

## INDUSTRY FORUM 1

### PROMOTING THE VALUE AND IMPORTANCE OF OUR SECTOR

**Facilitator:** Dot West



#### **Panelists/Contributors:**

- David Williams, Gilimbaa – Marketing specialist
- Susan Locke, IRCA & Matt Balogh, McNair Yellowsquares:  
– Audience Surveys
- Jennifer Howard – CAAMA

#### **Summary:**

How do we best promote our industry's value to increase funding, community support and impact?

#### **Purpose/ Key Outcomes:**

1. To develop a powerful story about the importance of our industry to increase funding, community support and impact.
2. To identify the most useful evidence to support this story.
3. To develop a Toolkit for member stations to use and adapt to meet local needs and tell their story (like CBAA one).

#### **Questions/Topics for Discussion:**

- What stories do government and philanthropics want to hear? Are they good news, or social return on investment type stories or a mix?
- How we collectively tell our story better to government, funding agencies, our audiences, sponsors and stakeholders?

- How can we use the SROI study results, Our Media statements, audience data and sector achievements to help tell our story?
- What tools do we need to promote the sector?
- What data do we need to provide the evidence?
- How do we build a supporter base to complement getting our stories out?
- How do we ensure a consistent national message and get the whole sector on board to share that story but also tell their own local story (strength in diversity)?
- What works and doesn't work for approaching Ministers and key governmental staff?

### **Notes of Discussion:**

David Williams, Galimbaa:

- Galimbaa- Indigenous communications creative agency
- Showed video on how they connect with communities and use design and storytelling to promote and tell stories with corporate partners
- 11 staff members
- Do State and Federal gov't campaigns. Some involve media buy and PR activities
- How can Galimbaa and others work together?
- We need to know the media orgs that suit our content to get out to audiences across the country
- First nations media sector needs to clearly describe:
  - Who you are
  - what capacity you have (platforms, production capacity etc)
  - what part of country? What audience reach?
  - what stations you broadcast over
  - what media buy you can deliver?
  - What is best time of day to do spots for best impact? (based on audience research and programming)
- [david@galimbaa.com.au](mailto:david@galimbaa.com.au)

Dot: How do we get noticed in this very busy space?

Matt Balogh:

- Digital disruption
- Social media is crap for communications, but broadcast media is losing its audiences
- Your story is a good one: Half a million ATSI people in Australia; your media reaches more than half of that audience, 80 % in remote, 20-30% in urban
- Your media has a good story to tell

Dot:

- Our funding and policy hasn't moved, so what messages can we develop to change government's attitude and philanthropics

- What can we do?

David:

- Don't want to reinvent wheel; need innovative approach, new ways of communicating, telling our stories
- We're now using computers as our 21<sup>st</sup> century canvas, we're a dynamic culture, changing the way we're reaching our audience

Susan:

- The archive of Warlpiri Media is the heart of Warlpiri
- We need to tell our story better to government- need to use our data and SROI outcomes, need good evidence
- We need to be advocates
- PAW Media survived by looking at how we fit into the community
- If we lose that heart to chase dollars, we may lose what is important
- Need to keep proper representation

Jennifer:

- CAAMA did crowd funding campaign and raised \$15million to upgrade the building
- We put out the Changing Lives booklet to get government and philanthropic support for our activities

Matt:

- You are making \$2.87 for every \$1 investment, that 187% return- very good value

Dot:

- How can IRCA develop a toolkit to help orgs tell their story?
- Is that helpful?

Pauline Clague:

- Can seek dollar for dollar support from philanthropics for crowd funding campaigns?

Tangiara:

- We should tap into ABC funding as emergency broadcaster
- Talked to NITV- pay our people to record stories to go on the national TV service

Matt:

- ABC lost emergency service role to small local orgs

Dot:

- Our buildings need upgrading to stand up to storms
- Thanks for sharing your stories.