal and Torres Strait Islander people and culture, developing greater understanding and building bridges.

First Nations media has evolved from its community broadcasting origins in the 1970s-80s into an expansive and convergent industry. While broadcasting remains the core media activity, the industry has diversified significantly to embrace all the mediums and platforms to communicate, connect and inform; radio, film/ TV, print, online, mobile and social media.

The industry has grown significantly over the last 40 years and now comprises:

- Radio services able to reach around 320,000 Aboriginal and Torres Strait Islander persons, including around 100,000 very hard to reach people in remote Indigenous communities, or

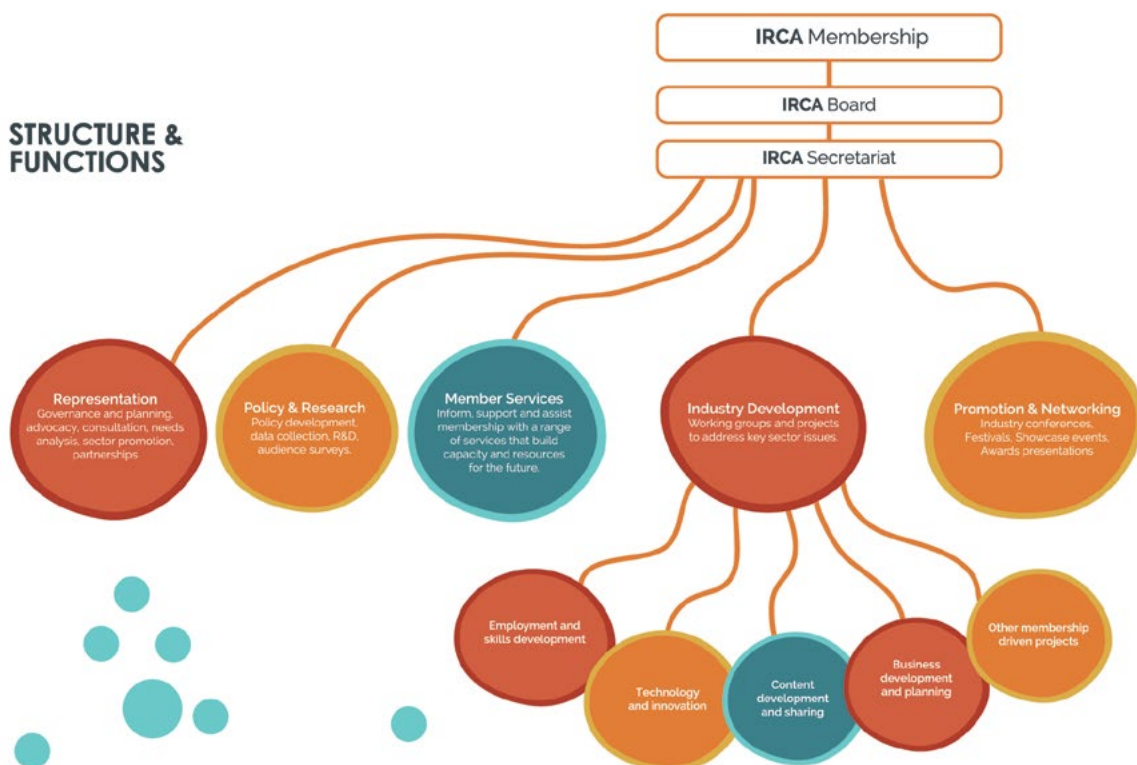
approximately 47% of the Australian Aboriginal and Torres Strait Islander population.

- Sixteen (16) First Nations radio services rebroadcast through the VAST satellite service to around 180 terrestrial rebroadcast sites, delivered in stereo at 256kbps, equivalent to commercial radio services.
- A regional satellite TV service reaching 240,000 remote households and a free to air national TV service.

The First Nations media sector is now:

- Over 230 radio broadcast sites across Australia.
- Is a multimillion dollar industry with over 35 Aboriginal and Torres Strait Islander community owned and managed not for profit media organisations.
- Employs over 600 people with nearly 80% Indigenous employment.
- Has capacity to deliver all government messaging to our communities.
- The most relevant and appropriate service with the highest listenership, community engagement and local ownership of all media services.
- Delivered in audiences' first language with broadcasting in over 25 languages.
- In remote communities, is the most reliable and ubiquitous radio and media service.

STRUCTURE & FUNCTIONS



CONVERGE

Brisbane

Over 100 First Nations media representatives and stakeholders travelled from across remote, regional and urban Australia to CONVERGE, the National First Nations Media Conference, on Yuggera country in Brisbane from 13th to 15th March 2018. The conference theme Dandiiri Beerwah Dahgu, Inta Naree Yanmana Ngani translates in Yuggera language as 'meeting together, moving in one direction.' Building on the success of the CONVERGE Summit in Alice Springs in May 2017, CONVERGE Brisbane brought the sector together to share knowledge, plan for the future and become a powerful and unified voice.

The CONVERGE program included:

- Updates on IRCA's activities, peak body progress and current projects including IndigiTUBE redevelopment and the First Nations Media Employment and Skills Development Strategy.
- Policy updates by DPMC and outcomes of the 2017 Social Return on Investment study in Indigenous Broadcasting Services.
- Discussions on key sector issues, including employment and skills development, promoting the value and importance of the sector, growing income streams, content sharing and development and building our news capacity nationally.

- 5 showcase presentations from member organisations.
- Policy workshop to develop sector positions on government funding, technology changes, procurement for government campaigns, facility upgrades, licensing, content development, archiving and the broader policy environment.
- Finalised a new trading name for IRCA in its national peak body role.
- IRCA's first national AGM and Board elections.

A big thanks for sponsorship of CONVERGE to Community Broadcasting Foundation (CBF), Department of Prime Minister and Cabinet, National Indigenous Television (NITV), Australian Film, Television and Radio School (AFTRS), Spots and Space, Koori Mail and Focus Banners.

For the Outcomes Report, presentations and photos, go to: firstnationsmedia.org.au/events/converge/converge-brisbane





"We came together to develop a shared vision for the future direction for our industry, and worked out tangible steps to get there. We demonstrated how we can achieve unity despite our diversity. Our national body has great power to speak strongly for our needs and aspirations, and advocate on behalf of the First Nations media sector."

IRCA Chairperson Dot West.



Snapshot

- 105 delegates
- 25 organisations represented
- 45 speakers and panelists
- 5 industry forums
- 4 member showcase presentations

OUR MEDIA MATTERS



A key outcome of CONVERGE Brisbane was the Our Media Matters policy document calling for renewed government policy for the First Nations broadcasting and media sector and funding for an Industry Development Package.

CONVERGE delegates called on the Australian Government to collaborate with the industry to formulate and implement a First Nations broadcasting and media policy that:

- Acknowledges the right of First Nations peoples to their own media services;
- Recognises First Nations media as providing an essential service;
- Recognises the multi-media and multi-platform nature of the modern industry, covering radio, TV/video, online, print, music and interactive media;
- Identifies the important role of First Nations media in supporting Closing the Gap initiatives, especially in relation to employment, education, health, justice and digital literacy.

