

# OUR MEDIA MATTERS

## 9 CALLS FOR ACTION

RENEWING AUSTRALIAN GOVERNMENT POLICY  
FOR FIRST NATIONS BROADCASTING AND MEDIA

### OVERVIEW



ESSENTIAL | LOCAL AND CONNECTED  
PROFESSIONAL | CULTURALLY APPROPRIATE

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## THE 9 CALLS FOR ACTION

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## Article 16 United Nations Declaration of the Rights of Indigenous Peoples

1. Indigenous peoples have the right to establish their own media in their own languages and to have access to all forms of non-indigenous media without discrimination.



## Dot West

Our Media has a strong and proud history. Our elders fought hard to establish First Nations media organisations to ensure that our cultures, languages, laws and stories were represented our way. We acknowledge the many ways in which Australian and State governments have supported us to carry that legacy forward over 30 years.

However, government policy and funding has not kept up with changes in our sector. There has been no First Nations broadcasting and media government policy since the late 1990s. Funding has declined significantly in real terms over the last ten years creating challenges for us to move forward in a convergent era.

Our Media returns on average \$2.87 of social, cultural and economic value for every dollar invested.

From: More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services. November 2017, p5

The lack of policy and inadequate funding is compromising our ability to upgrade equipment, expand employment for our young people, and tell the stories that are so vital to the well-being of our peoples and communities.

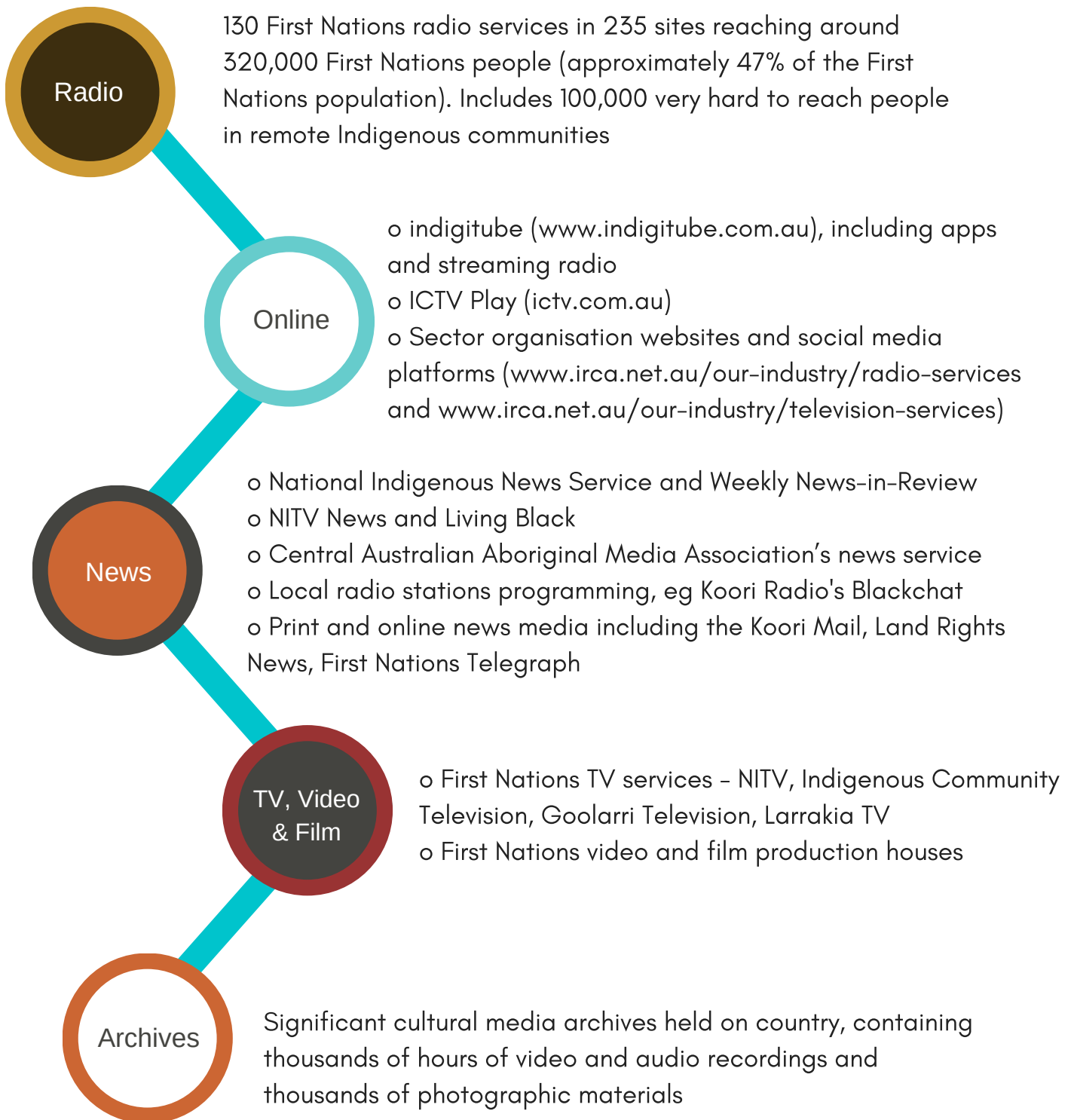
The 2017 Social Return on Investment study of our sector demonstrated our creativity and resilience in meeting these challenges. But we cannot keep on making do without increased government support.

