

OUR MEDIA MATTERS CALL FOR ACTION 3



3

Live & Local Expansion Program. Create an innovative program (Live and Local) to expand First Nations radio to unserved areas with significant First Nations populations.

THE ISSUE

A significant number of First Nations communities are without a culturally appropriate and locally relevant First Nations radio service.

Approximately, fifty-three percent (53%) of First Nations are without access to a First Nations radio service. The other forty-three percent (43%) are reached by one hundred and thirty-seven (137) licensed First Nations radio services in Australia. Many of these are in remote and regional areas, using a hub and spoke broadcasting model to reach to multiple locations. Many “spoke” communities are resourced with a radio studio, enabling local broadcasting and regional network contributions. This model provides opportunities for local employment throughout the First Nations radio network footprint.

Compounding the issue of lack of resourcing for a First Nations primary radio service for the 53%, is the lack of spectrum in the capital cities of Adelaide, Canberra and Hobart, and in many major regional areas.



First Nations broadcasters provide a primary service to First Nations communities and people. They are the preferred channel for First Nations audiences due to their cultural appropriateness, local relevance and positive representation of First Nations issues as compared with negative stereotyping prevalent in mainstream media.

National and commercial broadcasters do not provide content on a continuing basis that can support the interests, languages, cultures and needs of First Nations

peoples. Such media is often perceived as being racist and breaching complex and nuanced cultural protocols. First Nations modes of production cater for community needs interests, cultural protocols, and delivery of information in local languages where appropriate.

There are innovations possible through a range of technological and community engagement models that can retain local relevance and live broadcasting over distributed networks. A Live and Local Innovation program is needed to enable effective expansion of First Nations broadcasting into priority areas, including leveraging capacity of existing First Nations broadcasters.

First Nations Media Australia calls for the funding of an innovative First Nations radio broadcasting expansion program into those First Nations communities without a primary First Nations radio service.

First Nations Media Australia
2/70 Elder Street Alice Springs NT 0870.
Ph 08 8952 6465
w www.firstnationsmedia.org.au

Budget request: \$3 million per annum

3 Live & Local Expansion Program. Create an innovative program (Live and Local) to expand First Nations radio services to unserved areas with significant First Nations populations.

CONTEXT

Why First Nations people listen to First Nations radio¹

	Total	Metro	Regional	Remote	Very Remote
For positive stories on Aboriginal and Torres Strait Islander people	48%	48%	26%	63%	79%
The First Nations focus in the programs/news & current affairs	48%	61%	35%	50%	54%
To hear people talking to me in my own language	28%	31%	20%	32%	56%
Its my own or neighbouring community members who are the presenters	40%	44%	35%	42%	46%
Provides jobs for remote First Nations community members and I want to support it	34%	37%	23%	41%	48%
To hear about my own people and my own community	61%	71%	67%	52%	65%
I think of it as my station	32%	25%	23%	42%	37%
First Nations voices / personalities	39%	45%	29%	43%	44%
Makes me feel proud	36%	41%	26%	40%	46%
Makes me feel included	34%	34%	29%	37%	36%

Areas of high First Nations population without a dedicated First Nations radio service

City	State	Indigenous population Census 2011 ¹
Canberra	ACT	2,876
Central Coast	NSW	9,020
Dubbo	NSW	4,682
Newcastle	NSW	3,926
Tamworth	NSW	6,406
Wagga Wagga	NSW	3,300
Wollongong	NSW	4,228
Gold Coast	QLD	6,195
Sunshine Coast	QLD	4,589
Toowoomba	QLD	5,242
Adelaide	SA	15,595
Hobart	TAS	6,895
		72,954

A map of current First Nations broadcasters is available at <https://firstnationsmedia.org.au/our-industry/radio-services>

¹ Indigenous Communications and Media Survey 2016.