9 CALL FOR ACTION

The following Calls for Action seek to address constraints on the First Nations broadcasting and media sector from fully achieving its potential:

1. Broadcasting Act Reform: Recognise First Nations broadcasting as a separate licence category under the Broadcasting Services Act 1992 to increase professionalism & income generation potential;
2. Operational & Employment Funding: Provide adequate operational and employment funding of First Nations broadcasting and media services;
3. Live & Local Radio Expansion Program: Create an innovative program (Live and Local) to enable unserved areas with significant numbers of First Nations people to be reached;
4. Strengthen News Services: Increase the news and current affairs capacity of First Nations broadcasters through targeted funding;
5. Expand Training & Career Pathways Programs: Expand skills development and career pathways programs for the First Nations broadcasting and media sector.
6. Upgrade Infrastructure: Upgrade broadcasting infrastructure to meet current industry standards and workplace health and safety requirements;

7. Primary Channel for Government Messaging to First Nations: Recognise the First Nations broadcasting and media sector as the preferred channel for government First Nations targeted information campaigns;
8. Preserve Archives: Preserve First Nations media archives to sustain culture and language, and create meaningful employment;
9. Content Production Fund: Fund an annual and competitive content development fund for First Nations broadcasters and media producers audiences.

The detailed policy documents can be found on the IRCA website at irca.net.au/about/policy/calls-action

ADDRESSING OUR AIMS

- 1 Increase jobs and skills
- 2 Improve capacity and sustainability
- 3 Enhance social inclusion
- 4 Preserve culture and language

SROI STUDY

MORE THAN RADIO – A COMMUNITY ASSET: SOCIAL RETURN ON INVESTMENT ANALYSES OF INDIGENOUS BROADCASTING SERVICES

"For every dollar invested in First Nations broadcasting and media, \$2.87 of cultural, social and economic value is returned."

The 2017 Social Return on Investment (SROI) study was conducted by Social Ventures Australia during 2017 and commissioned by the Department of Prime Minister and Cabinet. It aimed to assist the government:

- Better understand the services offered by Indigenous broadcasting organisations
- Ensure Indigenous Advancement Strategy (IAS) funded programs are delivering for local communities; and
- Provide Indigenous broadcasters with evidence of their benefit and services.

Three broadcasters were studied in depth - PAW Media (remote), Umeewarra Media (regional) and Koori Radio (urban) - to form an overall report on the social impact of First Nations broadcasting services. As the overall report shows, First Nations broadcasters are returning social, cultural and economic value to their communities, and to government, significantly above the investment.



KEY FINDINGS:

1. Indigenous Broadcasting Services provide much more than radio – they are community assets that contribute to strengthening culture, community development and the local economy
2. The outcomes achieved by Indigenous Broadcasting Services appear consistent but the activities they undertake are varied
3. The activities Indigenous Broadcasting Services undertake are tailored to the specific needs of the community which helps build trust amongst the community
4. Indigenous Broadcasting Services are achieving a range of social returns on investment, heavily informed by their context, and value flows to a variety of stakeholder groups
5. Indigenous Broadcasting Services are contributing towards more of the Government's priorities than is currently realised
6. Indigenous Broadcasting Services can leverage government funds to generate additional revenue – and greater impact – but only if they have sufficient resourcing available

Outcomes of First Nations media:

- **Strengthening communication:** First Nations broadcasting and media provide an effective, trusted and accessible communications medium. Through this they contribute to strengthening communities, strengthening culture and meaningful employment and participation.
- **Strengthening communities:** First Nations broadcasting and media provide a voice for their communities. They are uniquely placed to hear and share communities' strengths, priorities and concerns. In providing news and information to a community, they provide the community with the information they need.
- **Strengthening culture:** First Nations broadcasting and media are keeping culture alive and preserving it for future generations through their broadcasts, archiving and film productions. They benefit First Nations listeners, their communities and the Australian public at large.
- **Strengthening employment:** First Nations broadcasters and media offer flexible working arrangements in culturally safe environments. They create work opportunities that are aligned with the interests of individuals. Individuals are proud to be working for these organisations.

19TH REMOTE INDIGENOUS MEDIA FESTIVAL

LUTJURRINGKULALA NINTIRINGAMA NGAPARTJI NGAPARTJI COME TOGETHER TO LEARN AND SHARE

The 19th Remote Indigenous Media Festival, co-hosted by Ngaanyatjarra Media (NG Media), was held in the remote desert community of Irrunytju (Wingellina) from 24-29th September 2017. Over 100 remote media workers, artists and industry affiliates travelled from across Australia for this invigorating week-long event.

Delegates were welcomed to Country by Irrunytju's traditional owners and leaders and introduced to Ngaanyatjarra culture with an opening ceremony featuring a Turlku (dance) performance of the Minyma Kutjara (Two Sisters) Story. Delegates were also treated to local site visits during the week, guided by traditional owners and Elders.

Each morning, delegates were engaged in forums and presentations discussing sector history and achievements, innovations and recent projects. 5 RIMOS gave showcase presentations - Ngaanyatjarra Media, CAAMA, PAW Media, TEABBA and PAKAM - and industry forums were held on Radio Content Development and Sharing, Screen Development and Archiving Community Collections.

58 media workers participated in five media skills workshops, learning about radio podcast production, sound skills, digital photography

and design, stop-motion animation and aerial cinematography with drones.

The Remote Indigenous Media Awards celebrated the achievements of the sector with 14 major industry awards plus 13 RIBS Broadcaster and best Emerging Talent Awards. Roma and Simon Butler from NG Media took out the prestigious Preston Memorial Award for Lifetime Achievement. The nightly cinema showcased community produced videos from across remote Australia.

Irrunytju is on the Ngaanyatjarra lands of WA, located near the tri-state border of WA, SA and NT. With a population of approximately 150 people, mostly Pitjantjatjara, Irrunytju is the home of Festival co-host NG Media, a pioneering Aboriginal-owned media organisation supporting 14 remote communities in the Western Desert region of Western Australia.

Ng Media's 25th anniversary coincided with the Festival and their history and achievements were honoured throughout the week, including: their new Outside Broadcast truck, NGM Radio upgrades, award winning video productions, music recordings, telecommunications access and IT training and access facilities across the region, and tradition of keeping culture and language strong through Tjukurrpa re-enactments and staging of Turlku and music events. Those unable to attend tuned in to the outside broadcast throughout the week on Radio NGM, which was simulcast by other regional radio networks across the country.





"This year's Festival has been a huge project with the whole community getting involved. We are proud to have welcomed so many media workers who travelled a long way to be here, shared our Turiku/Inma (traditional dances), visited special sites, and showcased our art and music."

Daisy O'Byrne, IRCA Board Member and NG Media Minyma Chairperson.

On the final day, skills workshop participants presented a workshop showcase, demonstrating their creativity, skills and talent. A vibrant Art Market of paintings by local artists from the Minyma Kutjara Arts Project, as well as artworks made from found materials created in an arts workshop throughout the week. The Festival wrapped up with concert featuring talented local bands Irrunytju Band, Blackstone Band, the Red Sands Beat Band and Desert Rain.

