

Reporting Back on CONVERGE Summit 2017



CONVERGE Summit 2017

Mbantua/ Alice Springs, 22-24 May 2017

Aims:

- Acknowledge pioneers and 40-year history of our industry
- Develop key elements of updated policy framework
- Unify the sector with common direction and shared values
- Seek input on key functions and priorities for new peak body
- IRCA General Meeting and Board elections



APURTE IRRETYE-KE IWERRE ANYENTE-LE

CONVERGE

NATIONAL ABORIGINAL & TORRES STRAIT ISLANDER MEDIA SUMMIT
REGISTRATION NOW OPEN



22-24 MAY 2017 | MBANTUA - ALICE SPRINGS

CONTRIBUTE TO SECTOR POLICY DEVELOPMENT AND PLANNING ESTABLISH
INDUSTRY DEVELOPMENT WORKING GROUPS LAUNCH OF NEW NATIONAL
PEAK BODY ATTEND THE IRCA SPECIAL GENERAL MEETING HAVE YOUR SAY

 **IRCA** REGISTER NOW IRCA.NET.AU/CONVERGE
Indigenous Media
Communications Association

GOT QUESTIONS? Email info@irca.net.au or call 08 8952 6465

CONVERGE



- 72 delegates
- 25 media organisations
- 20 speakers
- 4 forums
- 6 sector showcases



Key Messages

First Nations broadcasting and media **connects**:

- **Our communities** with relevant, culturally appropriate media content;
- **Our people** with meaningful jobs, skills and career pathways;
- **Our young people** with cultural knowledge, language and stories;
- **Our histories** through our unique media archives;
- **Our families and friends** through our local, regional and national networks;
- Non-Indigenous people to a better understanding of our lives, stories and cultures;
- Government messaging with our audiences in the most effective way.



Calls on Government

- ▶ Urgently address underfunding of sector with extra \$10 million p.a.;
- ▶ Update policy to:
 - ▶ Recognise First Nations media as an essential service;
 - ▶ Affirms the right of First Nations peoples to our own media;
 - ▶ Recognise First Nations broadcasting and media as professional industry;
 - ▶ Bring up-to-date with convergence and full range of delivery modes;
 - ▶ Identify opportunities for First Nations media to support Closing the Gap initiatives.
- ▶ Expand radio services to unserved population areas;
- ▶ Provide equipment and facility upgrade funding;
- ▶ Increase employment and career pathways in the sector;
- ▶ Establish First Nations media orgs as preferred suppliers for government messaging.



'Our Media' value statements

34 Our Media statements reduced to 12; 42 case studies

1. Our media is our voice
2. Our media keeps culture strong through the generations
3. Our media creates, connects and empowers
4. Our media is our identity
5. Our media is archiving our history
6. Our media provides meaningful jobs and skills
7. Our media is preserving our language
8. Our media entertains
9. Our media builds bridges with the wider community
10. Our media connects our communities
11. Our media is culturally appropriate for local communities
12. Our media educates



Next Steps for IRCA

1. Advocate on key priorities and policies from CONVERGE.
2. Produce policy statements to advance development of First Nations media industry.
3. Set up Our Media campaign to promote sector's value and importance.
4. Establish Advisory Groups on key issues.
5. Establish annual National Conference and awards program.
6. Establish an educational webinar program.
7. Expand IndigiTUBE app for sector promotion & content sharing.
8. Promote and inform industry through regular newsletters, social media posts and website.
9. Progressively increase range of member services to meet needs.



IRCA Outcomes since CONVERGE 2017



Delegates at 19th Remote Indigenous Media Festival, Irrunytju WA

Advocacy and Policy



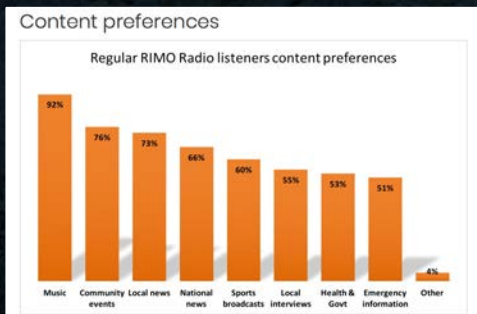
Meetings with government & stakeholders



Responses to government / stakeholder reviews; 12 subs, 1 Senate hearing



Development of Key Policy Documents



Data Collection – Member surveys, Audience Surveys, infographics



Participation on CB Sector Roundtable & advisory groups (ACMA, AIATSI, CMT, ACCAN,



Advocacy re Indigenous Digital Inclusion e.g. COAG- IDI as Closing the Gap measure

Industry events



National Remote Indigenous Media Festival & Awards, Irrunytju WA September 2017 (with host Ng Media)



Indigenous Focus Day and Broadband for the Bush Forum (Fremantle WA, 2017)

Industry Development



National consultation & member visits



Employment and Skills Development Strategy



Satellite Stereo Radio Upgrade (with Imparja TV) & New Codecs (CBF)