We are now calling on the Australian Government to support and partner with us to help fully realise the potential of our sector through the targeted programs and actions set out in this document. We ask you to be part of growing and sustaining our sector for the benefit of First Nations peoples as well as growing greater understanding of our cultures for the benefit of non-Indigenous Australia.

First Nations Media Australia acknowledges the traditional custodians of the lands on which we work and those of the lands of our members. We pay respect to Elders past, present and emerging.

First Nations Media Australia is supported by the Australian Government through the Indigenous Advancement Strategy of the Department of Prime Minister and Cabinet.

# The First Nations broadcasting & media sector: scope & organisations



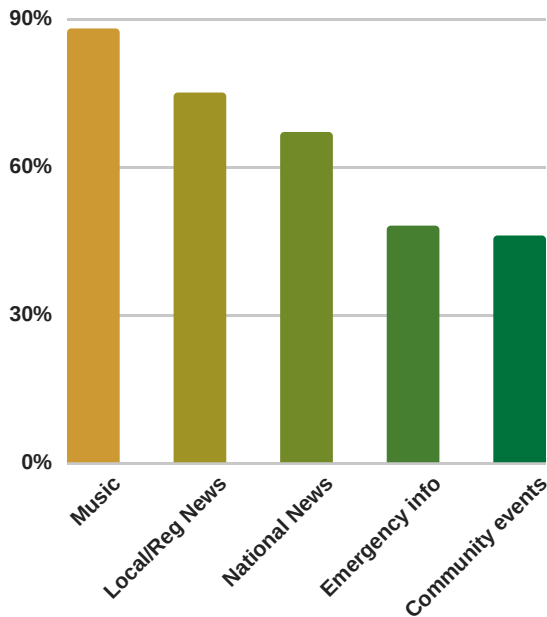
Find First Nations radio services through our online map  
[www.firstnationsmedia.org.au/our-industry/radio-services](http://www.firstnationsmedia.org.au/our-industry/radio-services)



# The First Nations broadcasting & media sector: audience engagement



## What First Nations audiences listen in for: the top 5

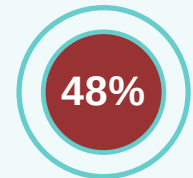
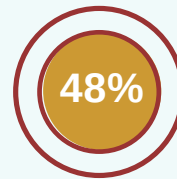


## Why First Nations peoples listen to Indigenous radio: the top 3



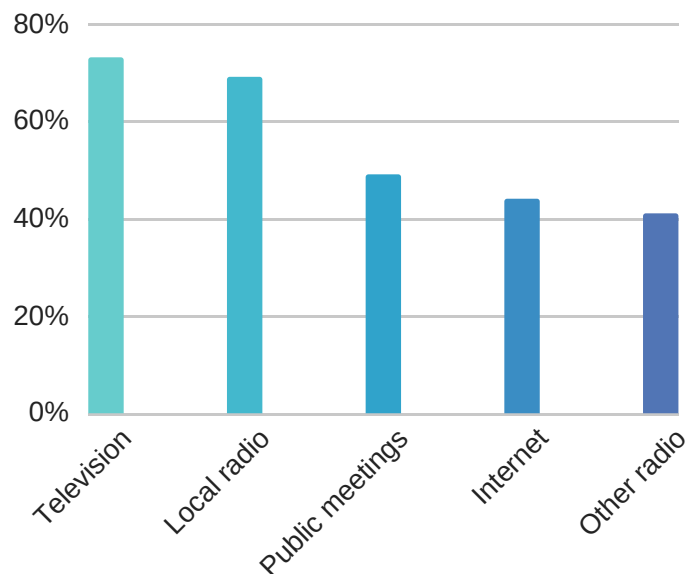
To hear about my own people & own community

For positive First Nations content



For First Nations focus in news & current affairs

## Preferred channels for government information in remote Indigenous communities



## Culture | Language | Identity



Data from 2016 Indigenous Communications and Media Survey. McNair Ingenuity and the Indigenous Remote Communications Association.  
[www.firstnationsmedia.org.au/projects/indigenous-communications-and-media-survey-2016](http://www.firstnationsmedia.org.au/projects/indigenous-communications-and-media-survey-2016)

# Our aims for the First Nations broadcasting and media sector



Increase jobs  
& skills



Improve capacity &  
sustainability



Enhance social  
inclusion



Preserve culture  
& language



# The 9 Calls for Action: Building on strength

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The 9 Calls for Action build on sector strengths and our values.  
Our Media is:

- Essential
- Professional
- Local & connected
- Culturally appropriate



**OUR MEDIA  
IS OUR  
IDENTITY**

"Just hearing Aboriginal voices on the radio... seeing the Outside Broadcasting van around town... It strengthens our stance as Aboriginal people. It gives us pride."