IRCA acknowledges the significant contribution from NG Media and the Irrunytju community, school and local agencies, as well as our funding partners and sponsors; the Australian Government, Western Australian Government, Lotterywest, Community Broadcasting Foundation, Screenwest, Ngaanyatjarra Council, Country Arts WA, Foundation of Rural & Regional Renewal, Brian Tucker Accounting, Australian Film, Television and Radio School, Community Media Training Organisation and Desart.



Snapshot

- 5 days
- 100 delegates
- 19 organisations represented
- 4 industry forums
- 6 stakeholder meetings
- 4 outdoor cinema nights
- 5 skills workshops
- 58 workshop participants









First Nations Media and Communications in Australia



**Indigenous Remote
Communications Association**
Alice Springs NT, IRCA



**RIMOs and RIBS
radio broadcasters**

-  **Central Australian Aboriginal Media Association** NT 8KIN
-  **Ngaanyatjarra Media** WA, 5NGM
-  **Pilbara and Kimberley Aboriginal Media** WA, PAKAM Radio
-  **PAW Media and Communications** NT, 8PAW
-  **Pitjantjatjara Yankunytjatjara Media** SA, 5NPY
-  **Queensland Remote Aboriginal Media** QLD, Black Star Radio
-  **Top End Aboriginal Bush Broadcasting Association** NT, TEABBA Radio
-  **Torres Strait Islander Media Association** TSI, 4MW



