IRCA
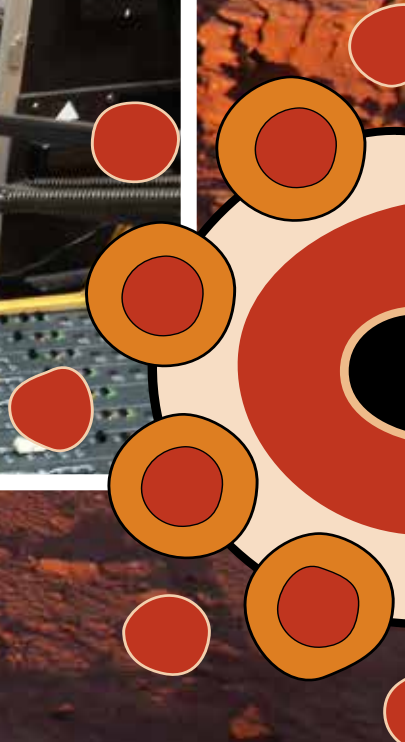# ANNUAL REPORT
2012–13

Board from top left: Noel Heenan, Jen Enosa, James Bayung, Michael 'Tubby' Lang, Belle Davidson, Walter Lui, John 'Tadam' Lockyer, Corrina Sebastian, Francis Kelly, Henley Hunter

Above: Board members outside IRCA

IRCA BOARD 2012–13

Chair	Michael Griffin
Dep Chair	Tadam Lockyer
Secretary	Corrina Sebastian
Treasurer	Michael Lang
	Noel Heenan
	Jenni Enosa
	Belle Davidson
	Walter Lui
	James Bayung
	Francis Kelly
	Henley Hunter (resigned April '13)

IRCA STAFF 2012–13

General Manager	Daniel Featherstone
Communications	Linda Hughes
Officer Administration & Membership Officer	Jacinta Barbour
Online Projects	Liam Campbell
VAST Project Managers (Part time contract)	Susan Locke & Trevor Edmond

CHAIR'S REPORT

I was recently appointed to the Board in April, 2013.

My first foray into IRCA business was to attend the industry forum where I gained a good understanding of the scope of activity and challenges within the remote Indienous media sector.

It's been great getting to know the organisation and meeting some of IRCA's membership and stakeholders and hearing their successes and concerns.

I understand the important role that IRCA plays in the sector, providing a strong representative voice and resource. It is clear that IRCA is well regarded by the membership and I am pleased to note it is well received in Government.

I see IRCA strengthening its position in the remote media sector and becoming a stronger voice at a national level in policy development, building a working partnership with AICA and stakeholders.

Michael Griffin, IRCA Chair

MANAGER'S REPORT

2012-13 was a very busy and productive year for IRCA in representing, promoting and developing the remote Indigenous media and communications sector.

While continuing to consult and advocate, IRCA has provided more tangible services to the RIMOs, RIBS and remote media practitioners, including outreach support, improved communication, website development, industry events and project coordination. We are very pleased with the level of participation of the sector and the support and recognition from government and other stakeholders.

As well as facilitating industry forums in Alice Springs in July 2012 and April 2013, IRCA supported PAKAM in hosting the highly successful 14th National Remote Indigenous Media Festival in beautiful Djarindjin.