*Umeewarra Radio listener (Port Augusta)*



# Calls for action 1 to 4

1

## **Broadcasting Act Reform**

Recognise First Nations broadcasting as a separate licence category under the Broadcasting Services Act 1992 (BSA) to increase professionalism & income generation potential.

**Budget neutral**

**Capacity & Sustainability**

2

## **Operational & Employment Funding**

Provide adequate operational & employment funding for First Nations broadcasting & media services to build capacity and sustain employment.

**\$9 million per annum additional to current \$21 million per annum**

**Jobs & Skills; Capacity & Sustainability**

3

## **Live & Local Expansion Program**

Create an innovative program (Live and Local) to enable unserved areas with significant numbers of First Nations people to be reached.

**\$3 million per annum**

**Social Inclusion**

4

## **Strengthen News Services**

Increase the news & current affairs capacity of First Nations broadcasters across the country and build jobs and new employment opportunities.

**\$1 million per annum**

**Jobs & Skills; Social Inclusion**

## Our Media is an ESSENTIAL SERVICE

First Nations media organisations provide First Nations peoples with a voice through ownership of their own media and economic opportunities through provision of local jobs. It is a primary and essential service carrying relevant news, music and informational content in language and in culturally appropriate forms.





## Calls for action 5 & 6

5

### Expand Training & Career Pathways Programs

Expand training & employment programs for the First Nations broadcasting & media sector to build professionalism & career pathways.

**\$5 million per annum**

**Jobs & Skills**

6

### Upgrade Infrastructure

Upgrade broadcasting infrastructure to meet current industry standards & workplace health & safety requirements.

**\$2 million per annum**

**Jobs & Skills; Capacity & Sustainability**



## Our Media is a PROFESSIONAL SERVICE

First Nations broadcasters are professionally licensed through the ACMA with important broadcasting infrastructure sited in local communities. First Nations media organisations provide culturally meaningful and appropriate jobs and training for First Nations people.



# Call for action 7

7

## Primary Channel for Government Messaging to First Nations audiences

Recognise the sector as the preferred channel for government First Nations information campaigns, given the effectiveness of it's strong audience engagement and capacity for appropriate local customisation, including language delivery.

**Budget neutral**

**Social inclusion; Jobs & Skills**



**"Indigenous Broadcasting Services are contributing towards more of the Government's priorities than is currently realised."**

From: More than radio – a community asset:  
Social Return on Investment analyses of  
Indigenous Broadcasting Services.  
November 2017.

## Our Media is LOCAL & CONNECTED

First Nations broadcasters and media organisations are based in the communities they serve. They work with and employ local people to ensure content is relevant, appropriate, engaging and meaningful. They use a wide range of broadcast, Internet and print platforms to distribute their content.



# Calls for action 8 & 9

**8** **Preserve Archives**  
 Preserve First Nations media archives to sustain culture & language, and create meaningful employment.  
**\$2 million per annum for 5 years; \$10 million total**  
**Culture & Language; Jobs & Skills**



**9** **Annual Content Production Fund**  
 Establish an annual and competitive content development fund for First Nations broadcasters and media producers to support cultural maintenance and meaningful jobs.  
**\$2 million per annum**  
**Culture & Language; Jobs & Skills**



## Our Media is CULTURALLY APPROPRIATE

First Nations broadcasters and media producers create media that adheres to local cultural protocols and provides employment for First Nations people. First Nations media organisations maintain media archives according to cultural access, viewing and listening protocols, enabling cross generational sharing of culture and language.



# A time of change



The broadcasting, media and communications sector is undergoing significant technological change and disruption. Internet based broadcast and media technologies, as well as new media devices for listening and watching are dramatically changing the media landscape, The First Nations media industry is growing and transforming in response to these major changes and the changing requirements of their audiences.

They are demonstrating the sector's crucial role in facilitating communications and information flow in and out of First Nations communities via a range of media forms and platforms.

The sector is also responding to changes in government policy and resourcing. First Nations broadcasting and media organisations are growing their capacity and business acumen and investigating alternate income streams given the decline of government funding in real terms.

Technology changes are impacting on audiences highlighting the importance of Indigenous Digital Inclusion programs. First Nations peoples need to be connected and empowered as both producers and consumers of locally relevant media content in the digital age.



