



first
nations
MEDIA
AUSTRALIA

Annual Report
2018-2019



Chairperson's REPORT

Dot West

It's been another big year. We greatly appreciate the strong support and involvement from our membership and stakeholders over the last year. In August 2018 we re-launched as First Nations Media Australia, the name selected by our membership to represent and support the First Nations media industry across remote, regional and urban Australia. I also led a delegation of sector representatives to Canberra to launch the Our Media Matters policy document and our 9 Calls for Action. We had over 40 meetings in 3 days, including a parliamentary briefing and meeting with Labor's First Nations Caucus. Thanks to Senator Malarndirri McCarthy for hosting our delegation and helping to arrange meetings with parliamentarians of all persuasions to ensure they all knew the importance and value of our industry and supported our Calls for Action.

A highlight of the year for me was the CONVERGE national conference in Sydney in November 2019. Thanks to Gadigal Information Services - Koori Radio for hosting us and the wonderful welcome night on the rooftop. It was great to get together with old and new friends at CONVERGE to share stories and ideas on the key challenges and opportunities for our sector, showcase innovative work, attend skills workshops, and develop a plan for a vibrant future for our industry.

We launched the inaugural First Nations Media Awards to celebrate the achievements of so many people within our sector. I was humbled to receive the Lifetime Contribution Award and I thank the members and stakeholders for their acknowledgement. We also launched the new version of indigiTUBE online content platform that night with some great performances by Alice Skye, Marlene Cummins Band, Dallas Woods and Baker Boy - it was truly a night to remember.

In January 2019 we were invited to join the Coalition of Aboriginal and Torres Strait Islander Peak Organisations on Closing the Gap (Coalition

of Peaks) to form a partnership agreement with the Coalition of Australia Governments on the refresh of the Closing the Gap framework. I have advocated for recognition of media, digital inclusion and telecommunications access as an integral components of Closing the Gap for our communities.

I'd like to acknowledge the dedication and hard work of the staff of FNMA and my fellow Board members in finalising the national peak body transition and preparing for the next phase of change. The Board has developed a draft Strategic Plan to guide FNMA over the next five years, which has been distributed for sector feedback. We undertook a recruitment process for a new CEO. Catherine Liddle will take over the reins from General Manager Daniel Featherstone in late 2019 with a three month succession period to ensure a smooth transition.

I would like to take this opportunity to thank Daniel Featherstone for his years of commitment, passion and strong leadership firstly to the remote sector and then his tireless efforts to help guide and transition IRCA to FNMA, the national peak body for our industry. His efforts, in partnership with the board, staff and membership has provided a strong foundation for all of us to move forward together to achieve our goals and aspirations. On behalf of all of us, I wish Daniel and his family all the best into the future as they themselves transition - from the desert to sunrise country in the east.

There's still lots of work to be done to pursue increased funding, updated policy, increase jobs and training support, build sponsorship income, update our equipment and facilities, and so on. We look forward to working together with our members and stakeholders to achieve the recognition and support needed to see our sector flourish into the future.



General Manager's REPORT

Daniel Featherstone

2018-19 was a huge year for First Nations Media Australia, our new name as national peak body. We expanded our membership (now over 190), our member services and staffing, developed our communications, advocacy and policy, worked closely with members and stakeholders, and strived to support the First Nations media industry's growth into the future.

Key projects included finalising the Employment and Skills Development Strategy and turning its recommendations into a Workforce Development Action Plan. We began an archiving project to identify appropriate and affordable platforms for managing community collections on country. We worked on strategies to grow First Nations news capacity and content sharing across the country, and increase journalism roles and locally relevant news content in remote and regional areas.

We launched the Our Media Matters campaign and 9 Calls for Action in Canberra in August 2018. Following the Canberra delegation and meetings, we followed up with parliamentarians from all parties prior to and following the Federal election in May 2019 with responses tracked by a Policy Tracker on our website. The Calls for Action documents outline the need for updated policy and set out clear actions for renewal and growth of our industry in a convergent era. It's been great to see the community engagement with the Our Media campaign and to see how our audiences, workers and communities describe the importance of our media organisations to them.

In November 2018, we co-hosted the 3rd CONVERGE First Nations Media National Conference in Sydney with Gadigal Information Services - Home of Koori Radio CONVERGE provided a great opportunity for networking, skills development, knowledge sharing, sector planning and building strength and unity in the sector. We discussed key topics - employment and training, content development and sharing, news production capacity, archiving, business development and growing our audiences. We launched the inaugural First Nations Media Awards with a memorable night in which we also launched the renewed indigiTUBE media platform. In 2019, we have been busily preparing for upcoming events - the Remote Indigenous Media Festival on Thursday Island in late September and the CONVERGE conference in Alice Springs in late November.

In June 2019, we held the Indigenous Focus Day and Showcase in Alice Springs to share stories about remote broadband usage and digital projects and need for improved access, with delegates collectively developing an Action Plan for Indigenous Digital Inclusion. The day featured a number of presentations by inDigiMOB delivery partners following an inDigiMOB workshop.

The inDigiMOB Digital Mentors project has now expanded to 20 sites across NT with 5 partner organisations and has secured additional funding to continue in 2019-20.

Our fantastic team at FNMA has grown with the recruitment of Claire Stuchbery as Policy and Strategic Communications Officer (taking over from Susan Locke who we coaxed back to do the Archiving Platform project part-time), Trainee Administration Officer Mikayla Friday-Shaw (Stephanie Stone advancing to Executive Assistant, Jacinta Barbour returning as Events and Member Services Officer in April 2019, and Roy Monaghan starting as Industry Development Officer in June 2019.

Looking forward, I will be moving on from the General Manager role with succession to Arrernte Luritja woman Catherine Liddle as CEO from October 2019. Thank you to all the wonderful people I have had the privilege to work with since I began as General Manager of IRCA in early 2012 - fellow staff members, Directors, members and stakeholders. I am proud of what we have achieved together. I hope to continue to be a part of the sector's development in other ways.

Thanks to the FNMA Board for their commitment over the last year, and for developing the draft Strategic Plan to set the direction for FNMA to best support and represent the industry over the next five years. A huge thanks to our membership and stakeholders for their active involvement, and to our funding partners and sponsors for their ongoing support. Together we have achieved a unified voice and clear vision for a bright future for our industry.

About First Nations Media Australia

First Nations Media Australia is the national peak body for First Nations broadcasting, media and communications. Our purpose is empowering Australia's First Nations people through our culturally connected media industry. It was founded in 2001 as Indigenous Remote Communications Association, the peak body for remote Indigenous media and communications, transitioning to the national role from 2016-18. We are based primarily in Alice Springs with a team of seven staff supporting peak body activities and a further nine staff working with us on our projects. These projects include indigiTUBE, inDigiMOB, IT projects and our Archive Project.

First Nations Media Australia supports, celebrates and advocates for the First Nations media industry. Our actions include resource and policy development, networking events and meetings, content-sharing, promotion,

regular communications, annual awards, research activities and representation. We view communications as a key component of Closing the Gap through digital inclusion, access to telecommunications and a strong media sector. Therefore, First Nations Media Australia advocates for the digital inclusion and connectivity needs of all Aboriginal and Torres Strait Islander people.

Our members include remote, regional and urban First Nations media organisations, individual broadcasters, producers, filmmakers and freelance journalists, partner organisations and supportive friends.





