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## CALL FOR ACTION 4

### Positioning of the remote Indigenous media sector as the preferred supplier of government Indigenous focused information campaigns

***Issue:* The delivery of Indigenous targeted government information campaigns through non-remote organisations with limited understanding of effective delivery and the diversion of a component of campaign fees away from remote Indigenous media organisations.**

The remote Indigenous media sector has a strong record for effectively delivering information campaigns. This strength lies in it's:

- Footprint across very remote communities as the preferred radio station.
- Capacity to deliver campaigns in language.
- Capacity to customise and/or produce campaigns that align with local cultural protocols.
- Capacity to effectively manage radio campaigns and evidence broadcast campaign slots.

However, with limited exceptions, information campaign management is effected by government through 3<sup>rd</sup> party non-Indigenous organisations. The 3<sup>rd</sup> party organisations contract with remote media organisations for delivery of the campaign, often with no-value ad to the content. They take a percentage of the overall campaign funding.

There is an opportunity to directly work with remote Indigenous media organisations and increase their capacity to source campaign management funding. Identification in Australian Government policy as the preferred providers for remote Indigenous focused information campaigns is needed to effect this opportunity.

***IRCA calls on:***

**The Australian Government to establish a policy identifying remote Indigenous media organisations as the preferred supplier of government Indigenous focused information campaigns from January 2017.**