

MPARNTWE (ALICE SPRINGS) | 27-29 NOVEMBER 2019
FIRST NATIONS MEDIA NATIONAL CONFERENCE

CONVERGE

APURTE IRRETYE-KE IWERRE ANYENTE-LE
MEETING TOGETHER - MOVING IN ONE DIRECTION



WELCOME

VENUE
DOUBLETREE BY HILTON
82 BARRETT DR, ALICE SPRINGS

**APURTE IRRETYE-KE IWERRE >>
ANYENTE-LE**

**MEETING TOGETHER >>
MOVING IN ONE DIRECTION**

OUR CO-HOSTS >> CAAMA



The Central Aboriginal Media Association (CAAMA) came to life in 1980 with the establishment of radio station 8KIN FM. Aboriginal-owned media was seen as being vital to the broad educational and community development aspirations of Aboriginal people in Central Australia. Radio was a way to give voice to Aboriginal hopes and dreams as well as being a tool to maintain and sustain the culture and languages of Central Australia. Originally offering music and programming in Arrernte, Pitjantjatjara, Luritja and Warlpiri, today CAAMA broadcast in half a dozen or more Indigenous languages, reaching communities across Australia.

CAAMA plays a major role in the maintenance of Indigenous Language and Culture in Central Australia. CAAMA's social charter is to use the mediums of radio and television to give Aboriginal people a strong voice in the development of country, culture, politics and education; to use the broadcasting arts and sciences to arrest cultural disintegration, to empower people and bring inspiration to their lives.

CAAMA welcomed delegates to CONVERGE Alice Springs with tours of the station and a welcome evening of music and networking on Wednesday 27 November.

WELCOME TO COUNTRY



KUMALIE RILEY

Kumalie (Rosalie) Riley is an Arrernte Elder from Alice Springs with spiritual affiliations and connections to the land, passed on through her grandmother. Kumalie is a well known Arrernte Elder and artist with many years of experience teaching Arrernte language in local Alice Springs primary schools and in adult education. She has contributed to widely-acclaimed publications such as the Eastern and Central Arrernte to English Dictionary, and the Eastern and Central Arrernte Picture Dictionary. Kumalie owns and operates Tinkerbee Eastern and Central Arrernte Cross-Cultural and Interpretation Service.





First Nations Media Australia acknowledges the traditional ownership of Mparntwe on which CONVERGE Alice Springs is held and those lands from which CONVERGE delegates travelled.

First Nations Media Australia pays its respects to Arrernte elders past and present and all Arrernte people of Mparntwe, and to the elders past and present of the Aboriginal and Torres Strait Islander nations of those attending CONVERGE.