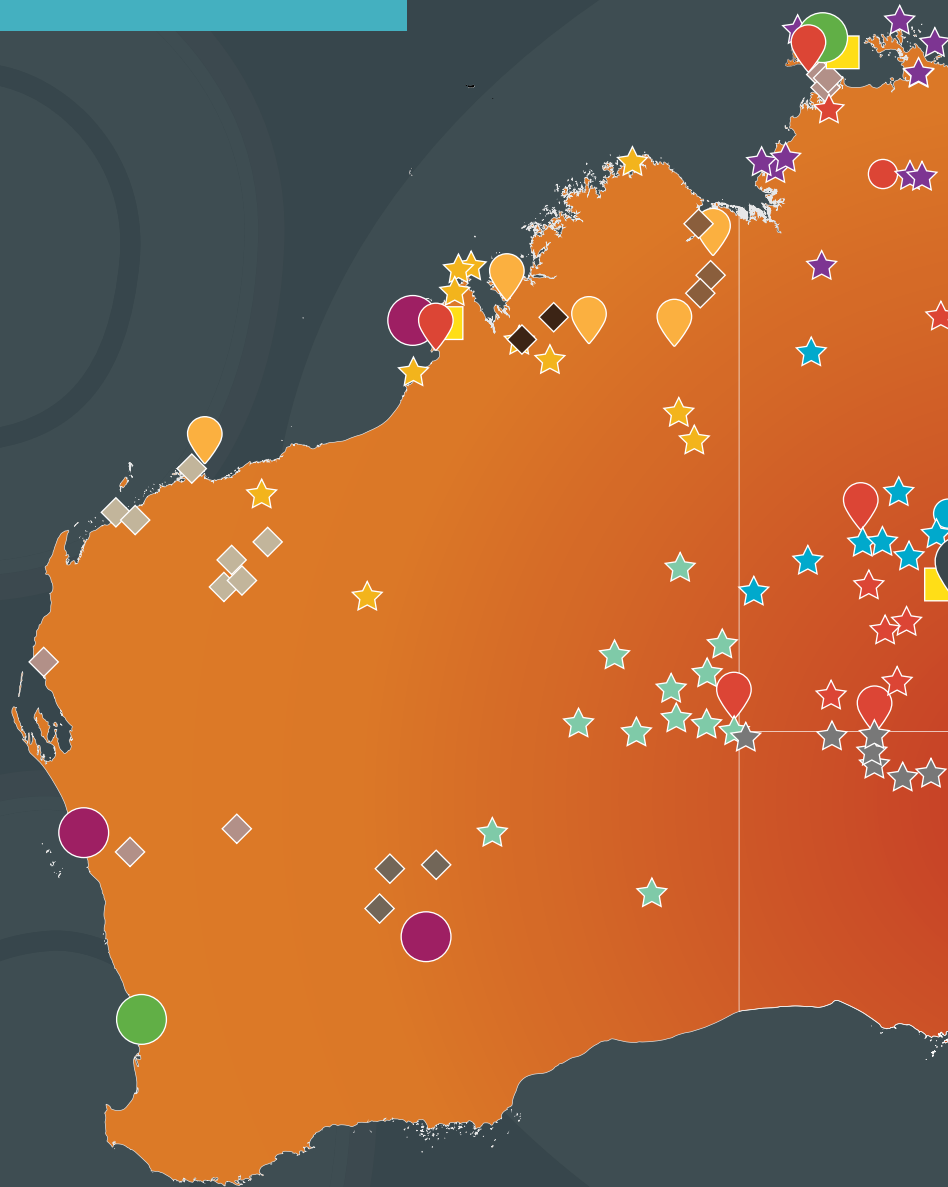
Remote radio broadcasters

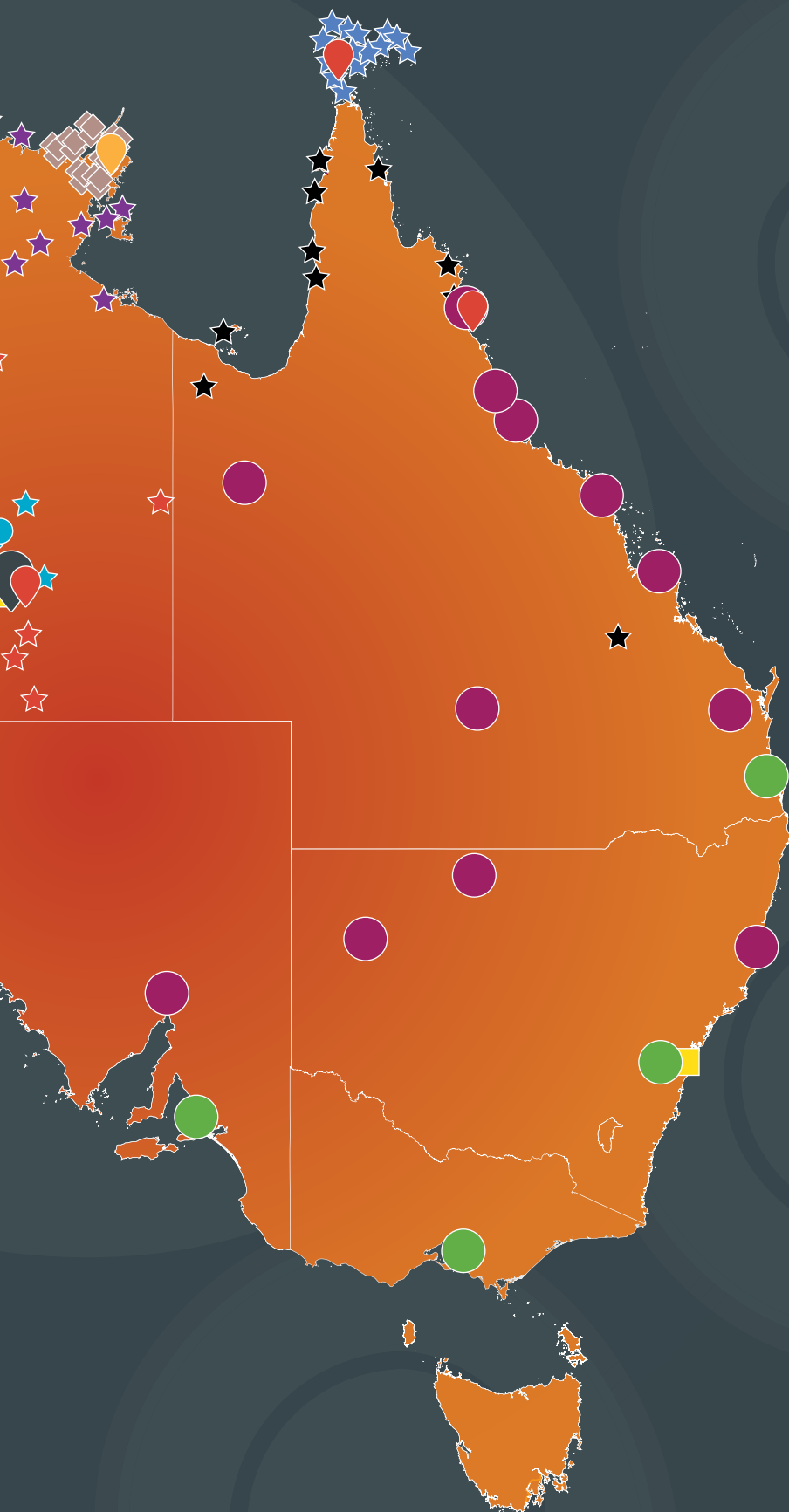
-  **Aboriginal Resource and Development Service**, Arnhem Land NT, Yolngu Radio
-  **Derby Aboriginal Media**, Derby WA, 6DBY
-  **Ngaarda Media Aboriginal Corporation**, Roebourne WA, Ngaarda Radio
-  **Puranyangu-Rangka Kerrem Aboriginal Corporation**, Halls Creek WA, 6PRK
-  **Wangki Yupunanupurri Aboriginal Corporation**, Fitzroy Crossing WA, Wangki Radio
-  **Waringarri Media Aboriginal Corporation**, Kununurra WA, 6WR



Urban radio broadcasters

- Aboriginal Broadcasting Australia**, Darwin NT, Radio Larrakia
- Brisbane Indigenous Media Association**, Brisbane, 4AAA/98.9
- Gadigal Information Service Aboriginal Corporation**, Sydney, NSW, 2LND/Koori Radio
- Noongar Media Enterprises**, Perth WA, Noongar Radio
- Nunga Wangga Aboriginal Corporation**, Adelaide SA, Broadcast through Radio Adelaide
- First Australia Media Enterprises**, Melbourne VIC, 3KND





Regional radio broadcasters

Bidjara Media and Broadcasting Company Ltd,
Charleville QLD, 4RRFM

Bumma Bipperra Media,
Cairns QLD, Bumma Bipperra

Central Queensland Aboriginal Corporation for Media,
Rockhampton QLD, 4US

Cherbourg Aboriginal Multimedia and Resource Association, Cherbourg, QLD Radio US MOB

Goolarri Media Enterprises,
Broome WA, 6GME

Mackay and District Aboriginal and Islander Media Association, Mackay QLD, Murri FM

Mid North Coast Indigenous Broadcasters Association,
Taree NSW, 2TLP Ngarralinyi



Midwest Aboriginal Media Association,
Geraldton and Carnarvon WA, Radio MAMA

Mt Isa Aboriginal Media Association,
Mt Isa QLD, 4MOB

Muda Aboriginal Corporation,
Bourke NSW, 2CUZ

Murdi Paaki Regional Enterprise Corporation,
Wilcannia NSW, Wilcannia River Radio

Queensland Police-Citizens Welfare Association,
Palm Island QLD, Palm Island Radio



Tjuma Pulka (Media) Aboriginal Corporation,
Kalgoorlie WA, Tjuma Radio

Townsville Radio 4K1G Aboriginal and Torres Strait Islander Corp., Townsville QLD, 4K1G

Umeewarra Aboriginal Media Association Inc.,
Port Augusta, Umeewarra Radio



Television broadcasters

Aboriginal Broadcasting Australia,
Darwin NT, Aboriginal TV Channel 4

Goolarri Media Enterprises,
Broome WA, GTV

Indigenous Community Television,
Alice Springs NT, ICTV

National Indigenous Television,
Sydney NSW, NITV

BROADBAND FOR THE BUSH

IRCA advocates for fast, accessible, affordable and reliable telecommunications, information and communication technology access for remote Aboriginal and Torres Strait Islander communities.

IRCA is a founding and active member of the Broadband for the Bush Alliance (B4BA), advocating for digital inclusion in remote Australia. IRCA is also represented on the ACMA Consumer Consultative Forum and ACCAN Indigenous Advisory Group.

In 2017-18, IRCA led the call for Indigenous Digital Inclusion to become a Closing the Gap measure, sending letters to all State and Federal COAG members signed by IRCA, B4BA and 17 member organisations. IRCA developed a six-point Digital Inclusion Program including:

- Remote data collection to measure availability, access, affordability and digital literacy
- Improved broadband and mobile coverage to communities with limited access
- Public Internet access through WiFi and community access computers
- Unmetered access to key online services and affordable pre-paid mobile options
- Cultural and language appropriate digital skills program in remote communities
- Digital mentors program to provide local jobs and peer-supported learning

BROADBAND FOR THE BUSH ALLIANCE

IRCA is a founding member of the Broadband for the Bush Alliance (B4BA), a not-for-profit organisation which represents the digital needs of remote regions and seeks to advance the digital capacity and capability for those who work and live in remote Australia. It aims to create a vibrant, targeted connected and creative Australia for rural, regional and remote communities.

B4BA advocates for a targeted Remote Australia Telecommunications Policy and Strategy informed by targeted research, appropriate infrastructure to meet needs, expanded mobile coverage, smart last mile solutions, affordability, and digital inclusion for remote and Indigenous communities and people.

Established in 2011, the Alliance has contributed to developments in regional telecommunications, including informing and supporting the NBN Skymuster rollout and Public Interest Premises strategy, advocating for expanded mobile coverage in Indigenous communities, urging affordable pre-paid mobile plans and Wi-Fi services in remote communities and homelands.

Indigenous Focus Day Snapshot

72 participants
13 presentations
3 speeches
4 workshop sessions





BROADBAND FOR THE BUSH FORUM VII

The seventh annual Broadband for the Bush Forum was held in Darwin on 7-8 June 2018 at Charles Darwin University. The two-day Forum attracted close to 200 participants from across Australia and called for a renewed push for increased delivery of digital skills for rural and remote Australia, especially for Indigenous and isolated communities.