STRATEGIC PLAN 2016-2019

Our Vision

A powerful and connected Aboriginal and Torres Strait Islander broadcasting, media and communications industry valued by all Australians

Our Purpose

To represent, advocate and support the Aboriginal and Torres Strait Islander broadcasting, media and communications industry

Our Values

FNMA will continue to value:

- Culture and language
- Collaborations and partnerships
- Local knowledge and expertise
- Innovation
- Opportunity building
- Diversity
- Commitment
- Achievement
- Partnership
- Accountability
- Transparency
- Ethical conduct



Our Aims and Strategies

Become a national representative body that delivers outcomes

- Grow membership
- Create effective partnerships
- Understand and respond to sector needs
- Research solutions
- Ensure unity of priorities
- Access right audiences using platforms and messages

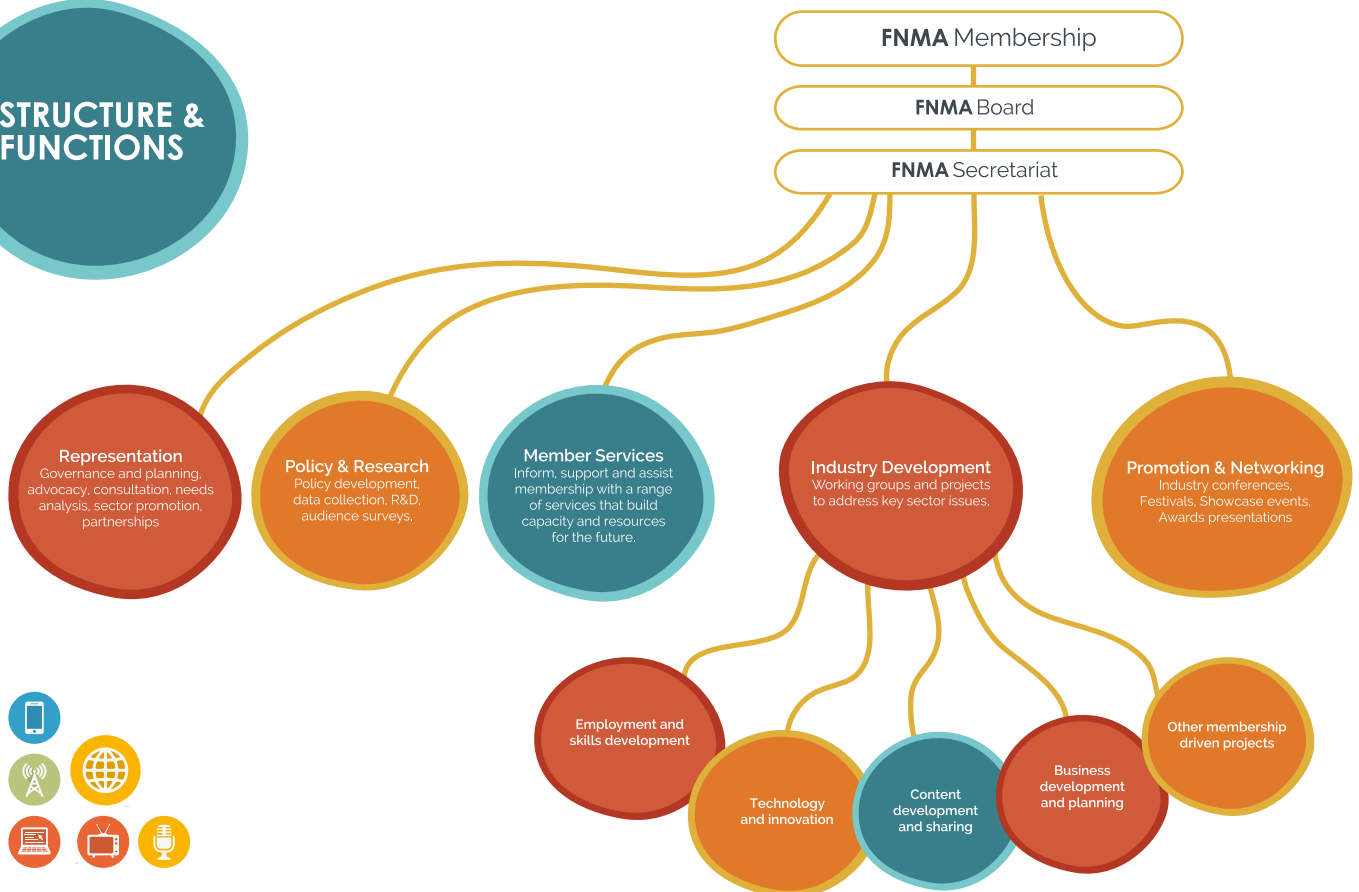
Develop a sustainable robust industry

- Share expertise and knowledge
- Find common solutions and support
- Grow business capacity

Support connected and creative Aboriginal and Torres Strait Islander people, communities and organisations

- Create opportunities and jobs
- Develop innovative responses to challenges and opportunities
- Form value adding partnerships
- Develop infrastructure in creative industries
- Be a platform for opportunity across the Aboriginal and Torres Strait Islander media industry

STRUCTURE & FUNCTIONS



About our sector

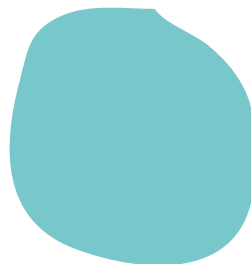
First Nations broadcasting and media organisations are not-for-profit community organisations providing a primary and essential service to their communities. First Nations media plays an historical and proven role in delivering essential news and information services, maintaining language and culture, and supporting self-representation, community development and cultural safety.

The radio services are delivered 24/7 to nearly 50% of the First Nations population, with the aim of reaching all Aboriginal and Torres Strait Islanders in the future. They provide trusted voices to their communities, with up to 90% audience share tuning in on a regular basis. First Nations media also connects non-Indigenous people with Aboriginal and Torres Strait Islander people and culture, developing greater understanding and building bridges.

First Nations media has evolved from its community broadcasting origins in the 1970s-80s into an expansive and convergent industry. While broadcasting remains the core media activity, the industry has diversified significantly to embrace all the mediums and platforms to communicate, connect and inform; radio, film/ TV, print, online, mobile and social media.

The scope of the First Nations media sector includes:

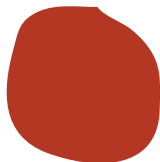
- Radio: Over 230 radio broadcast sites coordinated by 35 licensed, community-owned, not-for-profit organisations. These radio services are able to reach around 320,000 First Nations people, including around 100,000 very hard to reach people in remote Indigenous communities. They broadcast live shows, plus interviews, radio documentaries, news, emergency information, community events, government and other messaging within community broadcasting guidelines.
- Video & film production: Production of culture and language-based content for broadcast & online distribution.
- TV: Remote/regional (ICTV) and national (NITV) TV services; local TV services (Goolarri TV at Broome, Larrakia TV at Darwin). ICTV satellite TV service reaches 240,000 remote households.



- News production: National, regional and local news and current affairs services for broadcast, as well as print and online news media, including:
 - National Indigenous Radio Service (NIRS) and its National Indigenous News and Weekly News-in-Review
 - Central Australian Aboriginal Media Association's news service, including its Strong Voices program
 - Koori Radio's news and current affairs programming
 - NITV News, The Point and Living Black
 - Print media including Koori Mail and National Indigenous Times
- Print and Online: A national newspaper (Koori Mail) alongside a strong web presence of journalistic sites such as IndigenousX and National Indigenous Times, a dedicated online platform indigiTUBE showcasing aggregated content complemented by an app streaming 25 radio services. First Nations media organisations have a strong social media following and publish content online daily.