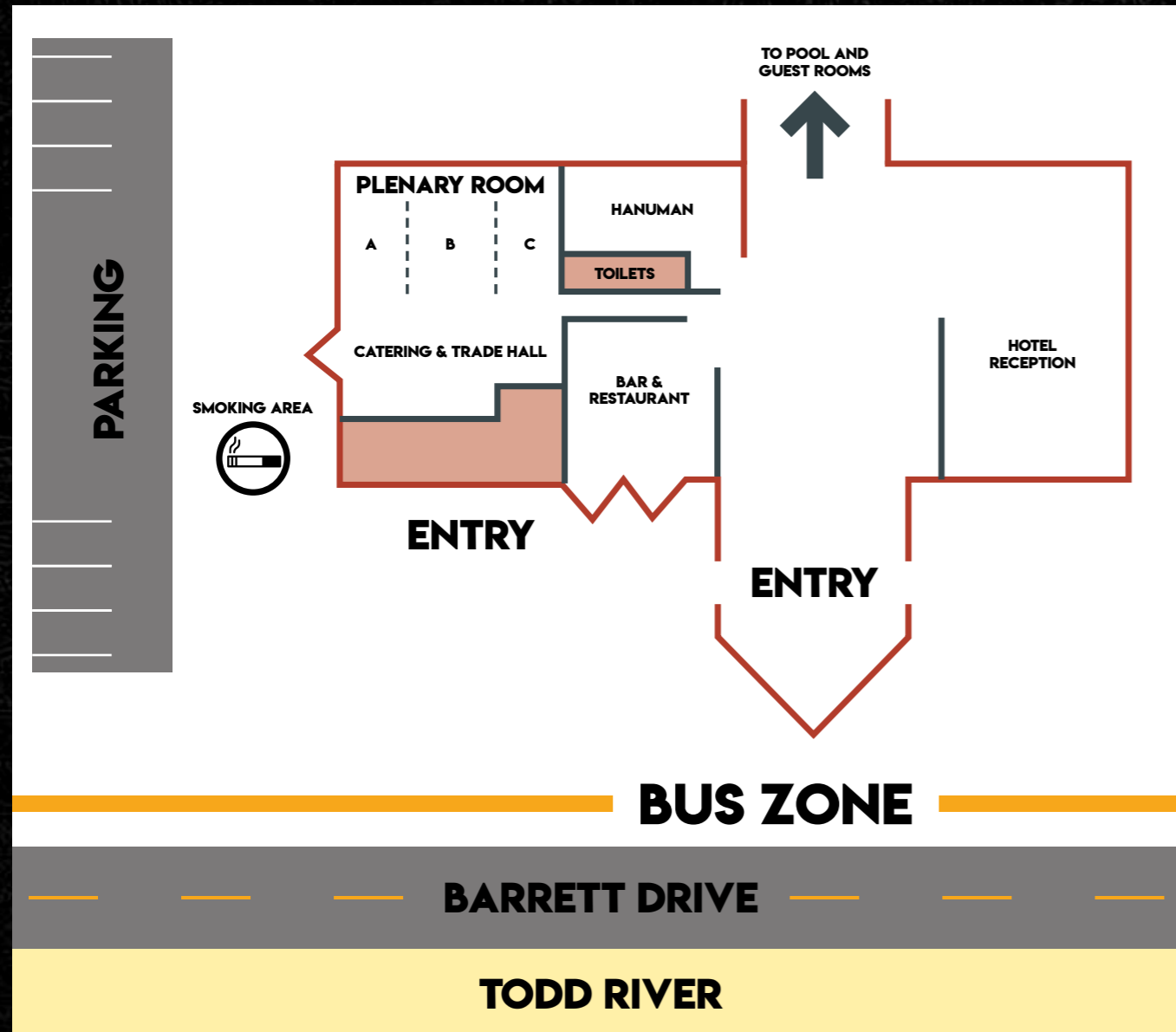
Share your experience at CONVERGE Alice Springs with your friends and with us! We'll be posting updates on Facebook and Twitter which you're welcome to share. Add your own photos and comments too.

WIFI ACCESS STAY CONNECTED
DURING THE EVENT

**SELECT DOUBLETREE CONFERENCE WIRELESS
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  **#CONVERGEAS19 #OURMEDIAMATTERS**

EVENT MAP



WELCOME TO CONVERGE ALICE SPRINGS

STRONG VOICES

The theme for our gathering on Arrernte country in 2019 is Strong Voices, picking up on the title of our Workforce Development & Employment Strategy: Strong Voices | Stronger Communities. There are strong voices working in First Nations media organisations across the country. CONVERGE Alice Springs aims to bring those voices together to strengthen our network, support professional development and celebrate our achievements. We thank our co-hosts, CAAMA for its contribution to the event.

Following our last national conference, CONVERGE Sydney, we sought feedback from members and delegates on what you wanted from our national gatherings. The program for CONVERGE Alice Springs addresses that feedback. In 2019 we are pleased to learn from international examples, to highlight the amazing talent of some of our youth broadcasters coming up, to find shared solutions to recruitment and other challenges, to explore new partnership opportunities for employment and business development and to present more opportunities for hands-on learning in our conference program. Together with important conversations about progressing our sector policy and our role in truth-telling processes, CONVERGE Alice Springs is an opportunity to have input into the national peak bodies agenda for the coming year. We look forward to using this opportunity to provide updates on our progress toward our sectors 9 Calls for Action with action well underway toward achieving several of them.