The Board met regularly and attended Governance training workshops, policy and planning sessions and the two industry forums with RIMO staff. They also completed the new Strategic Plan 2013-15, providing a clear roadmap for the next three years. Thanks to all Board members for their contribution.
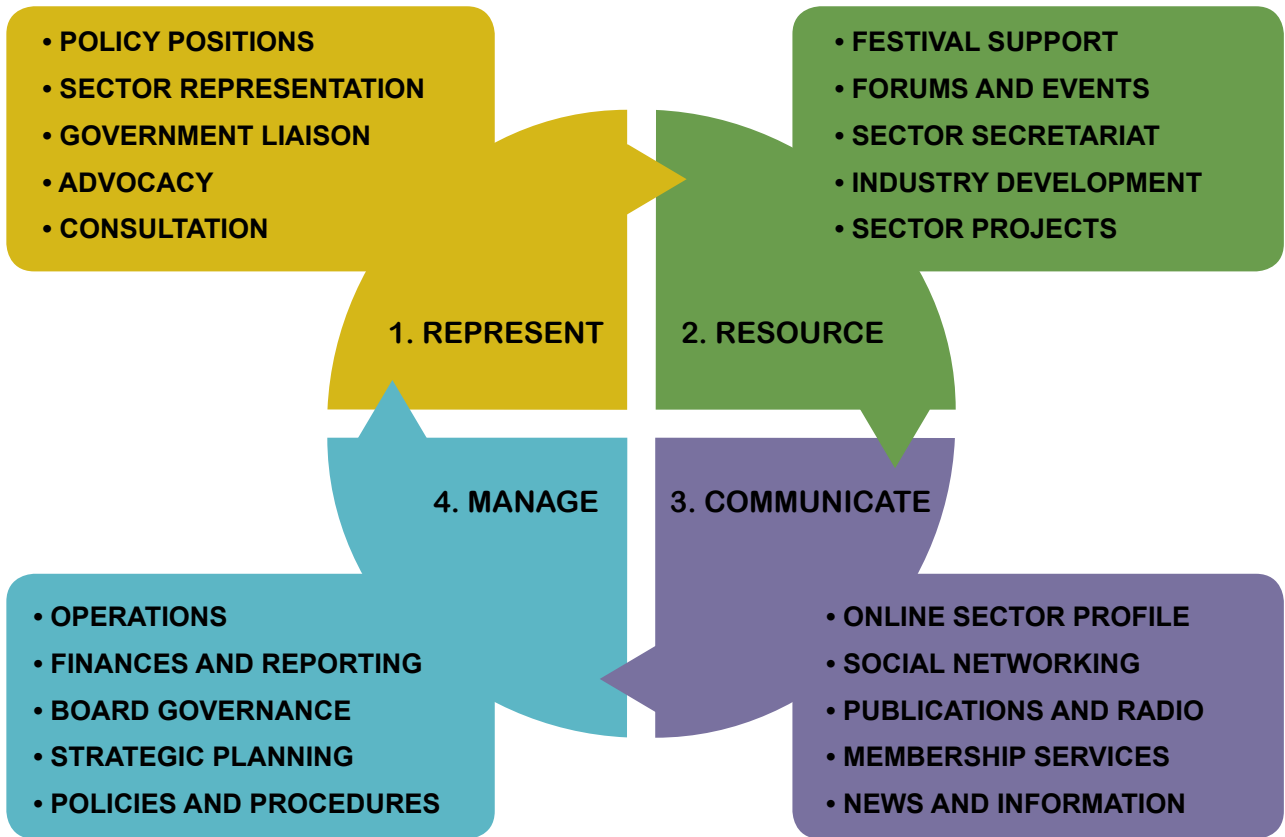
IRCA actively represented sector issues and needs with three trips to Canberra and attendance at national industry meetings and other forums. IRCA played a leading role in the formation of the Broadband for the Bush Alliance, joining other remote focused organisations to seek improved remote area telecommunications.

2013 saw the switchover of all radio and TV services to the new VAST satellite and the rollout of Direct-to-home television across Australia. While IRCA continues to lobby for DTH maintenance to be funded and community broadcasting capability retained, we took on the project management of the DBCDE funded VAST Radio Conversion project to enable RIMOs to upgrade RIBS radio reception equipment prior to switchover to the new VAST satellite.

There is still much work to be done in getting government to implement the key recommendations of the Stevens Review, and seeing policy updated in this era of convergence, including a specific remote media and communications policy. IRCA will continue to lead the charge on behalf of the remote sector.