The 2018 Forum focused on how to progress digital participation in relation to affordability, digital skills and connectivity for rural and remote Australia around the theme of "Digital Connectivity: What Next?" It provided a valuable forum for knowledge sharing, policy and project updates, and networking opportunity for delegates with government policymakers and telecommunications providers. Dot West and Daniel Featherstone facilitated sessions within the Forum and Daniel was on an ABC Radio Big Ideas panel session. Delegates contributed to a collective response to the Regional Telecommunications Review 2018.

The Communique, presentations and media releases are available on the B4BA website broadbandforthebush.com.au.

INDIGENOUS FOCUS DAY V AND INDIGIMOB WORKSHOP

The Indigenous Focus Day is an annual event hosted by IRCA and B4BA prior to the B4B Forum. More than 70 First Nations producers, decision makers and consumers gathered to share experiences and ideas about the potential of digital connectivity and to discuss strategies to improve digital inclusion. The day was facilitated by Arrernte/Kaytetye woman Christine Ross and included a welcome by IRCA Chair Dot West, keynote address by Senator Malarndirri McCarthy

and presentations by Leonard Hill Department of Prime Minister and Cabinet and Stephen Hagan of Batchelor Institute of Indigenous Tertiary Education.

There were 13 presentations of community-led innovative and creative projects which help to strengthen language and culture, provide training and work opportunities, promote enterprise development, and support digital mentors to share skills and awareness.

Four workshop sessions were held on:

- 1) Obstacles to digital inclusion;
- 2) Existing Solutions;
- 3) Action Plan;
- 4) Policy Plan to achieve a connected and inclusive digital future.

Delegates re-stated the 2017 call for Indigenous Digital Inclusion to become a Closing the Gap measure, and urged that a targeted Indigenous Digital Inclusion Strategy be implemented to reduce the gap.

inDigiMOB held a 2-day workshop in the lead-up to the IFD on 4-5 June and NT Minister Lauren Moss launched the inDigiMOB app at the IFD Showcase event on 6th June.

Further information can be found here:

W broadbandforthebush.com.au
F [broadbandforthebush](https://www.facebook.com/broadbandforthebush)
T @BushBroadband

The inDigiMOB program is a partnership between Telstra and IRCA improving digital inclusion for Aboriginal and Torres Strait Islander people living in remote communities across the Northern Territory. It provides a suite of flexible resources and technical, training and infrastructure support that community-based organisations and individuals can access and use according to their diverse needs and contexts. Ultimately the goal of the inDigiMOB program is to support the engagement and professional development of local Digital Mentors who can, with support, facilitate improved digital literacy skills and peer to peer learning across their communities.



inDigiMOB has continued to support the pilot phase sites in 2017-18, however it has also expanded its reach to another 8 communities or town camps in the NT. During the first half of program Year Two (July – December 2017), inDigiMOB activities were run in Arlparra and the Alice Springs Town Camps – Hidden Valley, Larapinta Valley, Karnte, and Trucking Yards. The program also expanded to a fifth Town Camp – Charles Creek – in October 2017.

In addition to this, the inDigiMOB program commenced in Yuendumu and Yuelamu through a partnership with PAW Media and in Maningrida through a partnership with Bawinanga Aboriginal Corporation. 'Targeted' specialised workshops were run in Ntaria (movie-making) and Karnte Camp (music) in late 2017. A partnership was also negotiated with Darwin-based organisation, Aboriginal Cultural and Creative Services Northern Territory (formerly ARDS), to commence the inDigiMOB program in the four East Arnhem Land communities of Milingimbi, Ramingining, Gapuwiyak and Galiwinku in 2018.

Key achievements in program Year Two include:

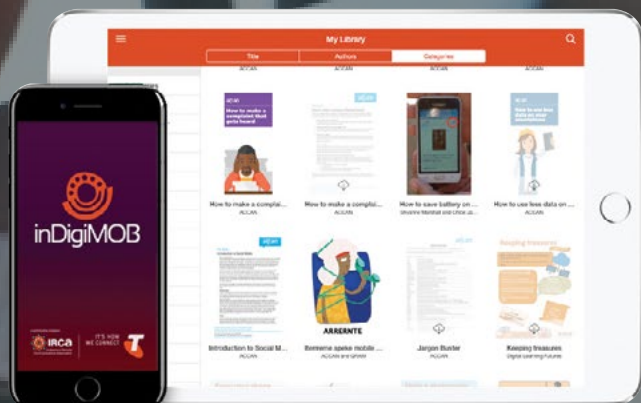
- Successful transition from direct training delivery to new program delivery model;
- Doubling of the number of communities engaged by the program (now 13);
- Continued delivery of digital inclusion and digital literacy activities in our communities;





- Good increase in the number of Digital Mentors formally employed by the program (now 7 formally employed and 14 being trained up and informally supported);
- Digital Mentors connected in a Community of Practice to allow them to share their knowledge and experience and also receive some intensive skill development;
- Digital Mentors supported to attend the Broadband for the Bush conference and present the digital inclusion work they are involved with in their communities;
- inDigiMOB App successfully launched at the Broadband for the Bush Indigenous Focus Day Showcase event and continues to be refined and digital literacy resources added;
- Significant increase in number of residents impacted by the program: 3300 activity participations by approx. 890 unique participants (at least 140 new residents participating in Year Two).

An external evaluation is underway to highlight achievements in Year Two and make recommendations for Year Three delivery.



SECTOR ONLINE PLATFORMS

The IRCA website has been re-developed with an increase in sector information and online resources.

We have significantly increased the reach of our website, newsletter and social media platforms in 2017/18.

We uploaded hundreds of photos from the 19th Remote Indigenous Media Festival, CONVERGE Brisbane, and Broadband for the Bush Forum and IFD to our Flickr site.

APPS AND WEBSITES

IRCA has supported member organisations with website and radio app upgrades and to establish radio streaming services.

The IndigiTUBE Radio streaming app now streams 18 First Nations radio stations, including 3 new services – Radio MAMA, Tjuma Pulka and Wangki Yupurnanupurru (6FX).

A WEBSITE WAS DEVELOPED FOR THE INDIGIMOB PROJECT

iOS and Android apps for the inDigiMOB digital learning resource.



IRCA/FNMA

Increased from **2,255** to **2,613** followers.



IRCA/FNMA

Increased from **2,966** to **3,420** followers.



IRCA/FNMA Newsletter subscribers

Increased from **794** to **1497**.

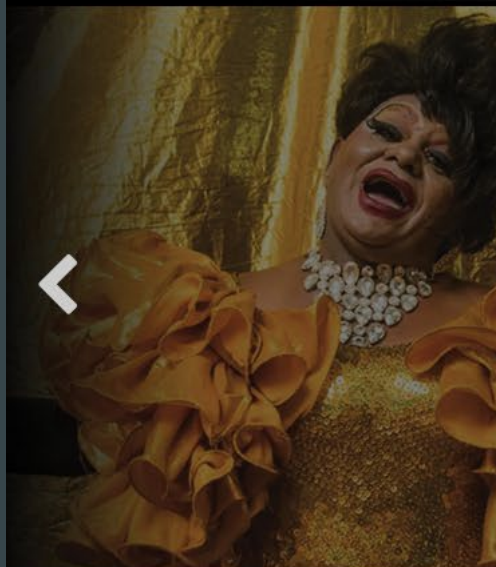


IndigiTUBE Facebook page increased from **4507** to **4536** followers.