At CONVERGE Alice Springs we get to formally introduce our new CEO, Catherine Liddle to our members, although many people in our industry will be familiar with Catherine already. We are very pleased to have Catherine leading our team into 2020. This also means we will be saying farewell to Daniel Featherstone in the General Manager role soon, so we'll be taking this opportunity to thank him for his significant contribution to the sector at IRCA/First Nations Media Australia.

In 2018 we launched the First Nations Media Awards. The event was a huge success. In 2019 we feel immensely proud of the nominations submitted for recognition of some truly excellent work. The quality of work produced by our sector continues to lift each year as the industry grows to meet opportunities multi-platform delivery and convergence present to us. While we face many barriers and challenges, it's fantastic to see the sector working together and working in different ways to meet the needs of our local communities. CONVERGE Alice Springs presents an opportunity to strengthen our collaborations and to learn from each other.

We hope you take the opportunity to get involved in the plenaries and breakout sessions on offer across the CONVERGE Alice Springs program. And to meet some new friends at the social events in the evenings. The First Nations Media Australia Board of Directors will be around throughout the event, so please come and chat with us about your peak body. And let one of the First Nations Media Australia team members know anytime if you have questions.



Dot West, Chair, First Nations Media Australia

OUR MCs

Our MCs Karen Paterson and Damien Williams will host CONVERGE Alice Springs and keep the event on track. They will introduce our facilitators and presenters and keep us informed of any announcements on each day as CONVERGE progresses.



KAREN PATERSON

Karen Paterson (nee Dorante) is a Wagadagam/Meriam woman from the Torres Straits with links to the Wuuthati people of Lockhardt River through her paternal grandmother. She is currently the Projects Manager at Brisbane Indigenous Media Association, radio host and a member of the Community Broadcasting Foundation's Development and Operations Grants Advisory Committee. Karen first worked in community radio on Thursday Island as a volunteer with TSIMA (now 4MW) before joining the Australian Broadcasting Corporation from 1990-2007 as a producer and presenter of several programs, including national Indigenous program, Speaking Out. Karen returned to community radio in 2007.



DAMIEN WILLIAMS

Damien is a Western Aranda man from Ntaria (Hermannsburg) 125km south-west of Alice Springs. Damien has been working at CAAMA Radio since 2013 and has presented a number of shows including Brothers, a talk show that focused on issues that Aboriginal men face in their day-to-day lives. He has also hosted Strong Voices, CAAMA's current affairs show on numerous occasions and has contributed stories to the daily news bulletins many times. Damien has presented the Lunchtime Gig, Saturday Mix, easy listening Sunday, the Mid Morning show and has filled in for many other shows like Sunday Morning Country, Strictly Country on Tuesdays and Thursdays and the Breakky Show multiple times. Damien LOVES country music and playing cricket in the Imparja Cup, also known as the National Indigenous Cricket Championship.

WELCOME PLENARY

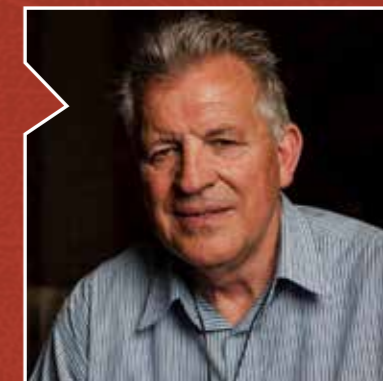
8:30AM-10:30AM

Following a Welcome to Country, our co-hosts CAAMA will set the scene for the days ahead with an overview of activities underway at CAAMA and preparations for its 40 year anniversary celebrations coming up in 2020.

Dot West, Chair of First Nations Media Australia will introduce our Strategic Plan for 2019-2024 and our new CEO, Catherine Liddle. First Nations Media Australia will provide an update on recent progress and projects.

OUR KEYNOTE SPEAKER

CHIEF EXECUTIVE
TE MANGAI PAHO **LARRY PARR**



Larry Parr is the Chief Executive at Te Mangai Paho, the peak advocacy and funding body for Maori media in New Zealand. Larry has been involved in the New Zealand film industry since the 1970s, working in a variety of production, writing and directing roles before undertaking a programming role at Maori Television.

