



# Media Release

Wednesday 22 March 2017

FOR IMMEDIATE RELEASE

## **DIVERSE PEOPLE, STORIES AND LANDS CONVERGE**



Diverse people, stories and lands will converge on 22, 23 and 24 May to invigorate the powerful and connected voice of Aboriginal and Torres Strait Islander media. *Apurte irreye-ke iwerre anyente-le* translates as meeting together and moving in one direction in the local Arrernte language of Mbantua (Alice Springs). **Converge** is a national media summit that will see Aboriginal and Torres Strait Islander media workers and organisations from across Australia meet up in the central desert to set the future direction of the industry.

Indigenous Remote Communications Association (IRCA) is currently expanding its role and representation. **Converge** marks the launch of IRCA as the new national peak

body for the Aboriginal and Torres Strait Islander media industry. The Monday night Opening Ceremony, lead by local Elder Kumalie Riley, will welcome all delegates to celebrate the rich culture of Eastern and Central Arrente. Aboriginal and Torres Strait Islander media history and pioneers will be acknowledged and celebrated.

IRCA's draft Strategic Plan 2016-19 was launched last year and **Converge** will provide an opportunity for feedback on IRCA's role and function as a national peak body and the services it delivers to its members. Sylvia Tabua, IRCA Secretary, says "IRCA is inviting Aboriginal and Torres Strait Islander media organisations and workers to attend **Converge** to share their experiences and priorities. We will be discussing sector policy development and planning, establishing industry development working groups and holding the IRCA General Meeting. The aim is to develop a united approach to demonstrate the value and necessity of Aboriginal and Torres Strait Islander media for getting our voices, views and stories heard nationally and internationally."

IRCA aims to deliver outcomes and build upon its achievements over the last 15 years in representing and resourcing the remote sector. IRCA will also continue to advocate for digital inclusion and access to relevant media services in our communities nationally.

**Converge** is for Aboriginal and Torres Strait Islander media organisations and individuals working across all platforms; radio, film/TV, print, online and mobile. IRCA Chairperson John 'Tadam' Lockyer says "It is an age of convergence and we acknowledge that the sector has diversified significantly. We embrace all the mediums Aboriginal and Torres Strait Islanders are now using to communicate, connect and share knowledge."

Spaces are limited. Register now and be part of this exciting change

[irca.net.au/converge](http://irca.net.au/converge). Travel subsidies are available to IRCA Ordinary and Associate Members. These subsidies are limited and intended for those most in need of support to attend **Converge**. To find out more about IRCA membership visit [irca.net.au/membership](http://irca.net.au/membership).

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**Photo credit (also attached):** © 2017 IRCA. Photography Sonja Dare

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**IRCA Assistant Manager Jennifer Nixon is available for interviews**