Daniel Featherstone, General Manager

IRCA's four strategic quadrants of activity –

- **POLICY POSITIONS**
- **SECTOR REPRESENTATION**
- **GOVERNMENT LIAISON**
- **ADVOCACY**
- **CONSULTATION**

- **FESTIVAL SUPPORT**
- **FORUMS AND EVENTS**
- **SECTOR SECRETARIAT**
- **INDUSTRY DEVELOPMENT**
- **SECTOR PROJECTS**

1. REPRESENT

2. RESOURCE

4. MANAGE

3. COMMUNICATE

- **OPERATIONS**
- **FINANCES AND REPORTING**
- **BOARD GOVERNANCE**
- **STRATEGIC PLANNING**
- **POLICIES AND PROCEDURES**

- **ONLINE SECTOR PROFILE**
- **SOCIAL NETWORKING**
- **PUBLICATIONS AND RADIO**
- **MEMBERSHIP SERVICES**
- **NEWS AND INFORMATION**

Core Values

IRCA's Board has identified the following Core Values:

1. Strong and sustainable remote Indigenous media and communications sector.

2. Strong communications networks throughout remote Indigenous Australia.

3. Strong language and culture are fundamental to identity and wellbeing.

4. Strong healthy functional communities.

5. Remote Indigenous people, through access to resources and delivery platforms, are able to create and preserve their ownmedia and creative cultural expression.

Vision

IRCA is a peak body that represents and advances the media and communications needs of remote Aboriginal and Torres Strait Islander (ATSI) communities. We support the development of a sustainable and vibrant remote media and communications industry.

REPRESENT

IRCA represents and promotes the interests and achievements of the remote Indigenous media and communications industry and remote Indigenous people. Based on effective sector consultation, IRCA advocates to Government on policy, program planning and Sector needs.

Advocacy

The IRCA Chairperson and Manager undertook three trips to Canberra to meet with politicians, Ministers and advisors, seek action on the Stevens Review recommendations and promote remote sector issues. We also met with DBCDE reps from the Indigenous Broadcasting Program (IBP), National Broadcasting, Indigenous Communications program, Digital Switchover, as well as OFTA and DEEWR staff.

IRCA also held meetings with reps from Australian Indigenous Communications Association (AICA), Community Broadcasting Foundation (CBF), National Indigenous TV (NITV, now part of SBS), Australian Communications and Media Authority (ACMA), Australian Communications Consumer Action Network (ACCAN), National Film and Sound Archive (NFSA), Screen Australia and other industry stakeholders.

Broadband for the Bush

IRCA continued to advocate for appropriate telecommunications infrastructure for remote Australia, arguing that the unmet demand for basic telephony services is not being addressed by the National Broadband Network (NBN). IRCA co-facilitated, with Desert Knowledge Australia and other remote focused organisations, the second Broadband for the Bush 2 forum in July 2012, leading to the formation of the Broadband for the Bush Alliance (B4BA) as a key advocacy group on remote area communication needs. In June 2013, IRCA joined a delegation to Canberra to lobby for remote broadband and mobile telephony. IRCA also participated in the first ACCAN Indigenous Advisory group meeting.

Presentations

The IRCA Manager gave presentations on sector outcomes, challenges and needs at several national industry forums, including:

• 2012 ACCAN conference, Sydney–'Building Digital Inclusion in Remote Australia: Joining the Dirt Tracks to the Superhighway';

• Talking Heads presentation to about 70 DBCDE policy staff and management (Nov 12)–'Building Pathways for a Digital Future in Remote Indigenous Communities'

• ANU Centre for Aboriginal Economic Policy Research forum (May 13)–'Why One Size Doesn't Fit All: Towards a Remote Indigenous Media and Communications Policy'.

Digital TV Switchover

The Australian Government's Digital Television Switchover program is well underway, with analog television services being replaced by digital services via Direct-to-home delivery by the end of 2013. Remote Indigenous communities will receive 17 mainstream television channels, including NITV, and narrowcast services including ICTV. All radio services have also been transferred to VAST, including RIMO radio networks, with new services for Ng Media and QRAM established.

IRCA directly liaised with DBCDE, ACMA, Digital Switchover Taskforce, NT Government and Regional Development Australia on digital switchover issues for the remote sector, including responsibility for ongoing maintenance of DTH equipment and loss of community broadcasting capability. IRCA submitted a sector response to the ACMA's TV License Area Plan discussion papers, which outlined licensing changes to cease RIBS analogue broadcasting beyond the end of 2013. The paper set out new frequency allocations for digital TV broadcasting.