Larry joined Te Mangai Paho in 2008 managing television funding and now as the Chief Executive is navigating the Maori media industry through the Maori Media Shift. In 2018 he was made an Officer of the New Zealand Order of Merit for services to film and television. At CONVERGE Alice Springs, Larry will share the experiences of Indigenous media in the New Zealand context in evolving to a convergent media landscape, collaborative approaches to building capacity, the contribution of media to language revitalisation strategies and learnings from the Maori Media Shift policy process.

PLENARY 2

11AM-12:30PM

LIGHTNING TALKS & YOUTH BROADCASTERS

MEMBER SHOWCASE: PAW MEDIA

We will hear short presentations from:

National Indigenous Australians Agency - Andrea Kelly, Branch Manager

Department of Employment - Tammy Denniss, Employer Liaison Officer

Community Broadcasting Foundation - Ian Hamm, President

RPH Australia - Bek Pasqualini, Strategic Communications & Projects Manager



YOUTH BROADCASTERS PANEL

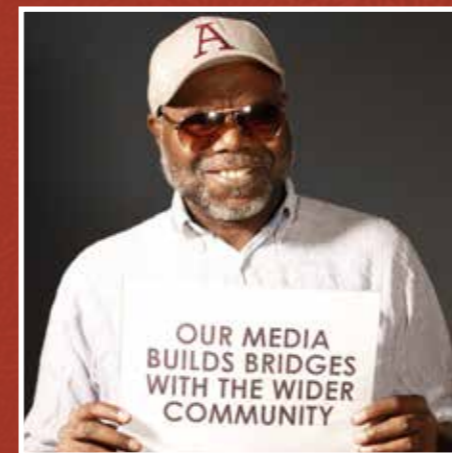
As our industry grows media organisations are always looking for ways to bring young broadcasters and journalists into the sector and support them to develop communications skills across all media platforms. In this session we hear directly from young broadcasters about getting young voices on air, both as presenters and guests talking about issues and interests of youth in our communities. We'll discuss how media organisations can support young people to speak up and participate in media, and hear the experiences of some fantastic producer/presenters coming up in our sector.

Facilitator: Stephanie Stone, Executive Assistant, First Nations Media Australia

Panelists: Dre Ngatokorua (Umeewarra Media), Kevin Ungwanaka (CAAMA), Dennis Charles (PAW Media), Matt Francis (Goolarri Media), Molly Hunt (TEABBA) & Nakiesha Jackson (Wilcannia River Radio)



#OURMEDIAMATTERS



BREAKOUT SESSIONS



ROOM C 1:15PM-2:45PM GOOGLE NEWS LAB TRAINING IN PARTNERSHIP WITH THE WALKLEY FOUNDATION

In this session you will learn the basics in digital tools to help you tell stories. The session covers: how to search the internet effectively; set up alerts to keep up-to-date with people and topics; and work out what people are searching for online. Get help verifying images and video, use maps to tell stories, plus an introduction to lots of other handy digital techniques and tools to support your news stories.

Facilitators: James Saunders, IndigenousX and Saffron Howden, Google News Initiative



ROOM A 1:15PM-2:00PM OPERATIONAL TECH

ICTV has developed and integrated a number of software solutions into its operations, from television programming to governance. In this session, ICTV Manager Rita Cattoni and staff will present some of these practical solutions to creating and maintaining efficiencies in broadcast operations.

Facilitators: Rita Cattoni, General Manager, ICTV and Rongomai Bailey, IT Coordinator, Ngaanyatjarra Media



BREAKOUT SESSIONS

ROOM A 2:00PM-2:45PM

REMOTE MONITORING - SECTOR PROJECT DEVELOPMENT SESSION

This is a practical session for media organisations managing remote broadcast sites. The session will focus on the development of a group funding submission, exploring potential efficiencies and options for a sector wide solution to reduce technical operational expenses. Media organisations already utilising remote monitoring systems are welcome to attend to share expertise.

