

First Nations Media Australia

Our Media Matters

Renewing Australian
Government Policy for First
Nations Broadcasting and
Media

Introducing the 9 Calls for
Action

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Our Media Matters: the 9 Calls for Action

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.

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 programs and actions set out in our Call for Action documents. We ask Government 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.



Dot West
First Nations Media Australia
Chairperson

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