

IRCA Transition to National Peak Body



Background

- 2001 - IRCA established as the peak body for remote Aboriginal and Torres Strait Islander media and communications
- 2015 - Australian Government determined it would only fund one peak body from mid 2016
- 2015 - Consultation with remote sector and members on whether IRCA should transition to a national peak body
- 2016 - Stakeholder consultation began, with draft Strategic Plan developed for input on structure and role of peak body
- 2016 - Changes to the IRCA Constitution – national focus, membership, board structure - approved by the the IRCA membership at General Meeting in Yirrkala on 27/9/16
- November 2016 - Membership drive under new structure



Transitional Strategic Plan



STRATEGIC PLAN 2016-19



Our Vision

A powerful and connected Aboriginal and Torres Strait Islander broadcasting, media and communications industry valued by all Australians

Our Purpose

To represent, advocate and support the Aboriginal and Torres Strait Islander broadcasting, media and communications industry

Our Values

IRCA will continue to value:

- Culture and language
- Collaboration and partnerships
- Local knowledges and expertise
- Innovation
- Opportunity building
- Diversity
- Commitment
- Achievement
- Accountability
- Transparency
- Ethical conduct

Our Aims and Strategies

Become a national representative body that delivers outcomes

- Grow membership
- Create effective partnerships
- Understand and respond to sector needs
- Research solutions
- Ensure unity of priorities
- Access right audiences using platforms and messages

Develop a sustainable robust industry

- Share expertise and knowledge
- Find common solutions and support
- Grow business capacity

Develop connected, creative and capable Aboriginal and Torres Strait Islander people, communities and organisations

- Create opportunities and jobs
- Develop innovative responses to challenges and opportunities
- Form value adding partnerships
- Develop infrastructure in creative industries
- Be a platform for opportunity across the Aboriginal and Torres Strait Islander media industry

Our Aims

- **LANGUAGE AND CULTURE**

Promote Aboriginal and Torres Strait Islander languages and culture as a fundamental aspect of the industry.

- **INDUSTRY DEVELOPMENT**

Support development of a strong and sustainable Aboriginal and Torres Strait Islander broadcasting, media and communications industry in remote, regional and urban Australia.

- **RESOURCING**

Facilitate access to appropriate resources and programs to support industry to work productively.

- **GROWTH**

Improve infrastructure, communications and programs to extend the audience reach of the industry.

- **STRONG COMMUNICATION**

Build strong communications networks with and between IRCA membership and key stakeholders.

- **MEMBER SERVICES**

Provide effective membership services as guided by the needs of the IRCA membership.



IRCA Membership

IRCA Board

IRCA Secretariat

Representation

Governance and planning, advocacy, consultation, needs analysis, sector promotion, partnerships

Policy and Research

policy development, data collection, R&D, audience surveys

Member Services

e.g. Communication, newsletters, online platforms, training resources, planning support, Discounts etc

Industry Development

Working groups and projects to address key sector issues

Promotion and Networking

e.g. Industry conferences, Festivals, Showcase events, Awards presentations

Employment and skills development

Content sharing

Technical forum, incl. R&D

Other Member-driven projects

Our Work

- 1. We represent and advocate for the Aboriginal and Torres Strait Islander broadcasting, media and communications industry**
Our goal: Effective advocacy & influence on policy issues
- 2. We undertake policy and research**
Our goal: Understanding of and responsiveness to industry and community needs
- 3. We provide member services**
Our goal: Informed, supported, professional members
- 4. We support development of the industry**
Our goal: Strong, capable and sustainable Aboriginal and Torres Strait Islander media organisations
- 5. We promote and connect the industry**
Our goal: Recognition of the value, vibrancy and creativity of the industry



Our Membership

21

- Remote Indigenous Media Organisations (RIMOs)
- RIBS
- ATSI radio licensees
- ATSI not for profit media organisation

Ordinary members
(voting members)

114

- Previous Ordinary members of IRCA
- ATSI broadcasting and media workers/practitioners
- Not for profit ATSI orgs with some media outcomes

Associate members
(non voting members)

13

- Non-ATSI people involved in ATSI media sector.
- Public broadcasters
- Non-ATSI not-for-profit organisations

Affiliate
(non-voting members)

2

- Orgs and people not eligible for other membership.
- Includes for-profit ATSI organisations

Friends
(non-voting members)



Our Governance Structure

Minimum of 5 elected Directors, maximum of 9, including the Chairperson(s).

Up to 3 additional ATSI non-members may be appointed by Board for specialist skills and expertise.

Directors will have “portfolios” for which they have a leadership role.

At least 50% of Directors from remote broadcasting and media sector.

Up to 2 Directors from Associate Membership.

Directors may select a female and male Chairperson.

Director Skills and Experience Policy approved at AGM will support the nomination and portfolio process.

Ordinary Members (organisations) nominate candidates for Director positions.

Eligibility - Ordinary Member Representative or Associate member (individual) for at least 12 months.

Nominations close at least 28 days before AGM, sent to members at least 21 days before AGM.

Voting for Directors only by Ordinary Members (organisations).



Our activities

- National Remote Indigenous Media Festival & Awards (Yirrkala 2016, Irrunytju 2017)
- National Industry Conference Brisbane November 2017
- Regular newsletters, sector promotion and updates
- Member website and IT support
- Remote Media Audience Survey
- Radio apps for 6 RIMOs and IndigiTUBE radio app for member services
- Aboriginal and Torres Strait Islander Media Archiving Strategy and training
- Licensing support
- Policy documents and responses to government reviews and sector issues
- Indigenous Focus Day as part of the Broadband for the Bush Forum (Perth, 2017)
- inDigiMOB Digital Mentors project (Telstra funded) and digital inclusion support
- Other support activities