The industry:

- Employs over 600 people with nearly 80% Indigenous employment.
- Has capacity to deliver all government messaging to our communities.
- Resonates with audiences as a means of two-way dialogue.
- Is the most relevant and appropriate service with the highest listenership, community engagement and local ownership of all media services.
- Is delivered in audiences' first language with broadcasting in over 25 languages.
- In remote communities, is the most reliable and ubiquitous radio and media service.
- Actively participates in the truth-telling process every day, empowering local voices to share their own experiences, challenges, strengths and truths.



Converge

Sydney

Around 165 delegates representing 58 organisations from across Australia converged on Gadigal country in the Eora Nation from 21-23 November 2018 for the third CONVERGE national conference of Aboriginal and Torres Strait Islander media practitioners.

Members and stakeholders came together to share ideas, participate in workshops and contribute to policy discussions about the future direction of this vibrant and progressive media sector over a two-day conference at TAFE NSW, Ultimo. The conference theme Ngalawa-Dyi-Nyi Ngyila Yan-nara-ba-nyi Ngyila translates in Gadigal language as 'meeting together, moving in one direction.'

Event co-hosts, Gadigal Information Services - Home of Koori Radio hosted a welcome event on the rooftop of its Redfern studios, featuring performances by MC Sonboy, Honey Piri, Kerry Johnson and the Wiradjuri Dance Group and Felicia Foxx.

The conference program began at Ultimo TAFE with a keynote presentation from Senator Malarndirri McCarthy, who reminded delegates of their role in Australia's democracy and encouraged reporters to hold question people in authority. "You have the responsibility to ask questions of people in office. Use that responsibility wisely. Your voice matters. Your



questions matter. Do not for a second think that you are insignificant because you are not. I remind you of the power that you have. You can make a difference, but more importantly, you must make a difference.”

Senator McCarthy’s words set the tone for two days of forum discussions which focused on news production and sharing, archiving community collections, business and income opportunities, career pathways and training support and the Our Media Matters national campaign. Workshops focused on making and distributing podcasts, how to conduct airchecks, how to contribute content to indigiTUBE and a tour of the nearby ABC

studios. Koori Radio broadcast live from Turner Hall at TAFE NSW, Ultimo with guest programming and interview content from around the country.

A big thanks for sponsorship of CONVERGE to Community Broadcasting Foundation (CBF), Department of Prime Minister and Cabinet, National Indigenous Television (NITV), Jumbunna Institute of Indigenous Education and Research, Talking About Tobacco Use (TATU), Spots and Space, AVC, Broadcast Components, Everymind, JHA Engineering, AFTRS, CMTO, NSW TAFE and Focus Banners. Also to Award sponsors CBF, McNair Yellowsquares, Everymind, Brian Tucker Accounting, and Media RING.

*For the Outcomes Report, presentations and photos, go to: firstnationsmedia.org.au
More photographs from Converge on page 30.*



SNAPSHOT

- 165** delegates
- 58** organisations represented
- 4** industry forums with **16** speakers
- 10** breakout forums and workshops
- 6** trade stalls
- 4** member showcase presentations

First Nations Media Awards



FIRST NATIONS MEDIA AWARDS

CONVERGE Sydney culminated in a celebration on Friday 23rd November that recognised the creativity, talent and professionalism of Australia's First Nations Media workers and organisations across 16 awards categories.

FNMA Chairperson Dot West was the recipient of the Lifetime Achievement Award, recognising her advocacy, leadership and work across multiple platforms over more than 40 years of involvement in the First Nations Media industry.

The Outstanding Contributor Award went to Vince Coulthard, CEO of Umeewarra Media at Port Augusta in South Australia for the past 25 years, for building the organisation into a modern media service that provides crucial services to the region.

Baker Boy, Dallas Woods, Alice Skye and Marlene Cummins gave vibrant performances at the Awards night and to celebrate the launch of indigiTUBE as the next big player entering the digital media arena.



Indigitube officially launched in 2019



Our national media platform by and for First Nations people first entered the market with a soft online release on 13 September 2018. It was then officially launched in Sydney on Friday 23 November 2018 in conjunction with the First Nations Media Awards.

indigiTUBE supports the preservation of language and culture for future generations, a living modern midden where technology and culture are woven together. MC Dallas Woods declared the official opening of the new media platform stating, "indigiTUBE is very important, it's something that we've needed for a long time. Beautiful culture must be preserved". This significant event was a message of renewal and change, with First Nations culture claiming its rightful place in current Australian society.

indigiTUBE is a digital meeting place for First Nations audio and video media, music, language and culture, and live streams 24 First Nations radio stations around the country. After a year in

action, indigiTUBE has seen 12,798 total plays and 1056 app downloads. Social media engagement includes 5312 Facebook, 1835 Twitter and 744 Instagram followers.

indigiTUBE is both a website and an app developed in conjunction with InYerPocket software. The app features an offline listening function and all contributors have the option to select their content for broadcast, further supporting the sharing and promotion of content in our industry. The visually stunning platform reflects the rich culture of our First Nations people, and the vibrant colours represent ochre, land and sea.

The project is funded by the Department of Communications and the Arts Indigenous Languages and Arts Program and is overseen by the indigiTUBE Project Committee. Community Broadcasting Foundation funded an interactive map and new radio features that are in development for release in 2019.

WARNING: THIS SITE CONTAINS IMAGES, VOICES AND NAMES OF DECEASED PEOPLE

REGISTER | LOG IN | HELP

LANGUAGE & CULTURE | MUSIC | RADIO CONTENT | VIDEO CONTENT | EVENTS

HOME | ABOUT | CONTRIBUTORS | POLICY | GET APP

LISTEN TO EACH HERE

people

indigiTUBE

CAAMA

99.7fm RADIO GOOLARRI

TSIMA

YOLJU RADIO

PAKAM

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Annual Report 2018-2019

Advocacy and Relationship Building

In August 2018 a delegation representing the First Nations media sector travelled to Canberra to launch our sector's 9 Calls for Action in Parliament House. The group provided a Parliamentary Briefing at the invitation of Senator Malarndirri McCarthy, along with a briefing to Labor's First Nations Caucus Committee and direct meetings with political representatives on all sides of politics. The result of these conversations and our ongoing advocacy work was election commitments from the ALP and the Greens to support our 9 Calls for Action and ongoing support from the returning Coalition Government to continue funding for our industry through the Department of Prime Minister & Cabinet.



Throughout the year First Nations Media Australia has continued to raise awareness and support for our Calls for Action through a range of advocacy activities and the engagement of relevant political contacts in our events and networking activities. Shortly after his appointment as the first Indigenous Minister for Indigenous Australians, we met with Minister Wyatt and other representatives to develop a supportive working relationship with the newly established National Indigenous Australians Agency.

We continue to pursue our sector's 9 Calls for Action with Government and industry. We have held regular discussions with a range of Government Departments and stakeholders, along

with advocating for policy and funding reform in formal submissions, forums and budget processes. The 9 Calls for Action can be viewed at: <https://www.firstnationsmedia.org.au/about/policy/calls-action>

Meanwhile, the Our Media Matters campaign took off with increased member involvement this year. Across the country communities demonstrated their support for media organisations and added their voice to the national Our Media Matters campaign. From grassroots to Canberra, the #ourmediamatters message was heard loud and clear.



