



first
nations
MEDIA
A U S T R A L I A

STRATEGIC PLAN 2019-24

FIRSTNATIONSMEDIA.ORG.AU
#OURMEDIAMATTERS

OUR PURPOSE

Empowering Australia's First Nations people through our culturally connected media industry.

OUR VISION

A dynamic and sustainable First Nations media industry connecting our communities and sharing our stories with the world.

OUR VALUES

Culture & Language. Respect. Innovation. Collaboration. Equity & Inclusion.

OUR APPROACH

- > Our cultures and languages are at the forefront of everything we do.
- > We actively seek opportunities to promote our industry.
- > We build honest and authentic relationships, celebrate diversity and acknowledge different viewpoints.
- > We are innovative, prepared to try new things, and learn from our experiences.
- > We collaborate and build partnerships to create opportunities and gain new skills.
- > We build equality and inclusion into all that we do.

OUR POINT OF DIFFERENCE

We draw from the authority and knowledge of the oldest continuous living cultures.

We leverage a wealth of industry knowledge, experience and diversity to develop and advocate for the First Nations media industry.

We work with our members, government and partners to build a vibrant and self-sufficient industry that is respected and valued by all.

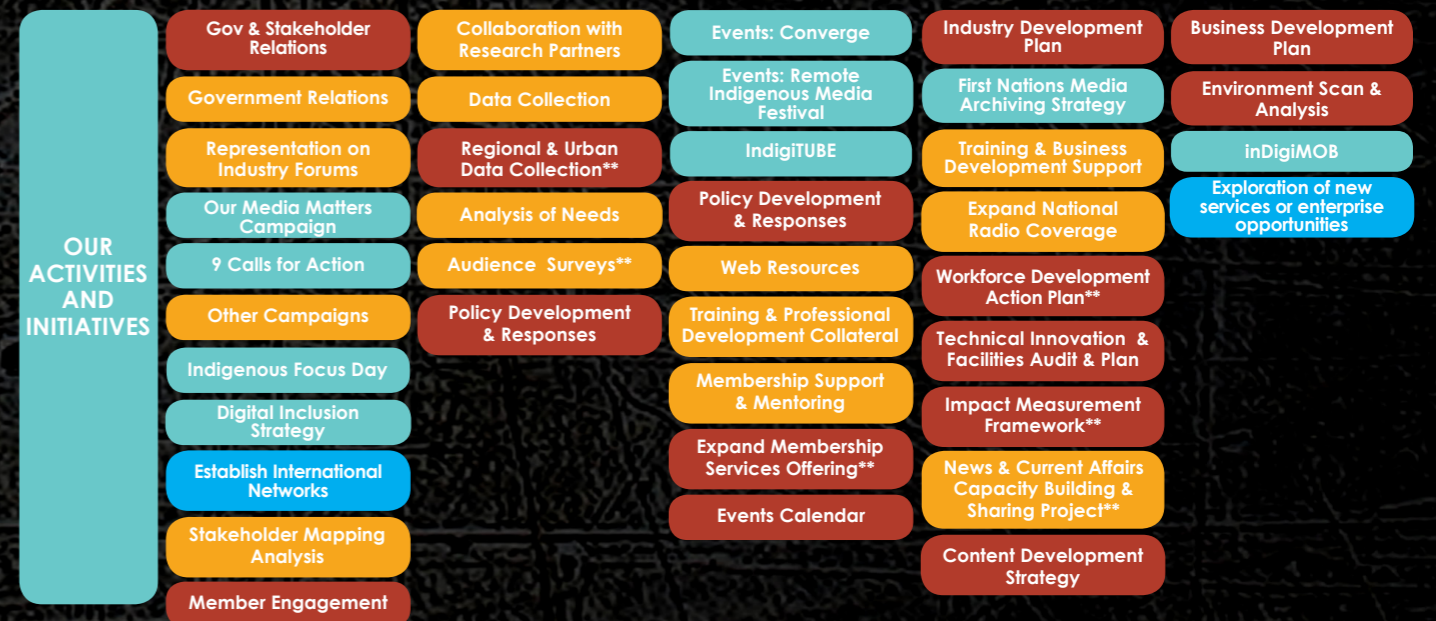
OUR SCOPE

We are a national peak body for the First Nations media industry

OUR STRATEGY

- > Leverage our national membership, cultural connectedness and industry expertise to grow our strong and respected First Nations media industry that:
- > Engages and informs our communities;
- > Has the respect of our stakeholders;
- > Provides professional growth and opportunity;
- > Strengthens identity, pride and wellbeing of our people.

STRATEGIC PRIORITY 5-YEAR ACTION PLAN



Ongoing Activity – already underway

Project / One-off Activity – already underway

New Ongoing Activity

New Project / One-off Activity

** denotes the activity is contingent on funding being secured

FNMA STRATEGY 2019-24

Leverage our national membership, cultural connectedness and industry expertise to grow our strong and respected First Nations media industry that:

- > engages and informs our communities;
- > has the respect of our stakeholders;
- > provides professional growth and opportunity;
- > strengthens identity, pride and wellbeing of our people.



STRATEGIC PLAN 2019-24

FIRSTNATIONSMEDIA.ORG.AU

#OURMEDIAMATTERS