ICTV full-time channel on VAST 601

Following the success of ICTV's bid for a full-time narrowcast channel on the VAST satellite, IRCA provided support during planning with DBCDE and Imparja. On April 18 2013, IRCA Board and staff attended the launch of the new ICTV channel at Yuendumu. This is a fantastic and long-awaited achievement for ICTV and remote producers and audiences. Congratulations.

Above: Tadam Lockyer filming at the ICTV launch in Yuendumu.

Below: Switchover infrastructure being rolled out across remote Australia

RESOURCE

IRCA seeks to promote capacity building and development of the remote Indigenous media sector; IRCA organises industry forums and events and provides appropriate services and projects in response to identified needs.

Remote Media Festival

The 14th National Remote Indigenous Media Festival was held in Djarindjin community over five days on the beautiful Dampier peninsula of Western Australia and co-hosted by PAKAM and IRCA. The festival was a great success with over 120 participants attending from all across Australia. Delegates participated in skills workshops, industry forums, IRCA and ICTV AGMs, nightly screenings, awards presentation and the closing night Ilma and concert. Catering by celebrity chef Mark Olive was greatly appreciated. The industry forums were well attended, covering topics of sector developments & issues, new ICTV service, training & employment, remote screen content development and music development.

Planning for the 15th National Remote Indigenous Media Festival at Ntaria (Hermannsburg) and co-hosted by CAAMA, is well underway, with Project Manager Imogen Semmler appointed and funding and sponsorship being sourced.

IRCA Industry Forums

2012/13 began with three days of Governance training, Industry forums and consultation sessions in Alice Springs in July 2012. Another three-day industry forum was held in Alice Springs in April 2013, which was well attended by IRCA Board, RIMO staff and sector stakeholders. This included sessions with ICTV, AICA, NITV, DBCDE, OFTA and Screen Territory, and was followed up by the launch of ICTV Channel Launch at Yuendumu.

VAST Radio Conversion Project

In early 2013, IRCA was awarded the contract to coordinate the DBCDE funded VAST Radio Conversion project to enable RIMOs to upgrade RIBS satellite reception equipment prior to switchover to the new VAST satellite. Susan Locke and Trevor Edmond were contracted as project managers. Due to limited funds, IRCA sought CBF funding to supplement this project providing two professional decoders to each RIMO Hub. IRCA is also to manage a VAST Re-transmission Upgrade Project for an additional 130 re-transmission services.

RIMO Support

IRCA provided a range of support services to RIMOs over the last year, including:

• Assisting PAKAM with coordination of 14th Remote Media Festival;

* Worked with CAAMA on planning for the 15th Remote Media Festival;

• Assisting PY Media with transition following the Manager's departure in late 2012;

• Attending meetings in Cairns with TSIMA, TSIRC and TSRA to discuss digital switchover, VAST radio conversion and the setup of the Torres Strait RIMO;

• Visit to QRAM to meet with Jim Remedio & QRAM staff, discuss regional planning and see the Black Star Radio network in operation;

• Assisted PAW Media Board with recruitment of new General Manager, Strategic Planning process and Board meeting in April 2013;

• Letter of support to TEABBA for new mobile training facility;

• Supported Ng Media with funding lodgement, attended website launch in Alice Springs;

• Online Projects Officer Liam Campbell spent one week onsite at PAKAM and TEABBA setting up new websites and providing ongoing development, training and support.

• Regular communication and meetings with RIMO Managers and staff.

Policy papers

Remote Screen Content Development Strategy:
Based on discussions and outcomes of the Screen Development industry forums at the 2012 festival, a Strategy discussion paper was developed and distributed for input from the sector. The feedback is being developed into a Strategy paper for discussion at the 2013 festival.

Digital TV Technical Working Group: Following sector feedback, IRCA established a technical working group to determine options to retain community TV broadcasting via a dedicated digital terrestrial transmission of the RIBS TV service, enable regional content sharing and provide a redundancy service when DTH fails. IRCA is lobbying for funding support for RIBS communities that wish to upgrade their community TV service to digital.