Our 9 Calls to Action

Increase jobs & skills

Improve capacity & sustainability

Enhance social inclusion

Preserve culture & language

- 1 Broadcasting Act Reform
- 2 Operational & Employment Funding
- 3 Live & Local Expansion Program
- 4 Strengthen News Services
- 5 Expand Training & Career Pathways Programs
- 6 Upgrade Infrastructure
- 7 Primary Channel for Government Messaging to First Nations Audiences
- 8 Preserve Archives
- 9 Annual Content Production Fund



Industry Development

Workforce Development Strategy and Action Plan

In early 2019 the Strong Voices Stronger Communities: First Nations Media Employment and Skills Development Strategy (ESD) report was completed by Jumbunna Institute for Indigenous Education and Research. The ESD, commissioned by First Nations Media Australia, sought to identify specific employment and skills development initiatives which not only build capacity within the Australian First Nations broadcasting and media sector but also move the sector closer to achieving the Australian Government's 90% Aboriginal and Torres Strait Islander employment goal by 2020. The ESD contained a number of key recommendations concerning sector administration and funding; employment and career pathways; skills development and training as well as the implementation of an Industry Workforce Development Action Plan.

With the help of Jawun seconded Belinda Clarke, FNMA developed a Workforce Development Action Plan to set out a framework and practical activities to implement the recommendations of the ESD report. The aim of the Action Plan is to double the employment of First Nations people in the sector within five years from about 600 employees to 1200 by the year 2024.

In July 2019, FNMA engaged an Industry Development Officer (IDO), Roy Monaghan, to work on execution of the Action Plan. The IDO has continued to collate workforce data to build a 'snapshot' of the First Nations Media sector. All FNMA member organisations have been asked to provide details of their current staffing levels, roles, training and qualifications, as well as future staffing and training needs. This information, combined with other data, will form the basis for informed decision making concerning engagement and interaction with government, registered training organisations, recruitment agencies and other stakeholders to improve workforce development outcomes and measure progress.



First Nations Media Archiving Platform Project

First Nations Media Australia was successful in gaining an Indigenous Languages and Arts grant in late 2018. Building on the work done by FNMA on standards, formats, metadata and guides, the project is aimed at identifying software to help archives audit and catalogue their collections. Given funding available, the project has analysed existing software platforms already available for:

- Cultural appropriateness
- Capacity to manage restricted viewing of records and media
- Ease of use
- Affordability
- Capacity for customisation

The project will complete in mid 2020. It is expected that recommendations will reflect the diversity of the archives with a number of recommended platforms rather than a single recommended platform. The recommendations will be presented as a spectrum of choices ranging from those suitable for closed collections through to online platforms providing for both open and restricted viewing for approved users. Specialist platforms that have been analysed include The Collecting Bug, eHive, Mukurtu, Neofinder and Keeping Culture. Desktop and collaborative productivity software also analysed include Excel, Google Sheets, and Filemaker.

Reference and Steering Groups have been informed to provide for feedback and project communication. Pilot sites that are appropriate to the recommended platforms will be selected in late 2019 and a project report will be disseminated to the sector in early 2020.

The commencement of the project in late 2018 saw Simon Japangardi Fisher, Elizabeth Napaljarri Katakarinja and Susan Locke (Archiving Project Manager) present at the International Digital Curation Conference at the University of Melbourne on the importance of cultural curation and the need for cultural custodians to be at the heart of archive decision making.



First Nations Media and Communications in Australia











First Nations Media Australia

Alice Springs NT, FNMA



RIMOs and RIBS radio broadcasters

-  **Central Australian Aboriginal Media Association** NT, 8KIN
-  **Ngaanyatjarra Media** WA, 5NGM
-  **Pilbara and Kimberley Aboriginal Media** WA, PAKAM Radio
-  **PAW Media and Communications** NT, 8PAW
-  **Pitjanjatjara Yankunytjatjara Media** SA, 5NPY
-  **Queensland Remote Aboriginal Media** QLD, Black Star Radio
-  **Top End Aboriginal Bush Broadcasting Association** NT, TEABBA Radio
-  **Torres Strait Islander Media Association** TSI, 4MW