Facilitator: Daniel Featherstone, First Nations Media Australia



ROOM B 1:15PM-2:00PM TRAINING OPPORTUNITIES

This session provides an opportunity to talk about the various training resources available to our sector to support media practitioners throughout their career progression. It's a chance to ask questions directly of the RTOs providing training to our industry and to hear about the different accredited and pathways options available for on-site and campus-based learning.

Facilitator: Catherine Liddle, CEO, First Nations Media Australia



ROOM B 2:00PM-2:45PM

WORKPLACE DEVELOPMENT: RECRUITMENT AND HR

As our industry grows, staff recruitment and retention can be a challenging area for media organisations. This session aims to provide some practical advice and resources to help attract broadcasters and administrative personnel, support career development and share solutions to common problems.

Facilitator: Jennifer Nixon, Assistant Manager, First Nations Media Australia



PROGRAM SCHEDULE

THURSDAY, 28 NOVEMBER

8:00AM	REGISTRATION		
8:30AM	WELCOME PLENARY		
9:00AM	WELCOME TO COUNTRY CAAMA - 40 YEARS FIRST NATIONS MEDIA AUSTRALIA INTRODUCING OUR NEW STRATEGIC PLAN & OUR NEW CEO		
9:30AM			
10:00AM	KEYNOTE ADDRESS: LARRY PARR, TE MANGAI PAHO		
10:30AM	MORNING TEA		
11:00AM	PLENARY 2		
11:30AM	MEMBER SHOWCASE - PAW MEDIA LIGHTNING TALKS - NIAA, DEPARTMENT OF EMPLOYMENT, CBF, RPH AUSTRALIA		
12:00PM	YOUNG BROADCASTERS PANEL		
12:30PM	LUNCH		
1:00PM	BREAKOUT SESSIONS		
1:30PM	1:15PM-2PM OPERATIONAL TECH	1:15PM-2PM TRAINING OPPORTUNITIES	1.15PM - 2.45PM GOOGLE NEWS LAB TRAINING IN PARTNERSHIP WITH WALKLEY FOUNDATION
2:00PM	2PM-2:45PM REMOTE MONITORING	2PM-2:45PM RECRUITMENT & HR	
2:30PM	AFTERNOON TEA		
3:00PM			
3:30PM	PLENARY 3		
4:00PM	MEMBER SHOWCASE - ICTV COALITION OF PEAKS UPDATE		
4:30PM	TRUTH - TELLING NATIONAL NARRATIVES AND THE POWER OF MEDIA FOR SOCIAL CHANGE		
5PM -6:30PM	BREAK		
7:00PM	EVENING CINEMA SCREENING @ TODD MALL IN PARTNERSHIP WITH RED HOT ARTS		
9:00PM			

FRIDAY, 29 NOVEMBER

8:00AM	MORNING CHECK-IN		
8:30AM	PLENARY 4		
9:00AM	MEMBER SHOWCASE - 3KND PROGRESSING OUR POLICY		
9:30AM	PLENARY 5 - FUNDING AND BUSINESS DEVELOPMENT		
10:00AM	PANEL DISCUSSION WITH FUNDING BODIES, BUSINESS DEVELOPMENT SUPPORT NETWORKS AND INDUSTRY STAKEHOLDERS.		
10:30AM	MORNING TEA		
11:00AM	BREAKOUT SESSIONS		
11:30AM	DEPARTMENT OF EMPLOYMENT: JOBACTIVE PROGRAM	DEVELOPING LEADERSHIP SKILLS	MORE MUSIC: FINDING AND CREATING NEW MUSIC CONTENT
12:00PM	LUNCH		
12:30PM			
1:00PM	NEWS PROJECT UPDATE	CREATING SOCIAL MEDIA CONTENT	ARCHIVE UPDATE
1:30PM	AFTERNOON TEA		
2:00PM	MEMBER SHOWCASE - WILCANNIA RIVER RADIO & CONFERENCE WRAP-UP		
2:30PM	AGM		
3:00PM			
3:30PM			
4:00PM	NO ACTIVITY		
4:30PM			
5:00PM	(4:45PM) BUS PICKUP FOR AWARDS		
5:30PM - 11:30PM	FIRST NATIONS MEDIA AWARDS		