IndigiTUBE Twitter page increased from: **1492** to **1640** followers.



InDigiMOB Facebook page **179** followers.



LISTEN TO LIVE RADIO



RADIO GOOLARRI 99...
BROOME



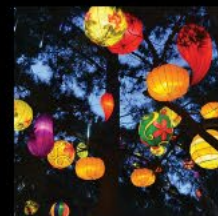
YOLNGU RADIO
DARWIN, NE ARN

MUSIC



T-BONE MUSIC VIDEO
PAW MEDIA

RADIO & NEWS



CARNIVAL OF CULTU...
KOORI RADIO



CAAMA RADIO 8K
CAAMA PRODUCT

LANGUAGE



YOUR TOWN
Indigenous Remote Communications Association

INDIGITUBE



indigiTUBE provides a centralised platform to access First Nations media, stories and archives and create a strong national presence for Aboriginal and Torres Strait Islander people, languages and culture. It allows for content sharing within our industry and provides a unified space for First Nations communities to share our culture with the rest of the country.

The Seven Sisters
produced by
Remote Indigenous
Irruntyju (W...

The expansion of the indigiTUBE media platform for promoting First Nations radio services and content sharing within the industry was one of the CONVERGE summit outcomes. IRCA sourced funding from the DoCA Indigenous Languages and Arts Program and began the development of indigiTUBE 2.0 in October 2017. The process has been overseen by the indigiTUBE Project Committee.



KOORI RADIO 93.7FM
REDFERN, SYDNEY



PRK RADIO 98.1FM
HALLS CREEK



TSIMA RADIO 4MW
TORRES STRAIT ISLA...



CUT ME FT. KRISTAL WEST
KND (KARNAGE N DARKNIS)



UPK #6
UPK



PALYA NYINAMA
UPK

indigiTUBE is the media platform by and for First Nations people, preserving language and culture for future generations. The expansion includes both audio and video media types for all cultural content; radio, music, stories, news, sports, history and language. The platform integrates the indigiTUBE Radio App with 18 different live radio streams across the country. It will become a valuable educational, language and cultural maintenance tool, and also provide an outcome focus to the ongoing task of the digitisation of media archives.

indigiTUBE rebranded to establish the national media platform with a contemporary new look highlighting digital media. The new logo and icons were designed by Pat Caruso, an Eastern Arrernte man currently based in Adelaide.



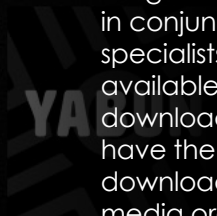
IN FM
TIONS



BEYOND THE BARS 2...
3CR COMMUNITY RA...



NO STATE FUNERAL ...
NGAARDA MEDIA



YABUN SPEAK
KOORI

indigiTUBE is a website and an app developed in conjunction with software development specialists InyerPocket. All contributions are available for streaming with options for offline download with the App. Contributors also have the option to approve content to be downloaded by First Nations and/or community media organisations for broadcast, further supporting the sharing and promotion of content from our industry.

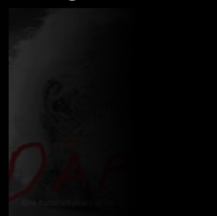
indigitube.com.au



SEVEN SISTERS | 19RIMF
FIRST NATIONS ANNUAL Report 2017-2018



SEVEN SISTERS INTERVIEW WITH PANTJITI ...
FIRST NATIONS MEDIA



DARBY PAW ME

CURRENT PROJECTS

EMPLOYMENT & SKILLS DEVELOPMENT STRATEGY

IRCA is currently developing an Employment and Skills Development strategy for the First Nations media sector, thanks to funding from CBF. The project is being undertaken by Jumbunna Institute UTS and is due for completion in October 2018. This Strategy is timely with the Government's introduction of the 90% Indigenous employment target by 2020, requiring career pathways to management, training and technical roles. Also, there is increasing sector demand for employment in new fields of multi-media and online production, journalism, archiving, and technical roles. The project has involved extensive research of the employment and training needs of the sector, current and emerging, and the training options and employment programs currently available. As well as the Strategy report, two Action Plans will be developed for Employment and Career Pathways and Training and Skills Development to outline the steps forward. Project Coordinator Pauline Clague also facilitated the Advisory group and led the panel discussion on Employment and Training at Converge Brisbane.



National
First Nations
Audiovisual
Collections
Strategy

FIRST NATIONS MEDIA ARCHIVING STRATEGY

IRCA has begun updating and expanding its previous Remote Media Archiving Plan (2014) to provide a national framework for the preservation and community access to First Nations audio-visual collections. From collection significance assessment work, skills workshops and resources, through to engagement with national institutions, the Strategy provides a culturally appropriate framework for preserving unique archives on country. IRCA recently delivered a webinar on archiving and presented an overview of the National First Nations Media Archiving Strategy at the GLAM Peak workshop in Alice Springs in June 2018. IRCA has also updated its online resources on its website.

The Remote Media Archiving Fellowship, developed in partnership with the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) and the National Film and Sound Archive is continuing to deliver skills and support. This is currently supporting PY Media with training and development to manage their significant collection.

IRCA's research and consultations with First Nations media organisations across Australia indicate that there is a need for an affordable, user-friendly archive collection management platform designed to address cultural protocols. As a result IRCA has sought funding to develop a dedicated archiving platform to meet these needs. IRCA will continue to advocate for funding for archiving of community collections and for jobs and training for cultural archive workers to undertake this work. This is one of the 9 Calls for Action. Without urgent assistance these significant cultural and social heritage collections risk being lost.



STEREO RADIO CHANNELS UPGRADE

This upgrade project involved the upgrade of the 14 satellite delivered First Nations radio services from low bandwidth (64 kbps) mono to industry standard 256 kbps stereo, greatly improving the quality and reliability of these services. Following advocacy from IRCA and remote media organisations in 2016, this project was achieved through additional DPMC funding combined with generous support from uplink provider Imparja Television. IRCA had also received CBF funding to upgrade 7 RIMOs to professional Z/IP One codecs to connect to Imparja TV in Alice Springs. Imparja Television used the opportunity to undertake an extensive upgrade project, involving the stereo upgrades, equipment rack re-build, standardised Z/IP One codec installations for all 14 services, and installing fibre data port. This was completed in March 2018, leading to substantially improved quality and reliability for these crucial radio services.

IRCA will continue to support our member stations to get further technology upgrades throughout the radio service supply and transmission chain in order to provide reliable, high quality stereo services to their audiences.