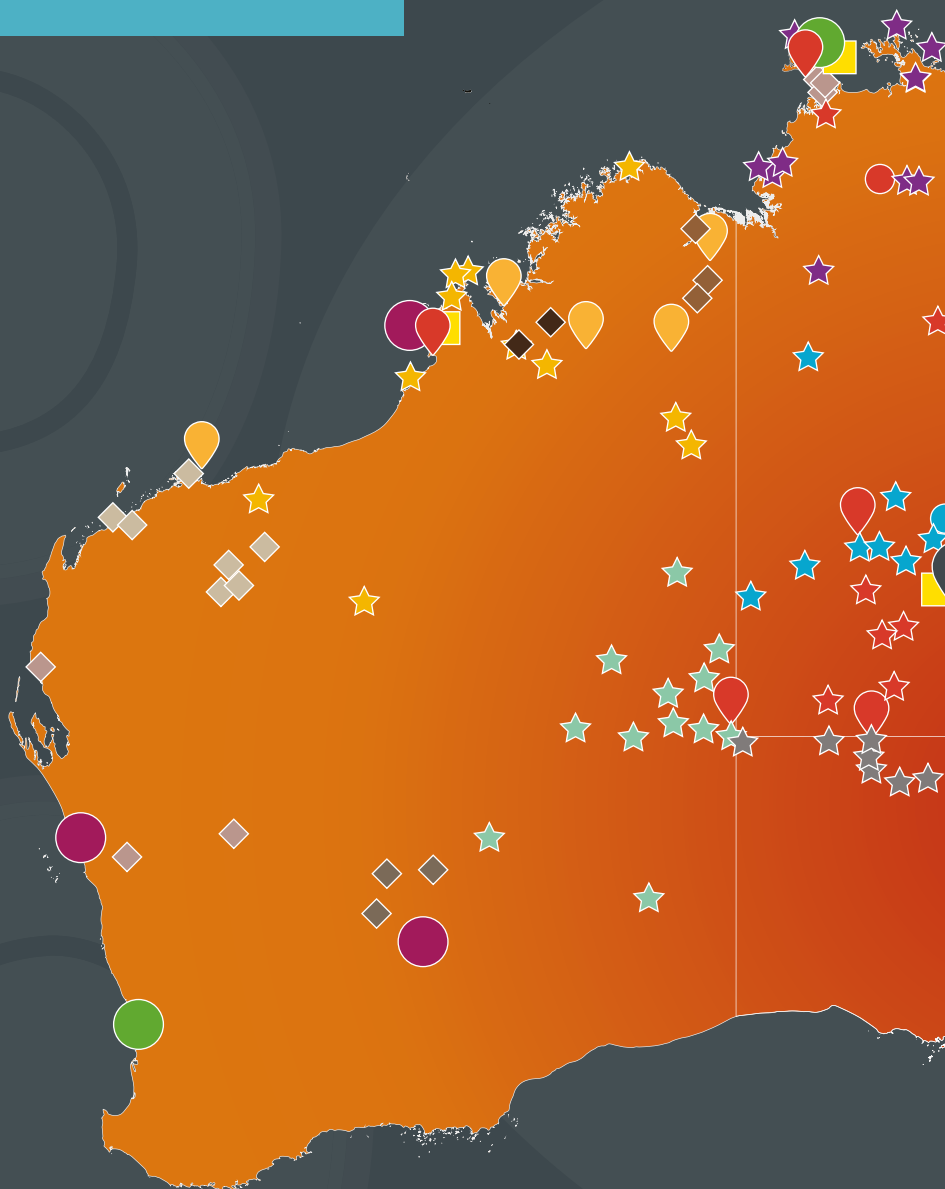
Remote radio broadcasters

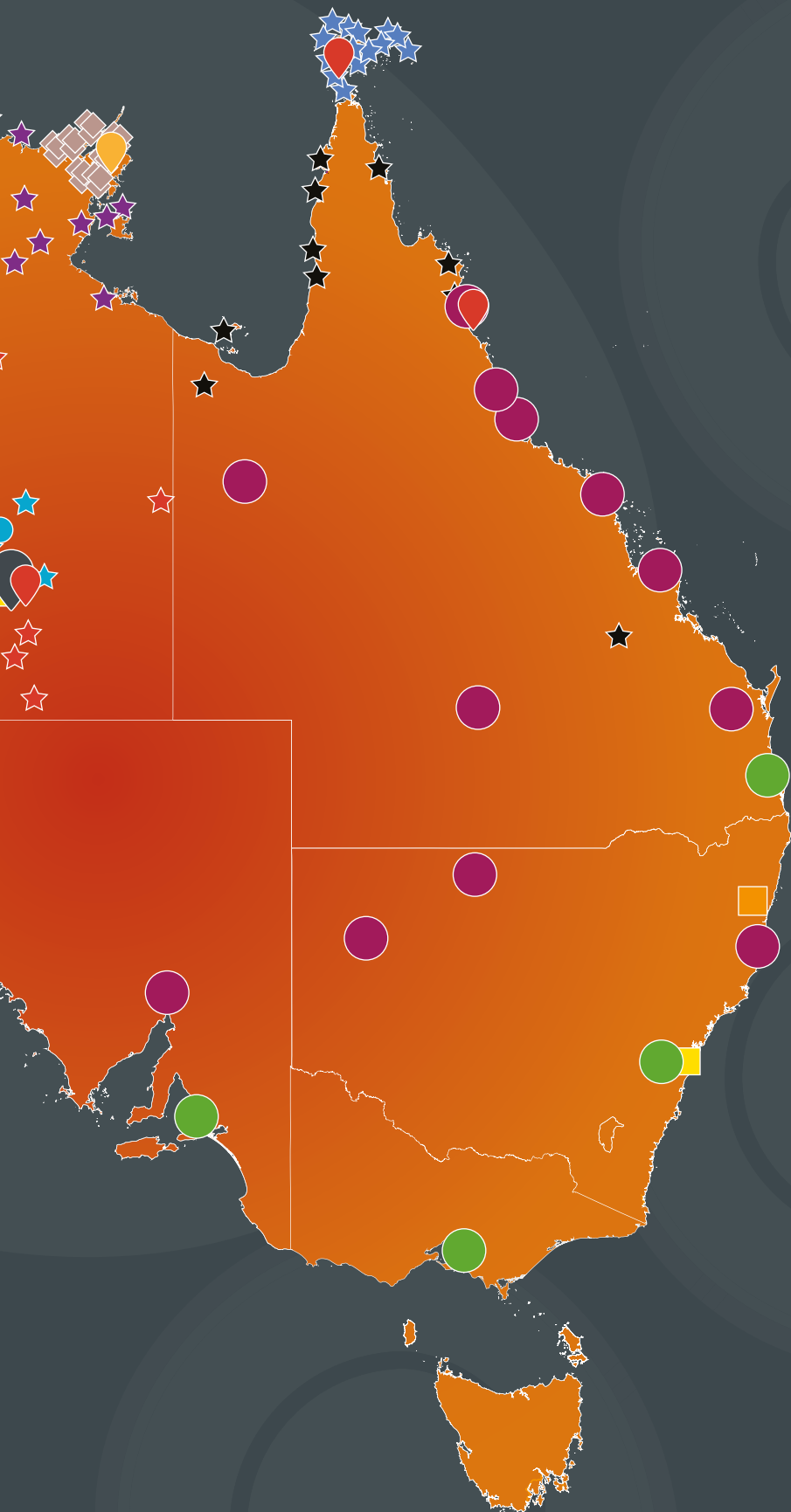
-  **Aboriginal Resource and Development Service**, Arnhem Land NT, Yolngu Radio
-  **Derby Aboriginal Media**, Derby WA, 6DBY
-  **Ngaarda Media Aboriginal Corporation**, Roebourne WA, Ngaarda Radio
-  **Puranyangu-Rangka Kerrem Aboriginal Corporation**, Halls Creek WA, 6PRK
-  **Wangki Yupunanupurri Aboriginal Corporation**, Fitzroy Crossing WA, Wangki Radio
-  **Waringarri Media Aboriginal Corporation**, Kununurra WA, 6WR





Urban radio broadcasters

- Aboriginal Broadcasting Australia**, Darwin NT, Radio Larrakia
- Brisbane Indigenous Media Association**, Brisbane, 4AAA/98.9
- Gadigal Information Service Aboriginal Corporation**, Sydney, NSW, 2LND/Koori Radio
- Noongar Media Enterprises**, Perth WA, Noongar Radio
- Nunga Wangga Aboriginal Corporation**, Adelaide SA, Broadcast through Radio Adelaide
- First Australia Media Enterprises**, Melbourne VIC, 3KND





Regional radio broadcasters

- Bidjara Media and Broadcasting Company Ltd,**
Charleville QLD, 4RRFM
- Bumma Bipperra Media,**
Cairns QLD, Bumma Bipperra
- Central Queensland Aboriginal Corporation for Media,**
Rockhampton QLD, 4US
- Cherbourg Aboriginal Shire Council**
Cherbourg, QLD, Cherbourg Radio
- Goolarri Media Enterprises,**
Broome WA, 6GME
- Mackay and District Aboriginal and Islander Media Association,** Mackay QLD, Murri FM
- Mid North Coast Indigenous Broadcasters Association,**
Taree NSW, 2TLP Ngarralinyi
-  **Midwest Aboriginal Media Association,**
Geraldton and Carnarvon WA, Radio MAMA
- Mt Isa Aboriginal Media Association,**
Mt Isa QLD, 4MOB
- Muda Aboriginal Corporation,**
Bourke NSW, 2CUZ
- Murdi Paaki Regional Enterprise Corporation,**
Wilcannia NSW, Wilcannia River Radio
- Queensland Police-Citizens Welfare Association,**
Palm Island QLD, Palm Island Radio
-  **Tjuma Pulka (Media) Aboriginal Corporation,**
Kalgoorlie WA, Tjuma Radio
- Townsville Radio 4K1G Aboriginal and Torres Strait Islander Corp.,** Townsville QLD, 4K1G
- Umeewarra Aboriginal Media Association Inc.,**
Port Augusta, Umeewarra Radio



Television broadcasters

- Aboriginal Broadcasting Australia,**
Darwin NT, Aboriginal TV Channel 4
- Goolarri Media Enterprises,**
Broome WA, GTV
- Indigenous Community Television,**
Alice Springs NT, ICTV
- National Indigenous Television,**
Sydney NSW, NITV



Print Media

- Koori Mail,**
Lismore, NSW

Digital Inclusion

FNMA advocates for fast, accessible, affordable and reliable telecommunications, information and communication technology access for remote Aboriginal and Torres Strait Islander communities.

IRCA was a founding and active member of the Broadband for the Bush Alliance (B4BA) in 2011, advocating for targeted telecommunications policy and digital inclusion for remote Australia, and helping to run the annual Broadband for the Bush Forum. After 8 years, B4BA was wound up in early 2019. FNMA has committed to continue to run the Indigenous Focus Day, a key feature of the B4B Forum.