VINCENT NAMATJIRA



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PLENARY 3

3:15PM-5:00PM

TRUTH-TELLING: NATIONAL NARRATIVES AND THE POWER OF MEDIA FOR SOCIAL CHANGE

MEMBER SHOWCASE: ICTV

COALITION OF PEAKS UPDATE



This session focuses on the impact of media and our capacity to generate social change. We talk about how telling the stories of our communities can create and support grassroots social movements. We'll discuss how we can shine a light on issues and amplify positive messages to empower our communities. How can First Nations media shift the narrative, locally and nationally, as we head into conversations about recognition, the establishment of a Voice, access to native title land and other emerging public discussions.

Facilitator: Kelly Williams, ABC

Panelists: Lola Forester (Koori Radio), Vince Coulthard (Umeewarra Media), Dan Rennie (989FM) & James Saunders (IndigenousX), Evan Adams (NIRS).

7:00PM-9:00PM

EVENING CINEMA SCREENING - TODD MALL

Delegates are invited to attend a free public cinema screening right outdoors in Todd Mall. Throughout the evening Red Hot Arts will showcase stories from CAAMA and the contribution First Nations media has made to telling stories in the central desert region. Enjoy short films from early days to contemporary productions contributed by CAAMA and PAW Media.

PLENARY 4

8:30PM-9:45PM

**PROGRESSING OUR POLICY
MEMBER SHOWCASE: 3KND**

This session challenges each of us to build a groundswell within our own communities. It's all about audience engagement and recognition of our media services locally, and nationally. We'll discuss some of the ideas raised in the keynote presentation about shifting audiences and measuring the progress of our promotional activities to connect with our communities. This is an opportunity for input to the strategic direction of sector-wide promotional activity, and a chance to think about ways we can challenge our communities to get behind our industry.

Facilitator: Dot West, Chair, First Nations Media Australia



PLENARY 5

9:45PM-10:30PM

FUNDING AND BUSINESS OPPORTUNITIES

Where's the money? This session talks about funding opportunities and ways to expand revenue streams as individual media organisations and collectively. We'll talk about grants, sponsorship and business opportunities. This is your opportunity to ask questions directly of the supporting agencies working alongside our industry.

Facilitator: Catherine Liddle, CEO, First Nations Media Australia



11:00 AM-12:15 PM BREAKOUT SESSIONS



ROOM A

DEPARTMENT OF EMPLOYMENT - JOBACTIVE PROGRAM

This session is relevant to media organisations based in regional and urban areas who are seeking to grow your workforce. It will be an opportunity to talk through the specifics of how media organisations can draw on Department of Employment programs to support volunteers, internships and ongoing positions through the JobActive program.

Facilitator: Tammy Denniss, Employer Liaison Officer, Department of Employment



ROOM B

MORE MUSIC: FINDING AND CREATING MUSIC CONTENT

This session will explore how we can generate new music content through live recordings and event broadcasts, plus how to access new music content through indigiTUBE. Learn about the First Sounds project and how to draw on various sources to find new music for programs.

Facilitator: Daniel Featherstone, First Nations Media Australia



ROOM C

DEVELOPING LEADERSHIP SKILLS

This session will focus on the skills involved in supporting and mentoring staff and volunteers in your media organisation. Well known leaders in the Indigenous media sector will participate in a facilitated panel discussion that will provide participants with a range of lived experience perspectives on what leadership means to them and the skills they've found useful along the way.

Facilitators: Jodie Bell, CEO, Goolarri Media/CMTO



1:00 PM-2:00 PM BREAKOUT SESSIONS

ROOM A

ARCHIVING UPDATE

Preserving the unique media collections held by remote, regional and urban First Nations media organisations is becoming urgent with the 2025 deadline looming. That deadline is the date now generally accepted when the ability to play magnetic tape based media will be lost due to player obsolescence and tape deterioration. This forum will provide information on actions and resources focussed on preserving First Nations media archives into the future. The forum will be led by Susan Locke with input from other organisations working in the First Nations archiving space.

