

Annual
Report
2017



IRCa

Indigenous Remote
Communications Association



CHAIRPERSON REPORT



2016/17 was the first year of IRCA's transition to national peak body for Aboriginal and Torres Strait Islander media. We're proud of what we've achieved. Thanks to all our remote, regional and urban members and stakeholders for your involvement, input and support through this process.

There's been a lot of big changes for IRCA this year – a revised Constitution with a change to organisational voting membership, new structure and functions for IRCA, and a new Strategic Plan aimed at supporting industry development for our expanded national membership. The new Constitution was approved at a General Meeting at the Remote Media Festival in Yirrkala in late September 2016 and approved by ORIC in October 2016. We now have 166 members across our four membership categories.

I'd like to acknowledge the hard work and commitment of my fellow Board members throughout the transition process. The Board had three face to face planning meetings and five other Board meetings in 2016/17. The IRCA Board included Sylvia Tabua (Secretary), Karl Hampton (Treasurer), Simon Japangardi Fisher, Gilmore Johnston, Daisy O'Byrne, and from August 2016, Dot

West and Kirstie Parker. Thank you all – it's been a pleasure working with you.

A highlight for me was the CONVERGE National Aboriginal and Torres Strait Islander Media Summit in Alice Springs in May. This was an opportunity for the national industry to come together to develop a shared vision and policy direction in a convergent era. We acknowledged the pioneers who helped develop our media industry, discussed our values, and shared our achievements and our challenges. We have come a long way in the last 40 years, but there is still much work to be done to get the recognition and funding support our industry deserves. While our sector is very diverse, this progress will only be achieved by working together.

As my four-year term was up, I did not re-stand for the IRCA Board in May. I would like to congratulate the new Board members and Dot West on her appointment as the new IRCA Chairperson, and wish them all the best going forward. I know they will continue to ensure IRCA provides a powerful and effective voice for the whole Aboriginal and Torres Strait Islander broadcasting, media and communications industry.

John "Tadam" Lockyer
Chairperson



GM REPORT



Over the last year, IRCA's Board, staff and membership have come to appreciate the meaning of the term 'change management'. Not only has IRCA expanded its role to become the national peak body, but the whole industry is experiencing a period of change with convergence and technological advances, funding and income challenges, and the different needs of our expanding audiences.

IRCA has been working hard to effectively navigate the challenges, identify new opportunities, and support innovation and industry development. Now more than ever it is important for the industry to have a unified voice, a clear direction, and a willingness to embrace change while maintaining the values that define our sector.

IRCA has now completed its first year of the transition to national peak body, while maintaining our support for the remote sector. IRCA has expanded its services, events and activities to support our nation-wide Aboriginal and Torres Strait Islander broadcasting and media industry, with more to come in the year ahead.

In 2016/17 we achieved the following outcomes:

- Development of a new Constitution and national membership structure

- Opening of new national membership in four categories, with 166 members joined to date
- Election of new Board of Directors under new Constitution at CONVERGE Summit
- Launch of a draft Strategic Plan for the new peak body in October 2016
- Development of new policies for IRCA Operations, Board and membership
- Publication of monthly e-newsletter, plus regular web and social media posts and press releases about key activities
- Development of IndigiTUBE radio streaming app plus 12 individual members station apps
- Completion of pilot year of the inDigiMOB Digital Mentors project
- Advocated to COAG for Indigenous Digital Inclusion to become a Closing the Gap measure.

We also held three successful events for industry development and knowledge sharing:

- 18th National Remote Indigenous Media Festival, co-hosted with TEABBA, in Yirrkala, September 2016, with over 160 delegates attending
- CONVERGE Summit in Alice Springs, May 2017, our first national industry event
- Broadband for the Bush Indigenous Focus Day in Fremantle in June 2017.

Thanks to the IRCA Board and staff for a huge effort over the last year, as well as our membership and stakeholders for their support and engagement. The positive feedback from the sector has helped make the efforts worthwhile. We look forward to working together to support the ongoing development of a vibrant and resilient industry into the future.

Daniel Featherstone
General Manager



ABOUT IRCA AND OUR INDUSTRY

ABOUT INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION

Indigenous Remote Communications Association (IRCA) is the peak body for Aboriginal and Torres Strait Islander broadcasting, media and communications. Founded in 2001 as the peak body for remote Indigenous media and communications, we undertook a structural change and expanded our membership and role to become the national peak body in 2016/2017.

Up to 105 Remote Indigenous Broadcasting Services (RIBS), 8 Remote Indigenous Media Organisations (RIMOs) and 28 urban and regional Aboriginal and Torres Strait Islander radio services are now eligible for representation by IRCA.

IRCA recognises the diversity within our industry. We have worked closely with our stakeholders to determine appropriate membership, governance and support structures for our new national representation. Our draft Strategic Plan 2016-19 was launched in October 2016 for feedback on our role and function as a national peak body and the services we deliver to our members.