Remote Media Training and Employment Strategy:
Begun development of a Strategy paper, including a survey of current training activities and needs.

Top Left: Walter Lui participating in the iPad workshop at the 14th National Remote Media Festival
Top Right: IRCA visit to QRAM.   Bottom Left: PAKAM website.   Bottom Right: TEABBA website.

COMMUNICATE

IRCA communicates effectively with its membership, stakeholders and the broader public. IRCA is widely recognised as the representative body for remote Indigenous media and communications. IRCA uses online, print, radio and other communications forms to build industry networks and promote the outcomes of the sector.

Jacinta (front) with Nerida Currey at CAAMA Radio.

Online Presence

IRCA Website

IRCA has improved its communications with members and stakeholders with the launch of the new IRCA website, eBulletins and regular posts on Facebook. The new website (irca.net.au) is now live, thanks to Linda, Liam and web company Energetica. It is intended to be an important resource for the remote media sector with data on RIMOs, RIBS sites, profiles of Board members and media workers. It includes a History timeline for the sector and Radio schedule calendar for the RIMOs. There is also a new-look eBulletin that is being sent out.

IndigiTUBE

IRCA continues to work with ICTV on the IndigiTUBE video and radio streaming portal, and associated social media accounts. A 2.0 version of the IndigiTUBE site is under development, initially for video, and IRCA anticipates adding capacity for audio (music, radio documentaries, podcasts) in the 2013-2014 year. Part of the redevelopment is to include all 8 RIMO radio stations and prepare the site for an IndigiTUNES music showcase.

IRCA Podcast

The IRCA Radio Show podcasts, featuring stories about the remote Indigenous media sector, began production in 2013.   Presented by NJP trainee Jacinta Barbour, with training and production by the CAAMA Radio team, IRCA released the first episode of 'Desert to the Sea'. It is available via the IRCA website or iTunes.
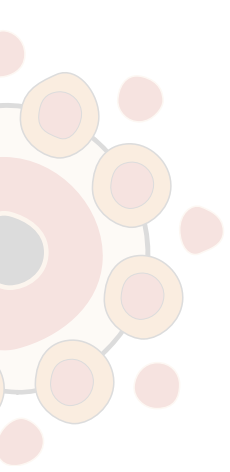

Social Networking

IRCA continues to build its industry networks using online social networking platforms to raise awareness of media sector issues, promote successes and provide updates relating to Indigenous Radio, Internet, Mobile phone, Music and Archiving. IRCA Australia has 1395 Facebook Followers and 995 Twitter followers.

eBulletins

IRCA distribute regular eBulletins to the Sector and stakeholders, providing updates on events, industry information and general news.

Top right: PAKAM's Yungngora Radio Broad-
caster and Video Trainee Billy Watson.

Bottom right: TEABBA's Jedda Puruntatameri
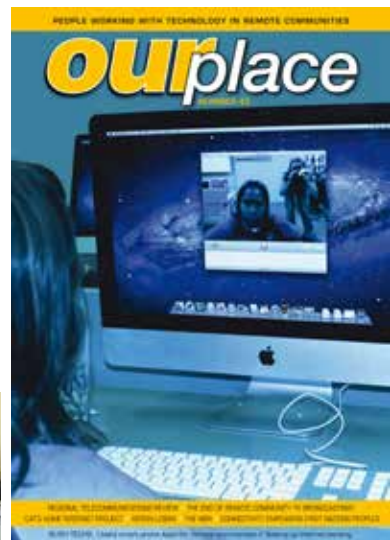directing an episode of Yarning Up.

Middle right: 'Our Place' Magazine

Media Coverage

IRCA has had regular media coverage with interviews
on ABC Alice Springs, ABC Territory, RIMO radio
networks and NIRS, and stories in the Koori Mail and
Tracker magazine. Topics have included remote media
festival, broadband and digital switchover issues, and
the use of digital technology in remote communities.

Daniel contributed an article to 'Our Place' Number
43, entitled 'Digital Television: the end of remote
community TV broadcasting?'

