

Media Release

FOR IMMEDIATE RELEASE

Friday 9 March 2018

OUR MEDIA MATTERS



PHOTO: Dot West, IRCA Chair

The voice of First Nations media will be heard loud and strong when Indigenous Remote Communications Association (IRCA), the peak body for Aboriginal and Torres Strait Islander media, holds its national conference next week from 13-15 March.

CONVERGE; First Nations Media National Conference, is being held at The Edge, State Library of Queensland in Brisbane next Wednesday and Thursday, following a special welcome event by local organisation Brisbane Indigenous Media Association (BIMA). The dynamic program will include forums on promoting the value of the sector, creating and sharing content, employment and skills development, and setting the policy directions for the future of First Nations media across Australia.

CONVERGE has a full First Nations delegate list of leading media personnel in the industry, with representation from urban, regional and remote outlets, including Koori

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Radio, Central Australian Aboriginal Media Association (CAAMA), Goolarri Media, Torres Strait Islander Media Association (TSIMA), National Indigenous Television (NITV), Koori Mail, Ngaanyatjarra (NG) Media, Radio Larrakia, and Pilbara and Kimberley Aboriginal Media (PAKAM).

Assistant Manager of IRCA, Jennifer Nixon, of Anmatyerr, Kaytetye and Alyawarr clans in the Northern Territory, said the conference will bring together many of the leaders from this diverse industry. "There has been a lot of work put in by our pioneers to build our industry to what it is today. IRCA is bringing the industry together to develop updated policy and drive the next stage of development of the First Nations media industry" she said.

The theme of the conference is *Dandiiri Beerwah Dahgu, inta naree yanmana ngani* which translates in the Yuggera language as *meeting together, moving in one direction*. Traditional Owners and local emerging artists from Yuggera Nation will welcome delegates with an opening ceremony on the banks of Maiwar (Brisbane River).

Noongar woman of Western Australia and IRCA Chair, Dot West, talked about the vital role of First Nations media providing essential services for Aboriginal and Torres Strait Islander communities. "Our media also offers Australians the opportunity to gain awareness, understanding and appreciation of its first peoples, and in doing so, has the power to change attitudes so that we not only build those bridges together, but cross them, united and strong. Our media really does matter for our people, and increasingly to all Australians."

CONVERGE will provide a meeting place for media organisations and individuals working across all platforms; radio, film/TV, print, online and mobile, to work together as a unified and powerful voice that speaks up strongly for the importance and value of First Nations media.

Follow the event highlights on Facebook and Twitter #ourmediamatters #convergebris18. To find out more visit irca.net.au/events/converge.

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IRCA General Manager Daniel Featherstone is available for interviews

CONVERGE 2017 photos:

<https://www.flickr.com/photos/irca/albums/72157684398491295>

Indigenous Remote Communications Association (IRCA) is the peak body for Aboriginal and Torres Strait Islander media. Founded in 2001 as the peak body for remote Indigenous media and communications, we undertook a structural change and expanded our membership and role to become the national peak body in 2016/2017. Up to 105 Remote Indigenous Broadcasting Services (RIBS), 33 additional licensed retransmission sites across Australia, 8 Remote Indigenous Media Organisations (RIMOs) and 28 urban and regional Aboriginal and Torres Strait Islander radio services are eligible for representation by IRCA.