WEBINAR SERIES

The CBF-funded webinar series began in March 2018, with the following webinars delivered to end of June:

- Towards 90% Indigenous by 2020' - an introduction to the new government employment policy and IRCA's Skills and Employment Strategy project, facilitated by Pauline Clague (5 March 2018).
- First Nations Media Collections Archiving' - an introduction to IRCA's strategy and resources, facilitated by Susan Locke (23 April 2018).
- More than Radio: A Community Asset' - about the outcomes of the Social Return on Investment Study; presented by David Hume of Social Ventures Australia with reps from the three case study sites- PAW Media, Umeewarra Media and Gadigal/ Koori Radio (23 May 2018).
- Government Review of the VAST Service', outline of current review facilitated by Daniel Featherstone and Susan Locke, with DPMC and Imparja reps (13 June 2018).



INDUSTRY ENGAGEMENT

IRCA has built good working relationships with First Nations media organisations, peak bodies, screen agencies, broadcasters, and government and funding bodies to expand our partnerships, impact and knowledge of the industry. Our events provide good opportunities to bring together our membership, government agencies and industry stakeholders to increase communication and partnership opportunities within the sector.

In 2017-18 IRCA representatives travelled across Australia, engaging with government, members and stakeholders relevant to the First Nations media sector. Those trips included visits to Canberra, Cairns & Thursday Island, Ngaanyatjarra Lands for the Remote Indigenous Media Festival, Sydney for the Radcomms conference and Winda Festival, Brisbane for CONVERGE and the Gold Coast for the CBAA Conference, Melbourne for the Not-For-Profit People Conference and Community Broadcasting Sector Roundtable meeting and Darwin for the B4B Forum and Indigenous Focus Day. Some of the cities required multiple visits for different meetings to build partnerships, bring new information into our sector and pursue our sector's objectives.

We visited many of the First Nations media organisations through the year: ARDS, BIMA, NIRS, Ngaanyatjarra Media, PAW Media, PY Media, Radio Larrakia, Koori Radio, Noongar Radio, SEIMA/ 3KND, Umeewarra Media, Nunga Wangga, TSIMA, NITV and more. We also met with representatives from numerous other organisations at CBAA conference in November 2017, including Indigenous producers and broadcasters from community radio stations. Urban and regional sector engagement continues to increase in all IRCA activities.

In the broadcasting sphere, IRCA has worked closely with First Nations and community broadcasters, CBAA, CBF, ICTV, NITV/SBS, ABC, and is a member of Media RING. In the telecommunications and digital inclusion space, IRCA is a founding member of Broadband for the Bush Alliance and has strong partnerships with Telstra, ACCAN, NT Library, Desert Knowledge Australia, CAT, RMIT, CAYLUS, Batchelor Institute, Tangentyere Council and numerous community organisations. IRCA is regularly called upon to speak on Indigenous communications access and digital inclusion needs, especially in remote Australia, including facilitating NT Government's forum on remote telecommunications. IRCA has also presented to Australian Digital Inclusion Alliance events.





In the training sphere, IRCA works with AFTRS, Goolarri Media, AAA Training, CMTO, Batchelor Institute and other RTOs. IRCA has built strong partnerships through its Archiving working group with NFSA, AIATSIS, NT Library, NSLA, Ara Irititja Archival Project, Mulka Media, Strehlow Resource Centre, and University of Melbourne. IRCA has also established a relationship with First Languages Australia as the peak body for language centres. IRCA has also worked with McNair yellowSquares on audience research and a number of tertiary institutions on research – RMIT, ANU, CDU/ Northern Institute.

IRCA has a pro bono partnership with Gagens Lawyers in Melbourne to assist with legal advice for IRCA and to assist our membership.

SECTOR SUPPORT

IRCA provides direct support for First Nations media organisations as requested as part of its core business. This includes providing:

- information on funding and income generation opportunities
- templates for policy and procedures, planning, contracts, and other organisational resources
- assistance with licensing and other regulatory requirements
- IT and technical advice
- website and social media development and staff training
- HR and recruitment assistance
- advice to Boards and Managers on governance, industry directions and strategic planning.

REPRESENTATION

IRCA has representation on a number of Advisory Boards and Committees, including:

- Community Broadcasting Sector Roundtable
- AIATSIS Collections Advisory Committee
- ACMA Consumer Consultative Forum
- Broadband for the Bush Alliance
- ACCAN Indigenous Advisory Group
- CBF Nominations Advisory group
- Mindframe Media Advisory group
- RMIT Cyber-safety research advisory committee
- NT Library Advisory Committee.

IRCA regularly meets with government and stakeholders to raise the profile and priorities of our industry. To promote the sector and raise key issues, IRCA staff deliver conference presentations, radio and TV interviews, and send out press releases. As well as monthly newsletters and online posts, IRCA sends out regular email information to our stakeholders updating on current news, projects and opportunities.

In 2018, IRCA also introduced the Industry advisory groups to seek sector input on key areas, with two initial groups established on:

- a) Employment and Skills Development Strategy
- b) Radio Content Development and Sharing (including news and current affairs)

These will continue once there is a dedicated staff role to coordinate them.

FUNDING OPPORTUNITIES

IRCA regularly shares information about funding opportunities to member organisations and via our newsletter. We actively seek out new opportunities to advance industry strategies and projects. IRCA is a member of the Strategic Grants Hub to identify industry funding opportunities. IRCA is also seeking to build relationships with philanthropic organisations.

SECTOR ENGAGEMENT & POLICY AND SUBMISSION DEVELOPMENT

GOVERNANCE & POLICY DEVELOPMENT

In 2017/18, the Board had two face to face planning meetings and four additional telephone Board meetings as well as its AGM in March 2018. In 2016/17, IRCA updated its Constitution and amended a number of its HR and operations policies. These are now available as templates for member organisations.

ORGANISATIONAL REVIEW

IRCA undertook an extensive Organisational review in late 2017 of IRCA's staff structure, future staffing needs, Position Descriptions (to align with operational plan and member service delivery needs), succession planning, work plans, and delegation authority. In preparation, IRCA updated its Operational Plan for 2018 to include outcomes from membership consultation and Converge Summit recommendations. Following the final report in February 2018, IRCA has updated staff contracts and HR policies and applied for IAS funding for three new positions- Industry Development and Membership Officer, Events and fundraising officer, and Administration Trainee. IRCA has also begun a succession planning process for the General Manager position.

POLICY AND SUBMISSION DEVELOPMENT

IRCA engaged in the development of a range of policies, submissions and responses in 2017/2018. Issues statements and submissions to government discussion papers and consultations included responses to:

- Department of Communications and the Arts reviews of New Spectrum Legislation and Spectrum Pricing, July 2017
- Response to proposed Tax Reform of Deductible Gift Recipient Arrangements, August 2017
- Response to Community Broadcasting Foundation Content Framework, December 2017.
- Response to Small and Regional Publishers Innovation Fund Consultation, December 2017
- The Future of Public Interest Journalism- presentation to Senate Select Committee hearing, November 2017
- Response to ACMA Five Year Spectrum Outlook, November 2017
- Response to Broadcasting Services Act legislation change, February 2018
- Closing the Gap Refresh, 30 April 2018
- Regional and Small Publishers Innovation Fund Guidelines, 9 March 2018
- Review of Australian Charities and Not-for-profit Commission legislation, March 18
- CDP Discussion Paper, 9 February 2018
- VAST Review Response, June 2018
- Regional Telecommunications Review, June 2018.



