

Sector policy development

Where we have been; moving forward

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FIRST NATIONS MEDIA NATIONAL CONFERENCE

CONVERGE:

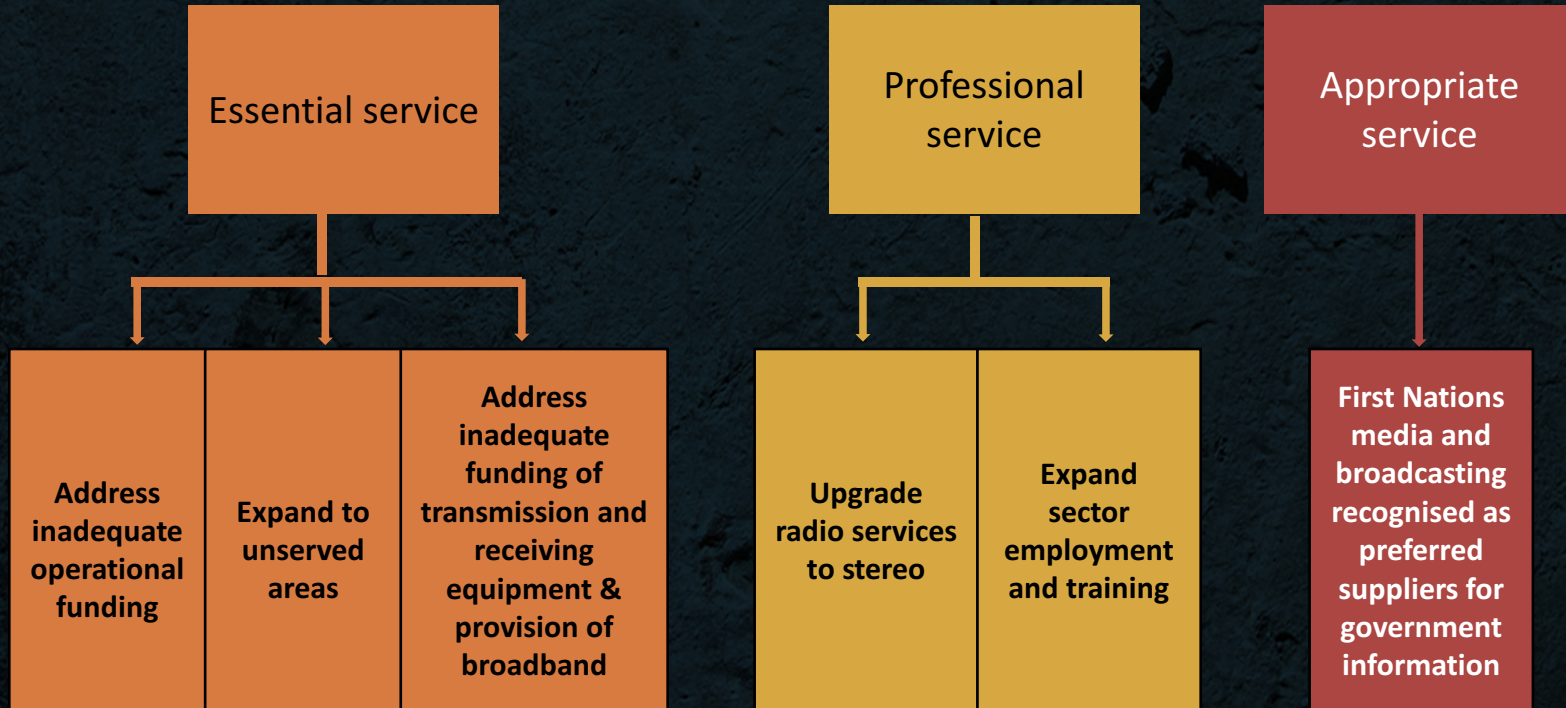
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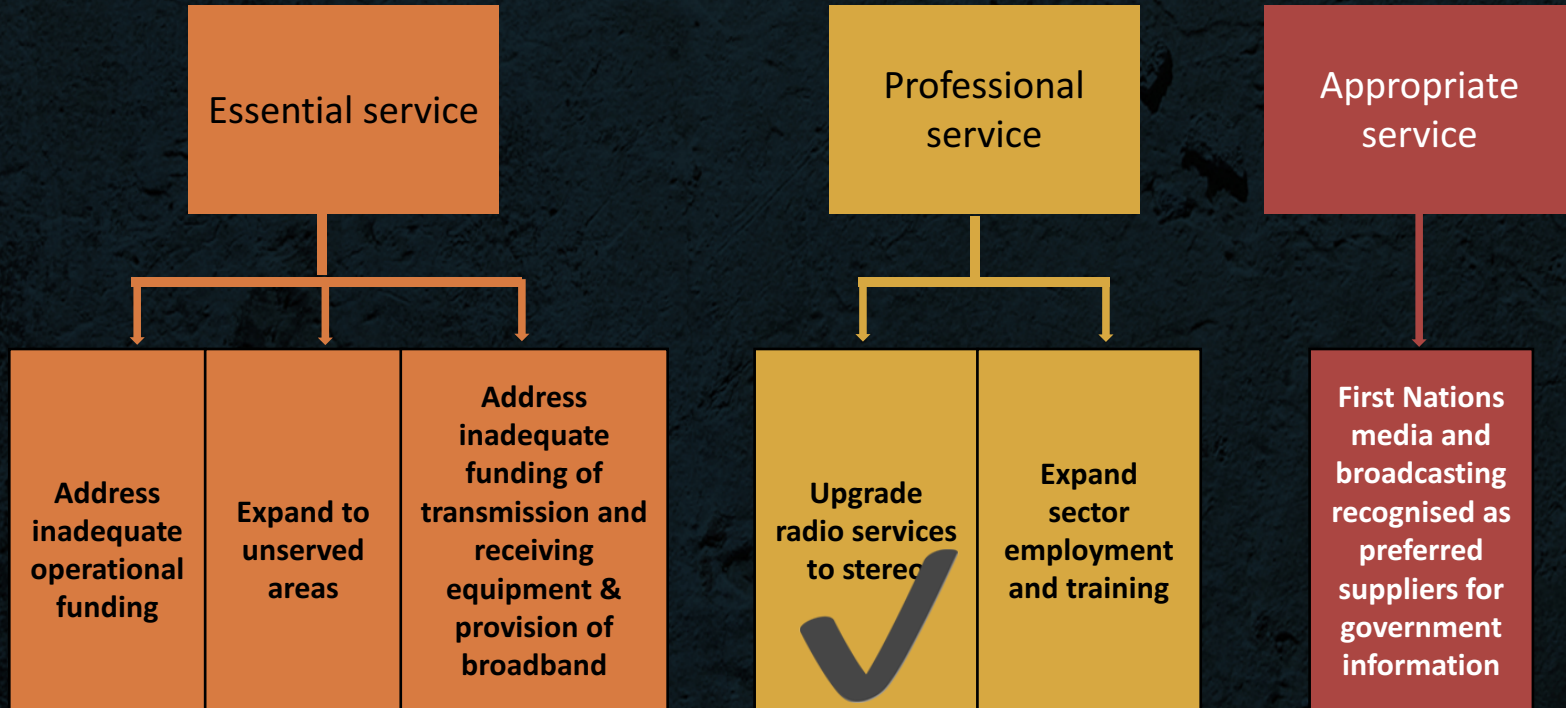
Policy Calls for Action:

Where we have been

IRCA Policy Calls for Action 2016



IRCA Policy Calls for Action 2016



IRCA Policy Meets CONVERGE 2017: Calls for Action

- 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 including funding for archiving;
- Develop a program to increase employment and career pathways in the sector;
- Establish First Nations media orgs as preferred suppliers for government messaging.

Developments post Converge 2017

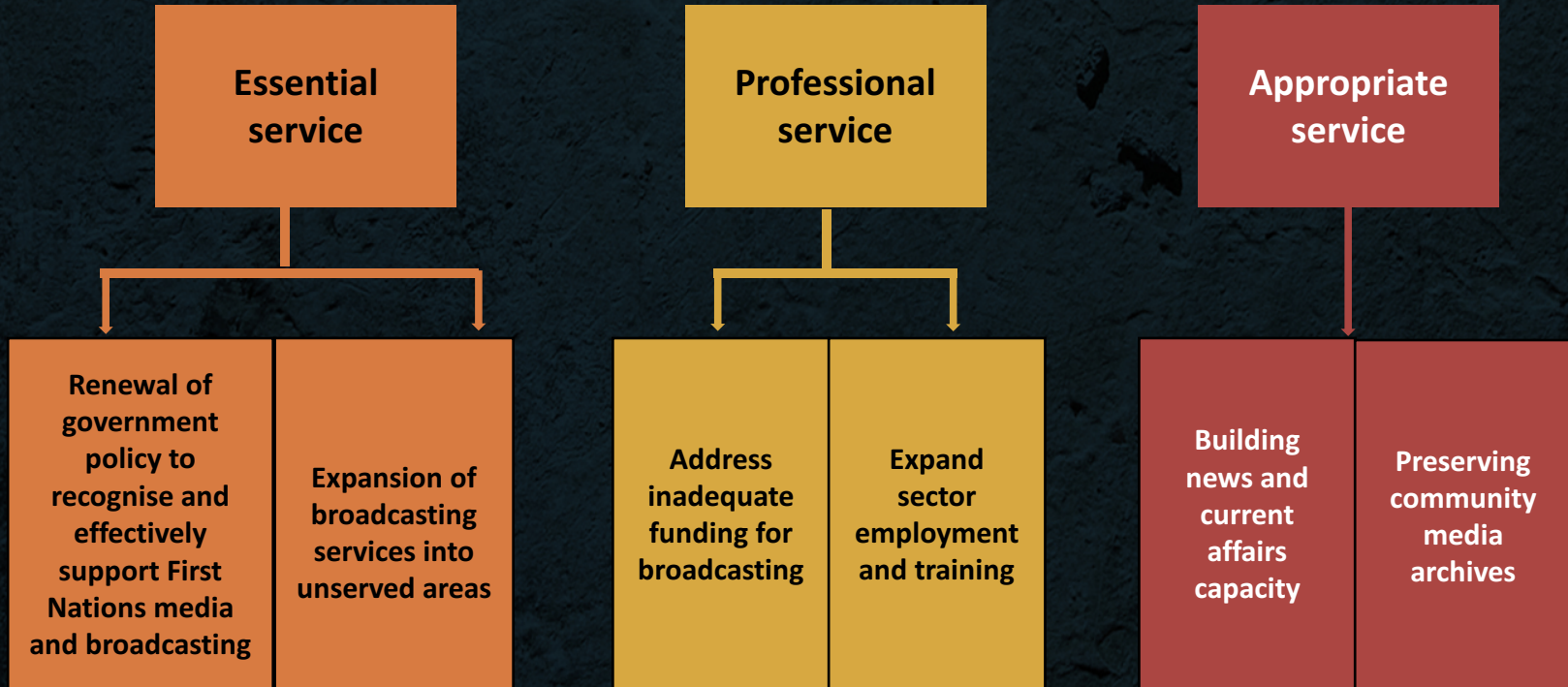
- News and current affairs priorities:
 - Australian Government's Media Reform package.
 - Public Interest Journalism Senate Committee.
 - Regional and Small Publishers Innovation Fund.
- Additional funding to CBF for digital radio, news and current affairs, and training for community broadcasting.
- Growing need for archiving support.
- Indigenous digital inclusion as part of the Closing the Gap initiative.

Key Policy Calls for Action

Moving forward in 2018

IRCA Policy Directions 2018

Three themes. Six key policy areas



Key Policy Calls for Action 2018

Drilling down

Policy Theme: Our media is an essential right

Policy Area 1. Updated Policy

Renewal of government policy to recognise and effectively support First Nations media and broadcasting within contemporary social, cultural and technology environments.

We need a clearly defined policy that:

- **Positions First Nations media and broadcasting as the primary service to First Nations people and communities**
- **Enables it to grow and change in response to social, cultural and technology developments**
- **Positions it as having strategic importance in reaching First Nations audiences**
- **Ensures adequate resourcing.**
- **Other?**

Policy Theme: Our media is an essential right

Policy Area 2. Expanded coverage

Expansion of First Nations broadcasting services to areas with significant Aboriginal and /or Torres Strait Islander populations but without a first level First Nations service.

We need a clearly defined policy that:

- Identifies and sets out the case for the areas that need a First Nations broadcasting service.
- Identifies a path forward for a funding program for expanding services.
- Identifies and sets out the case for funding areas that are underserved through equipment issues.
- Other?

Policy Theme: Our media is professional and needs better resourcing

Policy Area 3. Increased Funding:

Adequate funding to address sector expansion, CPI recovery, technical and facility upgrades, multi-platform delivery modes, and new roles in a convergent era

We need a clearly defined policy that:

- **Makes a clearly defined and argued figure for adequate resourcing.**
- **Other?**

Policy Theme: Our media is professional and needs better resourcing

Policy Area 4. Expanding Indigenous employment and skills development, and recognition of the professionalism of Aboriginal and Torres Strait Islander media jobs

We need a clearly defined policy that:

- **Gives a clear view of the employment scope (what jobs, what career paths, etc) for the sector**
- **Identifies appropriate remuneration**
- **Identifies appropriate training**
- **Identifies the funding levels needed to achieve those outcomes.**
- **Other?**

Policy Theme: Our media is culturally appropriate

Policy Area 5. Building the news and current affairs capacity within the sector, including an aggregation and sharing service and community journalism training

We need a clearly defined policy that:

- **Sets out a clear policy setting out the primary position of First Nations media organisations in the provision of news to their communities**
- **Gives a statement of the need for funding for that purpose.**
- **Other?**

Policy Theme: Our media is culturally appropriate

Policy Area 6. Archiving our collections and providing access to community collections

We need a clearly defined policy that:

- Sets out a policy for collections being kept on country for cultural reasons
- Identifies resourcing for training, digitisation resources, cataloguing and viewing platforms, jobs.
- Other?