IRCA Board with Remote Media
Manager's and staff at the April
Industry Forum, Alice Springs

MANAGE

IRCA conducts its peak body operations in line with good governance, transparent financial management and within a t of best practice policies and procedures. IRCA has strong human resource capability and is committed to strategic fundraising and project development. IRCA is guided by direction from the Board and its Strategic Plan.

New IRCA Strategic Plan

Following extensive consultation with the Board, RIMO Managers and sector stakeholders, the new Strategic Plan 2012–15 was endorsed in early 2013. It provides the direction for IRCA to support sector development over the next 3 years.

Planning

The Board met five times in the last year. As well as quarterly Board meetings by teleconference and the Festival AGM, IRCA conducted face-to-face Board meetings, governance training and strategic planning in Alice Springs in July 2012 and again in April 2013. This was an important opportunity for Board and staff to work together on IRCA policies and procedures and to discuss sector issues and future directions.   The IRCA Advisory group of RIMO staff have also met three times by teleconference.

Staffing

General Manager: Daniel Featherstone (previously in the role of Acting Manager) applied for the role and was successfully offered the position in June 2012.

Administration and Membership Officer: This National Jobs Package funded position was filled by Jacinta Barbour in September 2012. The Admin and Membership Officer liaises with Board and Membership re events, meetings and industry news and provides administrative support at IRCA. Jacinta has undertaken several Cert 2 and 3 level training courses as well as in-house training.

Communications Officer: Linda Hughes continued in this part-time role.

Online Projects and Content Coordinator: Liam Campbell was recruited for this role in September 2012.

Vast Project Manager: Susan Locke & Trevor Edmond commenced part time, in January 2013

Festival Project Manager: Imogen Semmler began this short-term contract role in June 2013.

Stakeholder/Partner Relationships

Broadband for the Bush Alliance (B4BA)

IRCA attends fortnightly policy and planning meetings with other Alliance members– Desert Knowledge Australia, Centre for Appropriate Technology, Ninti One, CLC, ACCAN etc–and joined a delegation to Canberra in June 2013. IRCA's Online Coordinator Liam Campbell developed and administers the B4BA website.

ICTV

IRCA maintains a close working relationship with ICTV, including sharing premises in Alice Springs, working together on the Festival and co-moderation of the IndigiTUBE website.

AICA

IRCA Board and RIMO reps attended the AICA conference in Brisbane in October 2012. IRCA Chairperson Michael Griffin is the IRCA rep on the AICA Board. Michael and the IRCA Manager have met with AICA staff to discuss development of an IRCA/AICA Memorandum of Understanding and policy matters. Michael and Nelson Conboy attended AICA Policy development meeting in Canberra in June 2013,

facilitated by Dot West. AICA staff attended the April Industry forums as part of sector consultation.

NITV

IRCA met with NITV in September 2012 in Sydney regarding remote media engagement. NITV reps attended the Remote Media Festival in Djarindjin and contributed to screen content panel and workshop. NITV also attended the April 2013 Industry forum to launch a new remote/regional funding initiative.

ACCAN

IRCA works closely with ACCAN on remote telecommunication issues. IRCA Manager presented a paper at the ACCAN conference in September 2012, and attended the first AICA Indigenous Advisory Group meeting held in Alice Springs, March 2013.

CBF

The IRCA Manager participated in the CBF Strategic planning meeting in Melbourne, November 2012 and contributed a follow-up response to the draft CBF Strategic Plan, which raised several issues regarding funding guidelines, especially for QRAM, TSIMA and TEABBA. The final Plan was released in early March 2013.

Desart

IRCA Manager met with EO Philip Watkins, regarding building a remote arts-media partnership. IRCA staff also attended the 'Same But Different' new art/media forum at Desert Knowledge Australia in March 2013.