Indigenous Focus Day VI

The Indigenous Focus Day (IFD) is an annual forum for First Nations people to discuss digital inclusion needs and challenges at a local level and provide input into policy needs at a state and national level. The 6th IFD, themed Shaping Our Digital Futures – Apurte Akaltje-antheme (Arrernte for 'learning together'), was held in Mparntwe/ Alice Springs on 27th June and attended by over 90 delegates from remote and regional communities, industry stakeholders and Government. It was hosted by FNMA and sponsored by Telstra and the Australian Communications Consumer Action Network (ACCAN). The IFD followed a 2-day inDigiMOB workshop and featured speakers from inDigiMOB partner organisations.

The day featured a keynote address by Senator Malarndirri McCarthy and 12 presentations of community-led innovative and creative projects to strengthen language and culture, provide training and work opportunities, promote enterprise development, and support digital mentors to share skills and awareness. These provided background for three group discussions on innovative solutions at a local, regional and national level.

Following the Australian Government's recent commitment to develop an Indigenous Digital Inclusion Plan, the key outcome of the day was a Policy Action Plan to take to government. Delegates reiterated the call for Indigenous Digital Inclusion to be a Closing the Gap target and called on the Government to implement the six-part Digital Inclusion Program developed at previous IFDs.

The IFD was followed by a showcase of innovative digital projects and resources. This provided an opportunity for more in-depth discussions and hands-on interaction with the projects.

SNAPSHOT Indigenous Focus Day

90 delegates

12 presentations
and 3 speeches

4 workshops sessions

6 trade stalls



PROPOSED DIGITAL INCLUSION PROGRAM

- 1 Remote Data collection to measure access, availability, affordability and digital literacy.
- 2 Improve availability - prioritised roll-out of broadband and mobile coverage to communities with limited access.
- 3 Last-mile access - public Internet access through community-wide WiFi; community access computers.
- 4 Affordable access - unmetered access to all key online services; affordable pre-paid mobile options.
- 5 Digital Literacy - culturally and language appropriate skills program in remote communities, locally tailored to needs and existing levels of digital access, engagement and skills
- 6 Digital Mentors program to provide local jobs and a peer-supported learning model



InDigiMOB

inDigiMOB has continued its strong engagement with remote communities into the third year of the project, building on the solid results in year two. We have supported our existing partners, mentors and community participants to strengthen people's digital skills and improve digital inclusion in the Northern Territory. We have also brought on new partner, Anindilyakwa Land Council, to include two Groote Eylandt communities in the program. This brings the total number of NT communities we regularly engage with to 20.

Key inDigiMOB numbers (FY19)

3485 workshop participants

1024 new individuals impacted

62 Digital Mentors employed

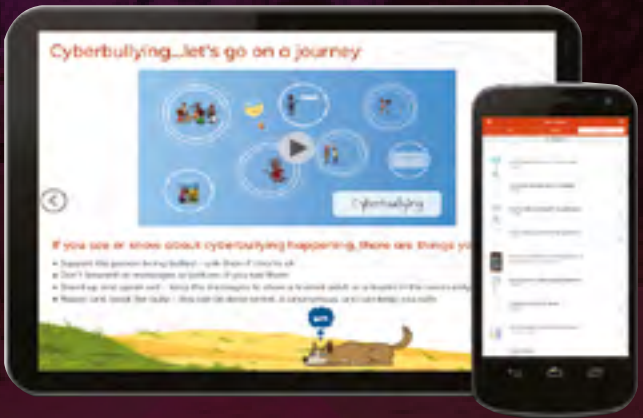
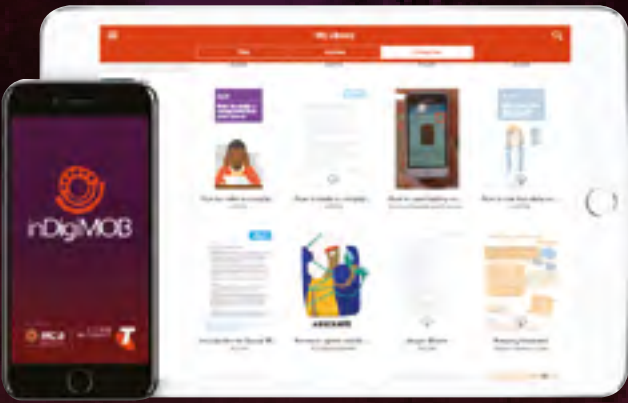
25 video and audio resource uploaded
combined total of 451 plays

20 communities engaged

Key inDigiMOB achievements (FY19):

- Supported our partners to continue to run digital activities and engage participants in their communities;
- Maintained high level of workshop participation;
- Supported our partners to more intentionally develop the skills of the Digital Mentors;
- Directly supported the Digital Mentors with skill development opportunities and exposure to new digital technologies through inDigiMOB-run Digital Mentor Workshops;
- Revamped inDigiMOB website and updated content;
- Released more inDigiMOB training resources on a broader range of online platforms;
- Partnered with high-profile Indigemoji project;
- Partnered with RMIT University to create Disconnect podcast series;
- Continued to build our network, including broader recognition of our niche capabilities; and,
- Continued to boost our social media presence and share good news stories (primarily via Facebook, indigiTUBE, local and online news platforms, and First Nations Media Australia newsletters).





Industry Engagement

Engagement with sector and stakeholders

First Nations Media Australia has built good working relationships with First Nations media organisations, peak bodies, screen agencies, broadcasters, other sector bodies, regulators, government and funding bodies to expand our partnerships, impact and knowledge of the industry. Our events have proven a good opportunity to bring together our membership, government agencies and industry stakeholders to increase communication and funding and partnership opportunities within the sector.

In 2018-19, First Nations Media Australia has undertaken numerous inter-state trips to meet with government, industry, members and stakeholders including: Sydney (NAIDOC 18, CONVERGE Sydney, Sector Roundtable meetings and multiple stakeholder meeting trips), Garma Festival, July 18, Melbourne, Canberra (Aug 18 & May 19), Cairns/Thursday Island (arrangements for 2019 RIMF and Winds of Zenadth festival), Ngaanyatjarra Lands, Batchelor (Wanala Conference & meetings), Gold Coast (CBAA Conference, Nov 18), Brisbane (Joint Council, Mar 19), Perth (Apr 19) along with many local meetings and teleconferences from our base in Alice Springs.

We visited many of the First Nations media organisations through the year: Ngaanyatjarra Media, PAW Media, PAKAM, Koori Radio, Noongar Radio, 3KND, Umeewarra Media, BIMA, Nunga Wangga, TSIMA, NITV, ICTV, CAAMA and more. We also met with representatives from numerous other organisations at CBAA conference in November 2018, including Indigenous producers and broadcasters from community radio stations.

In the broadcasting sphere, First Nations Media Australia has worked closely with First Nations and community broadcasters, CBAA, CBF, NEMBC, RPH Australia, CMAA, ICTV, NITV/SBS, ABC, and is a member of Media RING. In the telecommunications and digital inclusion space, FNMA is a founding member of Broadband for the Bush Alliance and has strong partnerships with Telstra, ACCAN, NT Library, Desert Knowledge Australia, RMIT, CAYLUS, Batchelor Institute, Tangentyere Council and numerous community organisations.