"Our media is very important to our communities – it keeps our languages and culture strong, connects our communities and families and provides meaningful jobs and skills. Our media creates and shares the stories, news and music we want to hear and provides a training ground for our young leaders."

*Sylvia Tabua, Senior Broadcaster 4MW*

# The 9 Calls for Action: Funding requests summary



1	Broadcasting Act Reform	Budget neutral
2	Operational & Employment Funding	\$9 million additional to current \$21 million
3	Live & Local Expansion Program	\$3 million per annum
4	Strengthen News Services	\$1 million per annum
5	Expand Training & Career Pathways Programs	\$5 million per annum
6	Upgrade Infrastructure	\$2 million per annum
7	Primary Channel for Government Messaging to First Nations Audiences	Budget neutral
8	Preserve Archives	\$2 million per annum for 5 years; \$10 million total
9	Annual Content Production Fund	\$2 million per annum

## Addressing our aims



Article 16 United Nations Declaration of the Rights of Indigenous Peoples

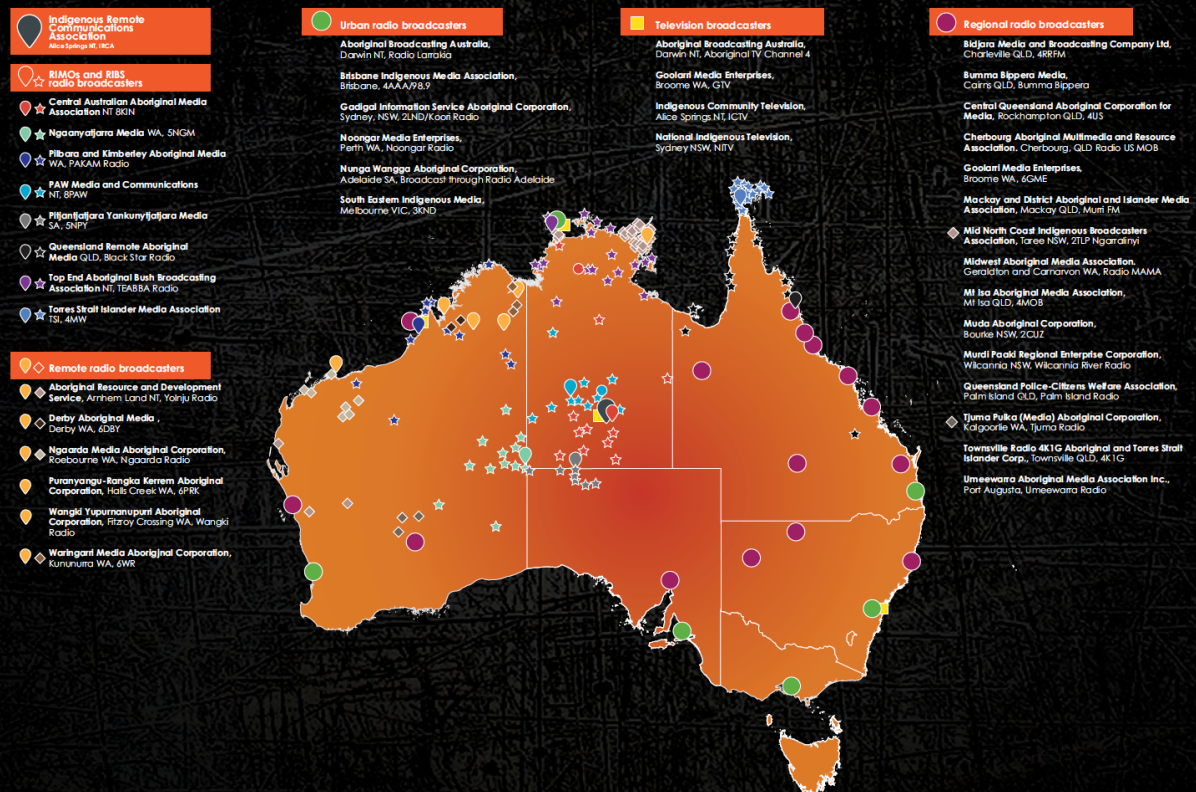
1. Indigenous peoples have the right to establish their own media in their own languages and to have access to all forms of non-indigenous media without discrimination.



# GET CONNECTED

## OUR NATIONAL BROADCAST NETWORK

Our industry reaches around **320,000** Aboriginal and Torres Strait Islander people every week



## About First Nations Media Australia:

First Nations Media Australia is the peak body for First Nations not-for-profit broadcasting, media and communications.

Founded in 2001 as the Indigenous Remote Communications Association (IRCA), a peak body for remote First Nations media and communications, it expanded its role, through the invitation of the Australian Government, to become the national peak body in 2016-2017. IRCA has over 200 organisational and individual members from across Australia.



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