Funding & Finances

In 2012/13 IRCA received the following funding:

DBCDE Indigenous Broadcasting Program:

• IRCA Operations	$ 291,910
• VAST Radio Conversion Project	$ 121,459

Office for the Arts:

• National Jobs Package	$ 53,414
• Leadership & Governance Workshops	$ 25,000
• IndigiTUBE Creative Industries Portal	$ 87,420

Community Broadcasting Foundation:

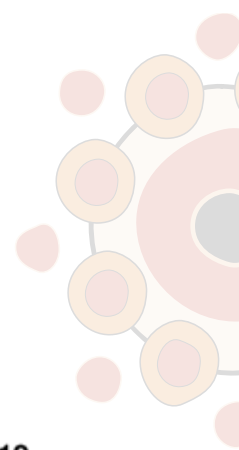|	
• Remote Media Festival	$ 35,000
• Online Development	$10,000
• VAST Radio Conversion Project	$15,129
• Group Based Pathways Training	$16,760

Other (Remote Media Festival):

• Screen Australia	$ 5,000
• LotteryWest	$ 57,500
• NT Dept of Regional Development	$ 1,095

TOTAL FUNDING	**$ 719,687**

All funding was fully acquitted except the VAST Radio Conversion project, which is an ongoing project in 2013/14.

Right: Dennis Charles & Shane White covering the ICTV launch at Yuendumu

FINANCIAL REPORT

INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION

INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2013

	Note	2013 $	2012 $
GRANTS EXPENDED			
OFTA, National Jobs Package, Prior Year		(0.31)	(0.40)
OFTA, National Jobs Package Current Year		53,414.00	42,305.00
OFTA, Leadership & Governance Workshops		25,000.00	-
DBC&DE, Contingency Funding		-	17,720.00
DBCDE, IRCA Operational Support		291,910.00	178,000.00
DBC&DE, Operating Costs - Content Funding		-	50,000.00
OFTA, Indigitube Creative Industries Portal		87,420.00	29,950.00
DBC&DE, Capacity Building Grant - PY Media		-	30,000.00
DB&CDE, VAST Radio Conversion Project		121,459.16	-
Community Broadcasting Foundation, Remote Media Festival		35,000.00	25,000.00
Community Broadcasting Foundation, Online Development		10,000.00	-
Community Broadcasting Foundation, VAST Radio Conversion Pro		15,129.00	-
Community Broadcasting Foundation, Group Based Pathways Training		16,760.00	7,267.40
Screen Australia, Remote Media Festival		5,000.00	5,000.00
SA Film Corporation, Remote Media Festival		-	7,500.00
LotteryWest, Remote Indigenous Media Festival		57,500.00	-
NT Department of Regional Development - 2013 Festival		1,095.00	-
		719,686.85	392,742.00
OTHER INCOME			
Auspice, Administration & Management Fees		-	8,292.76
Sponsorship		4,454.55	19,671.97
Interest Received		0.48	-
Recoveries & Reimbursements		33,221.61	27,374.63
Other Revenue		1,141.27	45,749.78
Loss on Sale of Non-current Assets		-	(1,284.18)
Subletting Income, Rent		25,968.96	12,551.18
		64,786.87	112,356.14
		784,473.72	505,098.14

FINANCIAL REPORT continued

INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION

**INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2013**

	Note	2013 $	2012 $
EXPENDITURE			
Accounting & Bookkeeping Services		11,011.64	9,968.72
Administration Costs		-	12,647.13
Auditor's Remuneration		6,599.00	2,727.28
Bad Debts Written Off		-	537.40
Bank Charges		311.66	149.05
Catering		1,325.91	-
Cleaning		4,554.34	2,787.41
Consultants, Contractors & Other Outsourced Services		112,008.06	87,192.93
Depreciation		5,805.09	7,649.20
Electricity		7,204.23	4,464.17
Email, Internet & Website		12,895.90	-
Equipment & Installation Outlays		121,865.78	-
Festival Expenses		68,289.35	49,137.02
General Supplies & Expenses		28,509.22	8,768.62
Hire & Rental of Equipment & Facilities		16,374.70	8,714.34
Holiday Pay, Movement in Provision		15,856.05	(447.65)
Insurance		4,799.58	3,447.64
Leasing Charges			
Operating Lease Rental		13,049.28	11,234.80
Meetings & Seminars		7,174.55	16,021.73
Marketing & Promotions		1,250.00	6,936.37
Motor Vehicle Expenses		6,801.74	8,168.09
Postage & Freight		1,306.25	264.77
Printing, Stationery & Office Supplies		5,638.60	5,478.85
Production Costs		1,200.00	-
Purchase of Minor Assets		500.00	1,150.69
Rent		27,639.32	37,024.67
Repairs & Maintenance		7,689.48	3,853.52
Returned Grant Funds		-	1,000.00
Staff & Board Training and Professional Development		1,265.96	6,348.70
Staff Recruitment & Relocation		1,124.95	711.60
Streaming Expenses		-	3,001.63
Subscriptions		1,554.55	(68.18)
Superannuation Contributions		13,660.57	4,906.30
Telephone		6,274.59	6,142.65
Travelling Expenses		114,852.05	50,346.93
Wages		151,933.70	129,832.31
Workers' Compensation Insurance		2,274.65	-
		782,600.75	490,098.69