In the training sphere, FNMA works with AFTRS, Goolarri Media, AAA Training, CMTO, Batchelor Institute and other RTOs. FNMA has built strong partnerships through its Archiving working group with NFSA, AIATSIS, NT Library, NSLA, Ara Irititja Archival Project, Strehlow Resource Centre, Wadeye and University of Melbourne. FNMA has also established a relationship with First Languages Australia as the peak body for language centres and works with research institutions such as RMIT and the Jumbunna Institute for Indigenous Education and Research.

FNMA has a pro bono partnership with Gadens Lawyers in Melbourne to assist with legal advice for FNMA and to assist our membership. Gadens hosted an introductory event to help establish philanthropic relationships in Melbourne.

In early 2019 FNMA hosted Jawun secondee Vivienne de Rooy of IAG who assisted our Board with the development of a new Strategic Plan for 2019-2024. We also had Jawun secondee Belinda Clarke of CBA help develop the Workforce Development Action Plan.

Sector support

FNMA provides direct support for First Nations media organisations as requested as part of its core business. This includes providing:

- information on funding and income generation opportunities
- templates for policy and procedures, planning, contracts, and other organisational resources
- assistance with licensing and other regulatory requirements
- IT and technical advice
- website and social media development and staff training
- HR and recruitment assistance
- advice to Boards and Managers on governance, industry directions and strategic planning



- professional development through online and in-person learning and networking opportunities.

Representation

FNMA has representation on a number of Advisory Boards and Committees, including:

- Community Broadcasting Sector Roundtable
- Broadband for the Bush Alliance
- RMIT Cyber-safety research advisory committee
- NT Library Advisory Committee
- Coalition of Peaks.

FNMA regularly meets with government and stakeholders to raise the profile and priorities of our industry. To promote the sector and raise key issues, FNMA staff deliver conference presentations, radio and TV interviews, and send out media releases.

Funding Opportunities

FNMA shares information about funding opportunities to member organisations and via our newsletter each month and our social media networks. We actively seek out new opportunities to advance industry strategies and projects. FNMA is a member of the Strategic Grants Hub to identify industry funding opportunities. FNMA is also seeking to build relationships with philanthropic organisations.

First Nations Media Australia has pursued funding opportunities for the development of a news cadetship and networking project, the continuation of inDigiMOB and the expansion of the project into jurisdictions outside the Northern Territory, continued funding support for indigiTUBE and sponsorship and grant contributions to our events.



Communications

In 2018-19 we rebranded from the Indigenous Remote Communications Association (IRCA) to a new name chosen by our members to represent the national peak body role we now undertake. From August 2018 we started trading as First Nations Media Australia.

The new branding, Our Media Matters campaign and expanding range of activities broadened our direct communication reach this year to include:

Regular Updates

FNMA Newsletter emailed monthly to 1,134 subscribers. Stakeholder update emailed quarterly to 229 contacts.

Bi-monthly member update meetings held online in groups of remote, regional and urban stations.

Our social media sites showcase hundreds of photos from CONVERGE Sydney, the inaugural First Nations Media Awards, the indigiTUBE launch and Indigenous Focus Day events.

Apps and Websites

IRCA has supported member organisations with website and radio app upgrades and to establish radio streaming services.

The IndigiTUBE Radio streaming app now streams 20 First Nations radio stations with new music, podcast, news, audio and video content being added each week.

A refreshed website was developed for the inDigiMOB project along with new resources available on iOS and Android apps for the inDigiMOB digital learning resource.



FNMA Facebook page

Increased from 2,613 to 4,522 followers.



FNMA Twitter account

Increased from 3,420 to 3,770 followers.



IndigiTUBE

Facebook page increased from 4,536 to 5,311 followers.

Twitter page increased from 1,640 to 1,836 followers.



InDigiMOB Facebook page

Increased from 179 to 309 followers.

Governance & Strategy

In 2018-19 the FNMA Board had one face to face meeting in Alice Springs and 5 additional teleconference Board meetings, as well as its AGM in November 2018. In 2018 FNMA made some small amendments to its Constitution and updated a number of its HR, Board and operational policies to align with our new name and emerging policy positions. The FNMA Board prepared a Draft Strategic Plan for 2019-2024 which was circulated to the sector for feedback.

Closing the Gap Refresh

In January 2019 FNMA became a member of the Coalition of Aboriginal and Torres Strait Islander Peak Organisations (Coalition of Peaks). This is a group of 40 Aboriginal and Torres Strait Islander community-controlled organisations who have signed a Partnership Agreement on Closing the Gap with Government (COAG). Our Chair, Dot West is our representative on the Coalition of Peaks, contributing to discussions and decision-making on a refreshed Closing the Gap framework and associated National Indigenous Reform Agreement (NIRA) currently in development for 2019-2029.

Policy Submissions

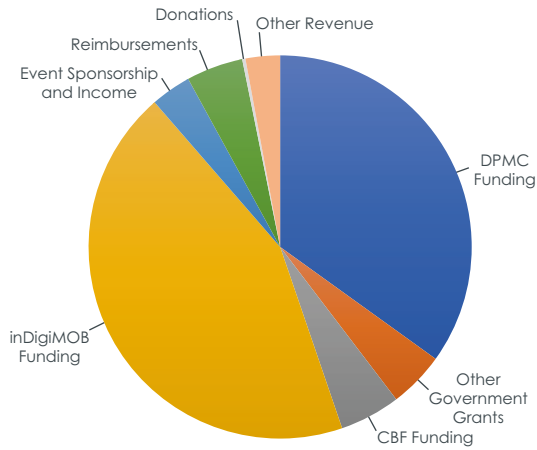
FNMA engaged in the development of a range of policies, submissions and responses in 2018-2019. Issues statements and submissions to government discussion papers and consultations included responses to:

- Regional Telecommunications Review 2018
- Joint Select Committee on Constitutional Recognition relating to Aboriginal and Torres Strait Islander Peoples – Interim Report
- CBAA Codes of Practice Review
- Federal Budget – Pre-Budget Submission 2018
- Protection of Indigenous Knowledge in the Intellectual Property System – response to consultation paper
- Communications & Closing the Gap discussion paper
- The Future Delivery of Radio Services in Australia – ACMA forum and response to issues paper
- Responses to CBF draft documents and consultation processes.