Facilitator: Susan Locke, Archive Project Officer, First Nations Media Australia



ROOM B

NEWS PROJECT UPDATE

Growing our capacity to produce and share news content across the sector has been a focus of discussion for our industry to ensure diversity of news sources. This forms the basis of our Calls for Action #4 Strengthening First Nations News Services. In this session we'll discuss progress to date, collaboration options and next steps toward a news-sharing platform.

Facilitator: Claire Stuchbery, Policy & Strategic Communications Officer, First Nations Media Australia



ROOM C

CREATING SOCIAL MEDIA CONTENT

The Community Media Training Organisation's Mikaela Ford will guide you through how to use free digital tools to spread your message on and beyond the airwaves! Practice different ways to package your content for distribution online on an array of platforms, Insta-stories, Podcasts, Facebook and more. This session will look at how First Nations media organisations are using social media and how to maximise engagement. To get the most out of this session please bring an internet enabled device: Laptop, iPad, Tablet or Smartphone.

Facilitator: Mikaela Ford, Assistant Pathways Training Manager, CMTO



2:15PM

RE-GROUP

**MEMBER SHOWCASE: WILCANNIA RIVER RADIO
CONFERENCE WRAP-UP AND OVERVIEW**

2:30-3:00PM

AGM

First Nations Media Australia members are invited to attend our Annual General Meeting, which will include the election of new Board members for 2019.



BROADCAST PARTNERS >> CAAMA



CAAMA will be broadcasting live from the conference. Delegates are invited to drop in and share your conference experience on air.

TRADE HALL

Delegates are invited to stop by the Trade Hall throughout the conference where exhibitors will be available to talk on a one-to-one basis, providing tailored advice for you.

**BATCHELOR INSTITUTE OF
INDIGENOUS TERTIARY EDUCATION**

Batchelor Institute of Indigenous Tertiary Education sits uniquely in the Australian educational landscape as the only Aboriginal and Torres Strait Islander dual sector tertiary education provider. Under its 'Both-ways' philosophy, the Institute significantly provides an Aboriginal and Torres Strait Islander lens to a mainstream education system. Visit this stand to have a chat about course options available.



BROADCAST COMPONENTS

Broadcast Components is a family owned business offering choice with value in broadcast equipment. Their extensive product lines cover applications from the microphone to the antenna and outside broadcast from marketing leading global manufacturers.

With over 40 years of industry experience, Broadcast Components focus is to be part of your organisations team and to support and build relationships in the Australian broadcast industry with regular customer visits, new product email communication and multiple products for each link in the chain.



COMMUNITY BUSINESS BUREAU

Salary packaging is a tax benefit for not for profit community service organisations that increases your employees' take home pay. CBB provides salary packaging services to indigenous community organisations across Australia – visit this stand to see if you can provide salary packaging for your staff.



N-COM

N-Com is a family run company in its 19th year of operation, who design, supply, and maintain radio and television broadcast equipment. They provide studio links for analogue and data, telemetry systems for remote control and alarm notifications, studio systems for radio and television broadcasting, broadcast on air consoles, connectors and coaxial cable, antennas, and filters/combiners. With the majority of equipment in stock, they also repair what we sell in their own workshop.



ADAM GOODES



THANK YOU

Thank you to the following organisations and government bodies for making CONVERGE Alice Springs possible.

EVENT CO-HOST:



KEY SUPPORTERS:



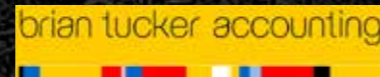
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THE 8-KIN NETWORK

ALICE SPRINGS — 100.5-FM
NTARIA — 103.7-FM
ALI - CURUNG — 103.7-FM
SANTA TERESA — 103.7-FM

Image © CAAMA



CENTRAL AUSTRALIAN ABORIGINAL MEDIA ASSOCIATION,
CAAMA, CAN BE HEARD THROUGH
THE ALL-ABORIGINAL 8-KIN RADIO NETWORK.

Caama Radio — Werrirrayi Caama Radio — Purdanyangkalu Caama Radio — Kulinma
ABORIGINAL RADIO IN ABORIGINAL COUNTRY

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VOICES**



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