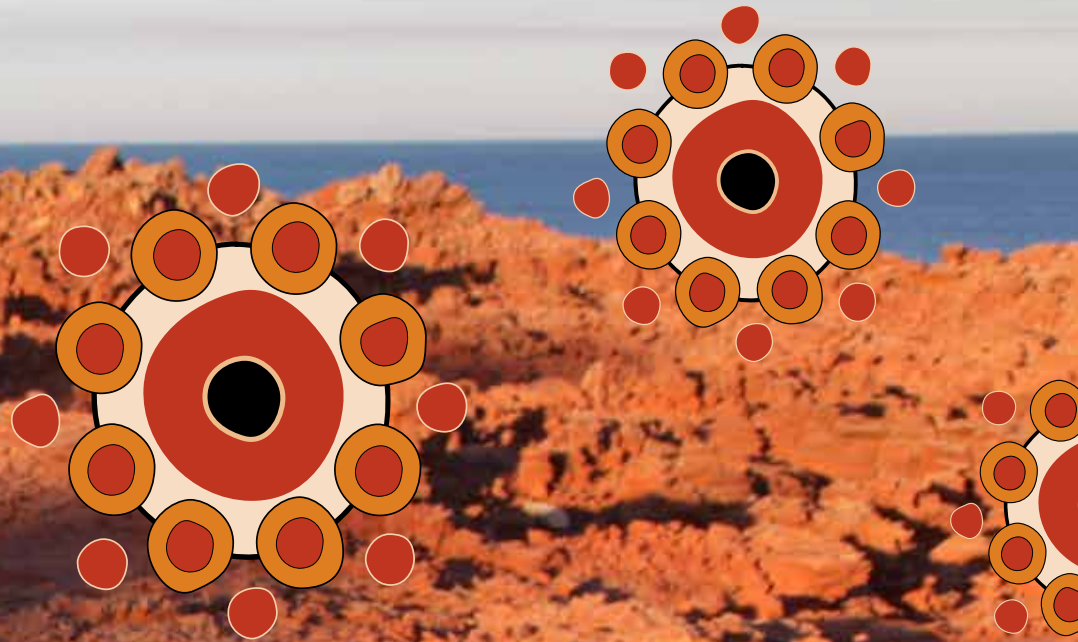# FINANCIAL REPORT continued

INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION

INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2013

	Note	2013 $	2012 $
Profit from ordinary activities before income tax		1,872.97	14,999.45
Income tax expense attributable to operating profit		-	-
Profit from ordinary activities after income tax		1,872.97	14,999.45
Retained profits (Accumulated losses) at the beginning of the financial year		44,570.72	29,571.27
Total available for appropriation		46,443.69	44,570.72
Retained profits (Accumulated losses) at the end of the financial year		46,443.69	44,570.72

New mobile tower being installed a Warakurna Community on the Ngaanyatjarra lands

CONTACT

**INDIGENOUS REMOTE
COMMUNICATIONS ASSOCIATION
ABORIGINAL AND TORRES STRAIT
ISLANDERS CORPORATION (IRCA)**

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TWITTER: @IRCAaustralia

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Australian Government
Indigenous Broadcasting Program

Australian Government
Indigenous Culture Support

Community
Broadcasting
Foundation Ltd