

# Midwest Aboriginal Media Association Inc

... a good YARN in the making!

.... Growing a new network for Yamaji people



Supported by the  
Supported by the Indigenous Advance Strategy of the Commonwealth Government of Australia

# Our goals ..... Midwest Aboriginal Media Association

- Community based media organisation and radio station
- Employment for indigenous volunteers
- Voice for indigenous peoples
- Promoting language, culture, stories and music with the aim toward community participation and partnership between non-aboriginal and aboriginal culture and people. Plus promote and create greater social, health, education and employment awareness via radio.
- To develop networks with other Aboriginal organisations and other indigenous media to promote program protocols dealing with contemporary indigenous issues
- To provide a platform for the development of local indigenous talent to progress into music or media careers.



**Radio MAMA also helps promote a broader understanding of aboriginal and other cultures to the wider community of the region with strong community partnerships.**

- Foundation member of the Midwest Aboriginal Organisational Alliance
- Geraldton Regional Aboriginal Medical Service
- Carnarvon Aboriginal Medical Service
- Irra Wangga Language Centre
- Family Relationship Centre
- Geraldton Resource Centre & Carnarvon Family Support Services
- Mara Arts/Yamaji Art
- Yamaji Family & Domestic Violence Prevention
- Geraldton Streetworkers
- Carnarvon & Geraldton PCYCs
- Regional Alliance Midwest
- NGALA Midwest & Gascoyne
- Bundiyarra Aboriginal Corporation
- Geraldton Regional Community Education Centre
- Geraldton Museum
- City of Greater Geraldton
- Shire of Meekatharra
- Carnarvon & Geraldton Police
- MEEDAC
- Department of Consumer Affairs
- Durack Institute of Technology



- **Radio MAMA supports community events and music development projects**

- NAIDOC Event promotion and broadcasts – 2011NAIDOC in excess of \$35000
- NAIDOC Broadcasts in Schools
- Meekatharra Battle of the Bands and Music Weekend
- Tamworth Aboriginal Cultural Showcase – national broadcast of showcase finale
- Boyup Brook Country Music Festival - includes broadcast of WA Country Music Awards
- Country Football Championships – GNFL special shows and live broadcast
- Geraldton Sunshine Festival – promotion, concerts and broadcasts
- Meekatharra Festival and Careers Expo
- Carnarvon Xmas Street Party
- Gascoyne Carnarvon Careers Expo
- Caravan and Camping Shows
- Harmony Day and school workshops
- Geraldton City with Cruise ship arrivals
- Geraldton Farmers Markets – 3-4 broadcast per year
- Relay for Life – 26 Hour broadcast
- Mullewa Employment and Youth Projects
- First Nations Music Festival
- Big Sky Readers & Writers Festival
- GRAMS Family Fun Days
- Buccaneers SBL Basketball



# Training to communicate and for real jobs

## Community Enhancement and Capacity Building Workshops

### Radio Ready

MAMA is committed to the need to provide quality training that assists our Not for Profit and Community Service Providers with being better equipped and having the capacity to deliver their message, about their service,

- by being able to develop strong and effective media strategies,
- provide workers and volunteers at these organisations with skills in writing Community Service Announcements
- Prepare for media interviews with MAMA or mainstream media
- Insights in writing effective and credible media releases and updates
- Practical guidelines in planning a minor or major event for their organisation
- Organising an outside broadcast or media event at special promotions

MAMA believes in helping organisations provide services to aboriginal community of the Midwest, Gascoyne and Murchison regions of Western Australia. Our program of workshops provides a voice for these organisations and makes them and their projects more sustainable by building their capacity to get their message to their clients, members and the community as a whole.

Helping these organisations with better service delivery and the opportunity to reach out to more community members is another major focus of MAMA ..... strong voice, strong messages building stronger communities

“Yamaji Aboriginal Radio Network”  
..... more than just a good YARN!



- Radio MAMA plays a positive role in creating and developing projects that promote aboriginal culture, language, music and arts.

### Yamaji Yarning

- Storytelling
- Yarning
- Song writing
- Music
- Performance



- **Radio MAMA contributes to the employment and training of aboriginal people to provide confidence, self esteem and community building attitudes and opportunities.**

Broadcasting Trainees

Administration Trainees

Computer skills

Public Engagement

A voice from local people

Future leaders



- **Radio MAMA works with other community organisations to deliver their message, helping them promote their services and activities. This is achieved by regular interviews, community service announcements and direct involvement in activities and projects with our special Outside Broadcast presentations.**

Last year we donated to other groups:

- ❑ Community Group Training \$50,000 in value
- ❑ CSA 's \$700,000 in value
- ❑ Community Outside Broadcasts \$90,000
- ❑ The organisations we work with service the region
- ❑ Performance and Song writing workshops \$40,000





# Radio MAMA RIBS sites are not in remote communities. Most sites and proposed sites are town based

## Points of interest

- Most towns just want to be able to receive Radio MAMA programming
- Some would like immediate on air involvement
- Radio MAMA technology allows for remote access to upload and playlist programs (school to studio)
- Program distribution via online streaming using SCMA Streaming Services
- Hosting with local organisations and Shires
- Network programs – local, state federal politicians, service providers, community organisations, police and other government providers



# Radio MAMA RIBS new sites and future sites

## Community Engagement

- Local Advisory group
- Local Shire, Community Groups, Service providers and Schools
- Local business groups



# Radio MAMA RIBS new sites and future sites

## Challenges

- No existing services
- Mixed technologies
- No model that fitted ..... Study existing models well established RIMOs , ICTV v NITV, no frame work community music and storytelling, lack of remote access to training.
- Lack of funding from IAS, Closing the Gap, Royalties for Regions and Lottery West.



# How the YARN Network will effectively communicate

MAMA Geraldton will provide the base program for all Core and Cluster stations via Broadband Streaming using Tieline Bridge IT Technology. Enabling programs to be shared and distributed to all Core and Cluster locations and for them to share program with other sites.

A Cluster will have a Core Station for example Carnarvon who will receive program from MAMA Geraldton and then the Core stations can be programmed to shared and originate program for their individual Cluster. Carnarvon can send program to Burringurrah Remote Community Site , Shark Bay and Exmouth and all stations can send program to each other. Afternoon programs for example, can come from alternating stations in the Cluster enable sharing of stories, community news and project rundowns.

All stations will have the ability to be individually programmed to cater for special local interests such as Karalundi Community School north of Meekatharra which may just become a localised activity for the school and because they may have particular music policies they can be in control to manage local and cultural situations.



“Yamaji Aboriginal Radio Network”  
..... a very good YARN!



## Where to from here

- Develop regional partnerships – Mid West, Gascoyne and Murchison
  - Local government
  - Schools, sporting and community groups
- Continue to develop Yamaji Yarning projects
  - Radio
  - Storytelling
  - Language/Cultural and Educational
  - Television
  - Multimedia
  - Performance
  - Music
- Continue to develop RIMO activities and RIBS by
  - Encouraging development of Community Media Working Groups
    - Cluster Stations at Pia Wadjari Remote Community – Morawa – Yalgoo 2019
    - Cluster Stations at Sandstone 2020 – Cue and Yulga Jinna 2019 – Gascoyne Junction 2019
    - Cluster Stations Burringurrah 2019– Shark Bay2020 – Exmouth 2020



- **Our journey is just beginning**

**We invite you to come along for the ride, it may not happen tomorrow but it will happen!**



**Yamaji Aboriginal Radio Network ..... a good yarn!**