Member services and support e.g. Licensing, planning, IT



Online Resources



Remote Media Archiving Strategy NFA/AIATSIS Archive Fellowship

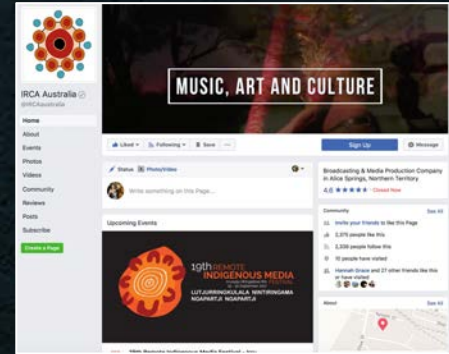
News and Promotion



Monthly newsletters



New IRCA website



Social media- latest sector news and information



Our Media campaign



IndigiTUBE Radio streaming app +15 apps for members (iOS/ Android)



Publications - Annual Report , Outcomes Reports etc

What's Next



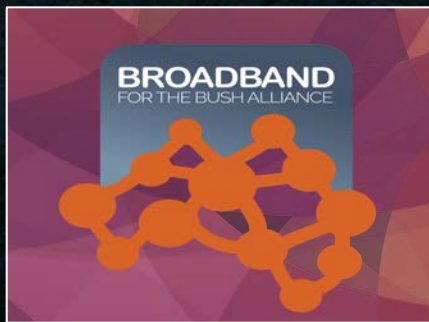
National Industry Conference & Awards November 2018



IndigiTUBE Showcase & Sharing Platform re-development



Advisory groups- Content Sharing; Employment & Skills Development (Technical & Policy to follow)



B4B Forum and Indigenous Focus Day, Darwin June 2018



Industry Development Webinar Series



RIMF 20 Thursday Island, Sept 2019

OUR MEDIA

STAGE ONE: AWARENESS CAMPAIGN

#OURMEDIAMATTERS

OUR MEDIA PROVIDES MEANINGFUL JOBS AND SKILLS

"I'm a Bundjalung Dughutti woman, and the General Manager of the Koori Mail – Australia's only national Aboriginal and Torres Strait Islander print newspaper. The Koori Mail provides employment and training opportunities for our people."

Naomi Moran, Koori Mail



OUR MEDIA IS PRESERVING OUR LANGUAGES

"I come from Milingimbi in north-east Arnhem land NT. My main role is as a Yolngu Radio producer and presenter and most of the time I present my work in Yolngu language, this way I am helping to keep language alive."

Sylvia Nulpinditj, Yolngu Radio (ARDS)

#OURMEDIAMATTERS

OUR MEDIA IS CULTURALLY APPROPRIATE FOR LOCAL COMMUNITIES

"I am an Arrernte woman from Ntaria with Anmatjere and Warlpiri connections. Media is a keeping place for our people's stories. We know the cultural protocols for our own local community and make productions to fit into these protocols. This makes sure they are appropriate for community people. We own what we do in the media and can keep it in community."

Elizabeth Napaljarri Katakarinja, PAW Media



OUR MEDIA IS OUR VOICE

"I'm from Djarindjin Community on the Dampier Peninsula of Western Australia. Our Media is our voice to the future, keeping it strong."

Bernadette Angus, PAKAM

View more at irca.net.au/ourmedia

OUR MEDIA EDUCATES

"I am the Program Manager for Koori Radio (Gadigal Information Services) in Sydney. Our Media educates through the sharing of stories, conversation, information and keeping our communities connected."

Gavin Ivey, Koori Radio



OUR MEDIA CONNECTS OUR COMMUNITIES

"I am the Senior Broadcaster with Radio 4MW and present the Breakfast Show at Torres Strait Islanders Media Association (TSIMA) on Thursday Island. Our Media Connects Our Communities, it is a very important way to inform, educate and entertain our listeners. It covers positive stories of what's happening in our region and gives a voice to our people, while also educating the wider Australian community about Indigenous affairs and issues."

Sylvia Tabua, TSIMA

#OURMEDIAMATTERS

OUR MEDIA KEEPS OUR CULTURE STRONG THROUGH THE GENERATIONS

"I am a Butchella/Jagera woman living on Yawuru Country. Our Media Keeps Our Culture Strong Through the Generations as our old people are telling our stories, speaking our languages and showing our dances, ceremony and cultural practices to our young people."

Jodie Bell, Goolari Media



OUR MEDIA IS ARCHIVING OUR HISTORY

"I am a Warlpiri woman from Yuendumu in the Central Desert, and Our Media is archiving our history."

Valerie Martin, PAW

View more at irca.net.au/ourmedia

OUR MEDIA IS OUR IDENTITY

"I am from Darwin and I am involved in our media industry through my work at Indigenous Remote Communication Association (IRCA). Our Media is Our Identity; a vehicle for sharing our culture and languages with everyone. We are able to tell our stories our way and in our own communities. Aboriginal and Torres Strait Islander people have a lot to share as we have been here for 60,000 years."