Regional and Small Publishers Innovation Fund



Response of the Indigenous Remote Communications Association

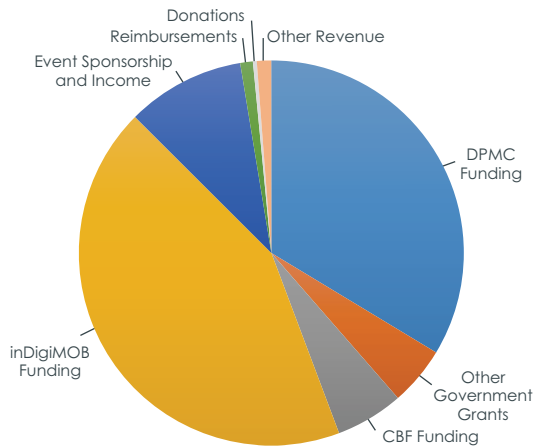


March 2018

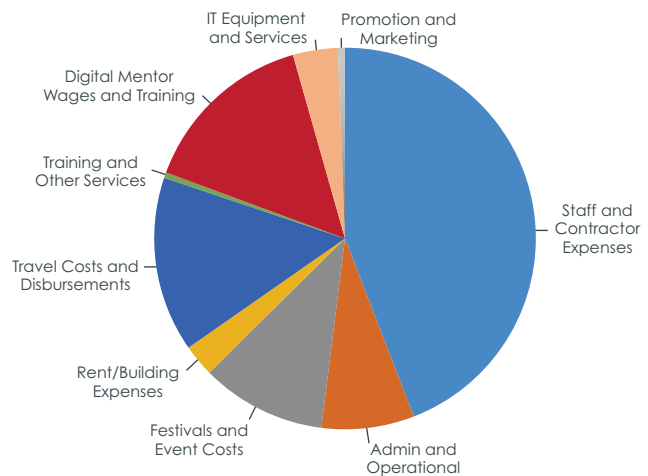


FINANCIALS

Income \$2,099,504.97



Expenditure \$2,037,052.57



Income Summary	Amount	%
DPMC Funding	\$706,634.00	33.66%
Other Government Grants	\$103,586.00	4.93%
CBF Funding	\$119,554.98	5.69%
inDigiMOB Funding	\$907,082.15	43.20%
Event Sponsorship & Income	\$208,420.53	9.93%
Reimbursements	\$22,274.16	1.06%
Donations	\$6,800.00	0.32%
Other Revenue	\$25,153.15	1.20%
TOTAL	\$2,099,504.97	100.00%

Expenditure Summary	Amount	%
Staff & Contractor Expenses	\$899,129.84	44.1%
Admin & Operational	\$159,885.65	7.8%
Festivals & Event Costs	\$216,370.71	10.6%
Rent/Building Expenses	\$55,205.45	2.7%
Travel Costs & Disbursements	\$302,439.61	14.8%
Training & Other Services	\$9,500.00	0.5%
Digital Mentor Wages and Training	\$305,038.39	15.0%
IT Equipment & Services	\$77,377.72	3.8%
Promotion and Marketing	\$12,105.20	0.6%
TOTAL	\$2,037,052.57	100.00%

The total profit for 2017-2018 was \$62,452.40. An additional \$10,775.66 was transferred from a reserve account, making the total comprehensive income \$73,228.06. The full Financial Report can be downloaded at firstnationsmedia.org.au/about/key-communications/annual-reports

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION ABORIGINAL AND TORRES STRAIT ISLANDER CORPORATION ABN: 73 413 550 324

Audit Opinion

In my opinion, the financial statements of Indigenous Remote Communications Association Aboriginal and Torres Strait Islander Corporation is in accordance with:

- (a) the Corporations (Aboriginal & Torres Strait Islander) Act 2006, including:
 - (i) giving a true and fair view of the company's financial position as at the year ended 30 June 2018 and of their performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards in Australia; and
- (b) other mandatory professional reporting requirements

Name of Firm: Brian Tucker Accounting

Name of Principal:

Brian Tucker CPA

Address: 1/991 Stanley Street, East Brisbane, 4169

Dated this 9th day of October 2018



IRCA'S DEDICATED BOARD HAS SUCCESSFULLY GUIDED THE TRANSITION TO NATIONAL PEAK BODY AND ITS EXPANDED ACTIVITIES. IN 2017/18, THE BOARD CONSISTED OF:

Chair Dot West
 Secretary Sylvia Tabua
 Treasurer Daisy O'Byrne
 Director Elizabeth Katakarinja
 Director Gavin Ivey (to March 18)

Director Ralph Saunders (to March 18)
 Director Victor Weetra (from March 2018)
 Director Nelson Conboy (from March 2018)
 Director Tanya Orman (from March 2018)

IRCA STAFF 2017 - 2018

THANK YOU TO IRCA'S FANTASTIC STAFF, WHO HAVE WORKED HARD ON THE PEAK BODY ACTIVITIES AS WELL AS OUR EVENTS AND PROJECTS.

General Manager
 Assistant Manager
 Digital Projects
 Coordinator

Daniel Featherstone
 Jennifer Nixon
 Liam Campbell
 (to Jan 2018)

Projects & Research
 Officer (0.6)
 Communications
 Officer
 Events & Fundraising
 Coordinator
 Administration
 Officer

Susan Locke
 Jaja Dare
 Maor Bar-Ziv
 (to Oct 2017)
 Stephanie Stone

inDigiMOB
 Project Manager
 inDigiMOB
 Project Coordinators

Ben Smede
 Sonja Peters
 Kelly-lee Hickey
 (Nov- Dec 2017)
 Jeff Tan
 (March-June 2018)
 Ben Pridmore

IRCA/inDigiMOB
 Technical Coordinator
 inDigiMOB Project
 Support/ Evaluation

Metta Young (0.2)





first
nations
MEDIA
AUSTRALIA



Indigenous Remote Communications
Association Aboriginal and Torres Strait
Islanders Corporation
(trading as First Nations Media Australia)

ABN 73 413 550 324

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F 08 8992 9669

E info@firstnationsmedia.org.au

firstnationsmedia.org.au
indigitube.com.au



*Photos: First Nations Media Australia.
Thank you to all our contributing photographers.*

Front Cover: Gavin Ivey, Koori Radio.

*IRCA acknowledges the traditional custodians of the
lands on which we work. We pay respect to Elders
past, present and future.*

*First Nations Media gratefully acknowledges the
support of its key funding partners the Department
of Prime Minister and Cabinet and Community
Broadcasting Foundation.*



Australian Government
Department of the Prime Minister and Cabinet



Community Broadcasting Foundation Ltd

*First Nations Media Australia also gratefully
acknowledges Telstra for its support of the inDigiMOB
project and the Department of Communications and
the Arts for its support of indigiTUBE as well as our
many other funding partners, sponsors and in-kind
supporters.*