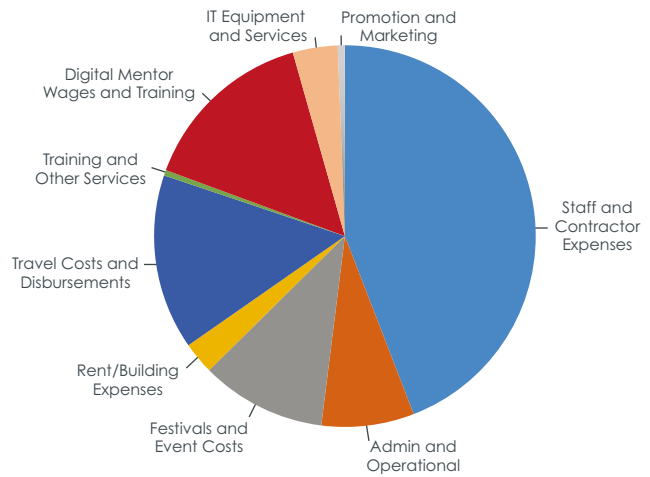


Financials

Income \$2,474,089.33



Expenditure \$2,396,679.18

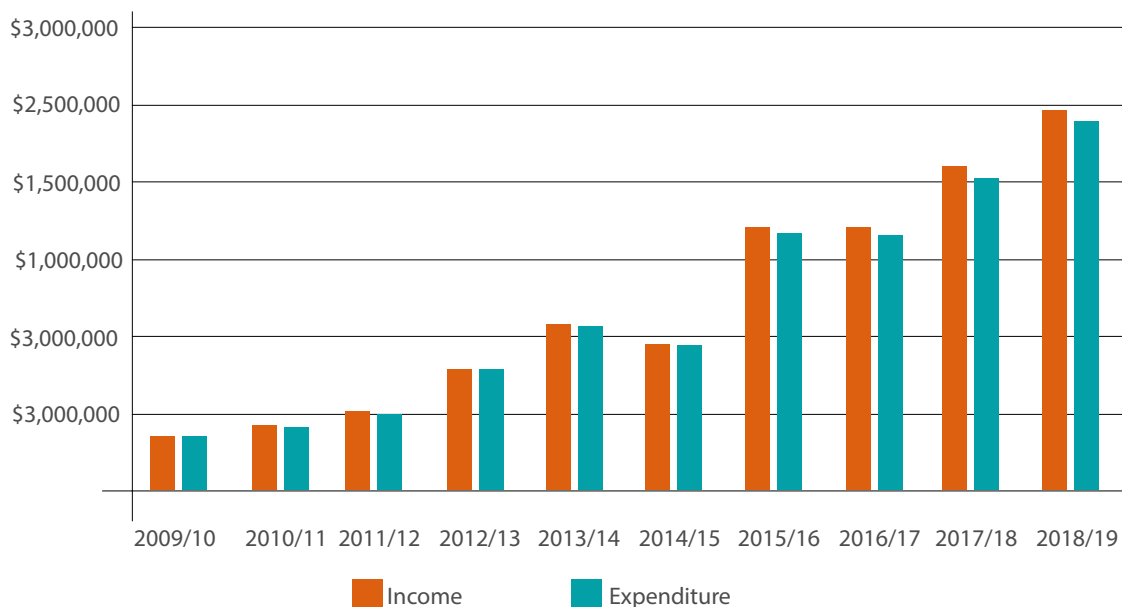


Income Summary	Amount	%
DPMC Funding	\$864,183.00	34.93%
Other Government Grants	\$116,483.30	4.71%
CBF Funding	\$126,600.00	5.12%
inDigiMOB Funding	\$1,085,401.40	43.87%
Admin and Mgt Fees	\$84,268.20	3.41%
Event Sponsorship & Income	\$118,529.30	4.79%
Donations	\$6,800.00	0.27%
Other Revenue	\$71,833.13	2.90%
TOTAL	\$2,474,089.33	100.00%

Expenditure Summary	Amount	%
Staff & Contractor Expenses	\$1,049,637.56	43.8%
Admin & Operational	\$308,125.43	12.9%
Festivals & Event Costs	\$140,502.77	5.9%
Rent/Building Expenses	\$74,331.85	3.1%
Travel Costs	\$302,367.79	12.6%
Training & Other Services	\$72,440.00	3.0%
Digital Mentor Wages and Training	\$326,865.51	13.6%
IT Equipment & Services	\$71,229.37	3.0%
Promotion and Marketing	\$51,178.90	2.1%
TOTAL	\$2,396,697.18	100.00%

There was an overall profit of \$77,419.15 for 2018/19, the highest surplus to date. This brings the total Equity (Cash Reserves) to \$273,365.09. The full 2018/19 Financial Report can be downloaded from firstnationsmedia.org.au.

Income/Expenditure since 2009



**AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 339.50 OF THE CORPORATIONS
 (ABORIGINAL AND TORRES STRAIT ISLANDER) ACT 2006.**

**TO THE INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION ABORIGINAL AND TORRES STRAIT
 ISLANDER CORPORATION**

As auditor for the audit of the Indigenous Remote Communications Association Aboriginal and Torres Strait Islander Corporation for the year ended 30 June 2019, I declare that, to the best of my knowledge and belief, during the year ended 30 June 2019 there has been:

1. No contraventions of the auditor independence requirements as set out in the *Corporations (Aboriginal and Torres Strait Islander) Act 2006* in relation to the audit; and
2. No contraventions of any applicable code of professional conduct in relation to the audit.

Dated this 12th day of November 2019

Brian Tucker Audit
BRIAN TUCKER AUDIT
 Chartered Accountants


BILLY-JOE THOMAS
 Director

**INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION
 ABORIGINAL AND TORRES STRAIT ISLANDER CORPORATION
 ABN: 73 413 550 324**

**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
 FOR THE YEAR ENDED 30 JUNE 2019**

	Note	2019 \$	2018 \$
Income			
Revenue	2	233,641.03	98,461.81
Other income	2	<u>2,240,457.30</u>	<u>2,001,043.16</u>
		2,474,098.33	2,099,504.97
Expenditure			
Accountancy expenses		(35,766.50)	(18,583.03)
Auditor's remuneration	3	(10,586.75)	(10,916.00)
Bad and doubtful debt expenses		(480.00)	(8,157.27)
Depreciation and amortisation expenses		(33,549.26)	(29,842.00)
Employee benefits expenses		(968,779.45)	(824,463.79)
Other expenses		<u>(1,347,517.22)</u>	<u>(1,145,090.48)</u>
		(2,396,679.18)	(2,037,052.57)
Profit for the year	4	77,419.15	62,452.40
Other comprehensive income			
Transfer to Operations		-	10,775.66
Other comprehensive income for the year		-	10,775.66
Total comprehensive income for the year		<u>77,419.15</u>	<u>73,228.06</u>



First Nations Media Australia Board 2018-2019

- Chairperson** Dot West
- Director** Nelson Conboy
- Director** Naomi Moran
- Director** Victor Weetra
- Director** Tanya Orman
- Director** Sylvia Tabua
(to November 2018)
- Director** Daisy O'Byrne
(to November 2018)

- Director** Elizabeth Katarinja
(to November 2018)
- Director** John 'Tadam' Lockyer
(from November 2018)
- Director** Vince Coulthard
(from November 2018)
- Director** Jennifer Enosa
(from November 2018)



First Nations Media Australia Staff 2018-19

General Manager	Daniel Featherstone	indigiTUBE Project Manager	Jaja Dare
Assistant Manager	Jennifer Nixon	Archiving Project Coordinator (0.2)	Susan Locke
Executive Assistant	Stephanie Stone	inDigiMOB Project Manager	Ben Smede
Policy & Strategic Communications	Claire Stuchbery	inDigiMOB Project Coordinators	Sonja Peters Jonathon Daw
Events & Membership Services Officer	Jacinta Barbour <i>(from April 2019)</i>	FNMA/inDigiMOB Technical Coordinator	Ben Pridmore
Industry Development Officer	Roy Monaghan <i>(from June 2019)</i>	inDigiMOB Project Support/ Evaluation	Metta Young (0.2)
Administration Officer	Harmony Armstrong/ Mikayla Friday Shaw <i>(from May 2019)</i>	IT Trainee	Myers Sandy





Indigenous Remote Communications
Association Aboriginal and Torres Strait
Islanders Corporation
(trading as First Nations Media Australia)
ABN 73 413 550 324

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 [@IRCA](https://www.instagram.com/IRCA)

*Photos: First Nations Media Australia.
Thank you to all our contributing photographers.*

*FNMA acknowledges the traditional custodians of the
lands on which we work. We pay respect to Elders past,
present and future.*

First Nations Media Australia gratefully acknowledges the support of



Australian Government
Department of the Prime Minister and Cabinet



Australian Government
Department of Communications and the Arts



and our numerous project and event sponsors.