Stephanie Stone, IRCA Australia



OUR MEDIA CREATES, CONNECTS AND EMPOWERS

"I am a Yuwibara (Mackay Qld) Australian South Sea Islander woman. I produce and host Blackchat for Koori Radio. Our Media Creates, Connects and Empowers First Nations people, and informs the wider community, through broadcasting. Moving forward with pride."

Lola Forester, Blackchat Koori Radio

#OURMEDIAMATTERS

OUR MEDIA BUILDS BRIDGES WITH THE WIDER COMMUNITY

"Our Media 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."

I am a Noongar woman from the south west of Western Australia who has lived in the Kimberley and Pilbara region for the last 40 years, with the last 30 of those years dedicated to the development and growth of Our Media."

Dot West, IRCA Chair



OUR MEDIA ENTERTAINS

"I am a Kaytej man and a freelance filmmaker. Our Media promotes our own entertainment and helps educate the wider community."

Heath Baxter (Heath Baxter Productions)

View more at irca.net.au/ourmedia

#OURMEDIAMATTERS

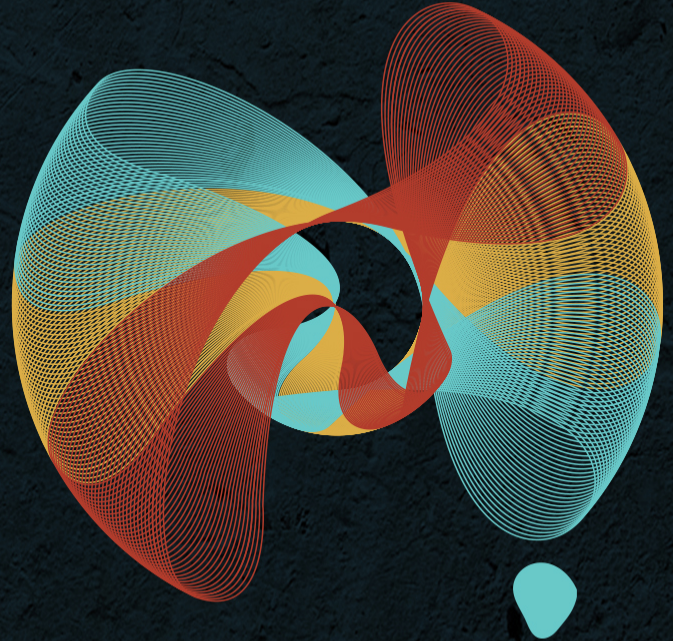
13-15 MARCH 2018 >> BRISBANE >> CONVERGE >> FIRST NATIONS MEDIA NATIONAL CONFERENCE >>

OUR MEDIA MATTERS

DANDIIRI BEERWAH DAHGU >>
INTA NAREE YANMANA NGANI
MEETING TOGETHER >>
MOVING IN ONE
DIRECTION

INDIGITUBE REDEVELOPMENT
MARCH 2018

indigi
TUBE

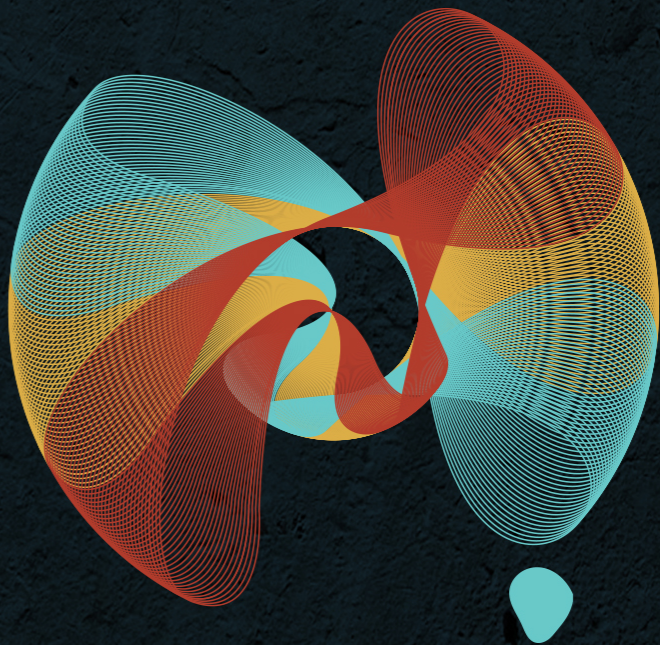


CONVERGE:

people . place . language

The media platform by and for First Nations people,
preserving language and culture for future generations.

indigi
TUBE



CONVERGE:



PLAY



SHARE



VIDEO



AUDIO



ORAL HISTORY



RADIO

streaming

all contributed content will be able to be streamed

download

option to approve content to be downloaded
and sandboxed within the app

air play

option to approve audio content for airplay
on First Nations and/or community radio stations

how to get involved:
listen and view
contribute
promote

send your contact phone number and email to **Jaja Dare**
jaja@indigitube.com.au for progress updates



CONVERGE: