

7

Primary Channel for Government Messaging to First Nations Audiences.

Recognise the First Nations broadcasting and media sector as the preferred channel for First Nations targeted information campaigns.

THE ISSUES

1. The delivery of First Nations targeted government information campaigns through non-First Nations organisations with limited understanding of effective messaging for First Nations audiences.
2. The diversion of campaign fees away from First Nations broadcasters and media organisations.

The First Nations broadcasting and media sector has a strong record for effectively delivering information campaigns. This strength lies in its:

- Capacity to produce and/or customise campaigns that align with local cultural protocols.
- Capacity to deliver campaigns in language.
- Capacity to effectively manage campaigns and produce broadcast campaign slots.
- Current audience reach to nearly 50% First Nations people.



However, with limited exceptions, information campaign management is contracted by government departments through 3rd party non-Indigenous organisations. These 3rd party organisations contract First Nations (and non-Indigenous) media organisations to deliver the campaigns, usually without production funding to adapt the content to improve local audience engagement. This results in loss of potential income and sustainability for the First Nations media organisations and reduced effectiveness of messages.

There is an opportunity to directly work with First Nations broadcasters and media organisations to implement customised messaging that will increase engagement and impact. Identification in Australian Government policy of First Nations broadcasters as the primary providers of First Nations focused information campaigns is needed to effect this opportunity.

First Nations Media Australia calls on the Australian Government to establish a policy identifying First Nations broadcasters and media organisations as the provider of government First Nations focused information campaigns, including production, customisation and distribution.

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Budget request: Budget neutral

OUR MEDIA MATTERS CALL FOR ACTION 7



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CONTEXT

First Nations broadcasting and media locations

- 103 Remote Indigenous Broadcasting Services
- 26 regional and urban radio services
- 8 Remote Indigenous Media Organisations
- 1 national radio news service
- 1 public TV broadcaster
- 1 community TV broadcaster

First Nations broadcasting and media reach

Remote, Regional and Urban radio services reaches:

- Around 320,000 Aboriginal and Torres Strait Islander persons, including around 101,000 very hard to reach people in remote Indigenous communities.
- Approximately 47% of the Australian Aboriginal and Torres Strait Islander population.

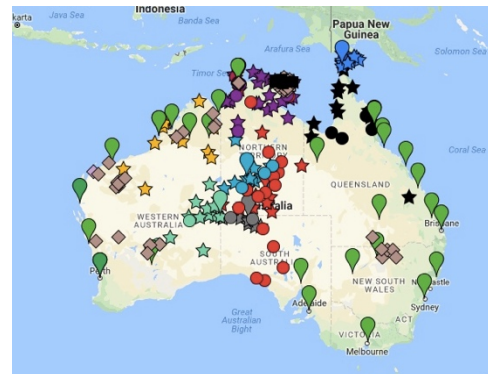


Image 1 First Nations radio services
<https://irca.net.au/our-industry/radio-services>

First Nations radio listenership¹

- 32% Nationally
- 20% Urban
- 24% Regional
- 63% Remote
- 80% Very Remote

Sources of government information²

	Very Remote	Remote	Regional	Urban
Local First Nations radio	69%	39%	13%	12%
Internet	44%	49%	56%	48%
Newspaper	35%	31%	18%	23%
Posters	37%	32%	10%	9%
Public meetings	49%	25%	8%	9%

¹ Figures from 2016 Indigenous Media and Communications Survey conducted by McNair Ingenuity and IRCA.
<https://irca.net.au/projects/indigenous-communications-and-media-survey-2016>

² ibid