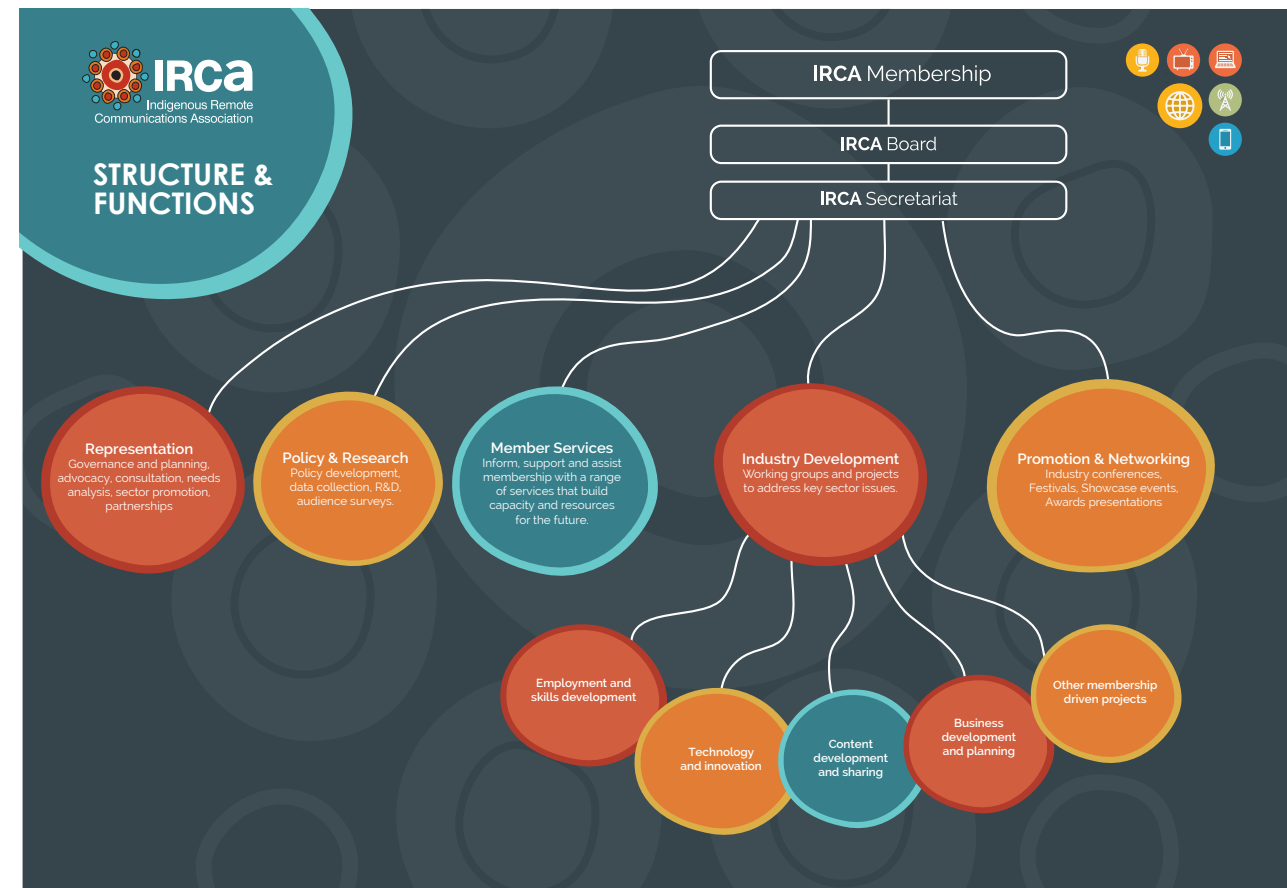
Aboriginal and Torres Strait Islander managed media and communications are an essential service in our communities. They provide access to locally relevant information services, support health and wellbeing, provide meaningful employment and skills, strengthen cultural identity and support social and economic development. Aboriginal and Torres Strait Islander media

is evolving from its community broadcasting origins into an expansive and convergent industry.

While broadcasting remains the core media activity, we acknowledge that the industry has diversified significantly and embrace all the mediums and platforms used to communicate, connect and share knowledge; radio, film, TV, print, online and mobile.

IRCA recognises that media practice has an historical and proven role in the maintenance of language and culture, self-representation, community development and cultural safety. Committed to the development of our industry, we provide forums, networks and resources to support Aboriginal and Torres Strait Islander media organisations and workers to upskill and build their capacity.

Our activities also include regular newsletters and industry updates, networking events and meetings, annual awards, policy development, research and data collection, content sharing, and industry promotions. We continue to advocate for digital inclusion and access to relevant media services in our communities nationally. While we all work in different ways and different places across Australia, it is important to work together toward innovative solutions for the challenges faced by our media industry. Together we can build a powerful and connected vision for generations to come.



ABOUT THE ABORIGINAL AND TORRES STRAIT ISLANDER BROADCASTING AND MEDIA INDUSTRY

Aboriginal and Torres Strait Islander media organisations are not-for-profit community organisations providing a primary and essential service to their communities. The radio services currently reach nearly 50% of the Aboriginal and Torres Strait Islander population, with the aim of reaching all Aboriginal and Torres Strait Islander peoples in the future.

Aboriginal and Torres Strait Islander broadcasters and media producers also connect non-Indigenous communities with Aboriginal and Torres Strait Islander people and culture, developing greater understanding and building stronger relationships.

The industry:

- Comprises:
 - Radio services able to reach around 320,000 Aboriginal and Torres Strait Islander persons, including around 100,000 very hard to reach people in remote Indigenous communities, or approximately 47% of the Australian Aboriginal and Torres Strait Islander population.
 - A regional satellite TV service reaching 240,000 remote households and a free to air national TV service.
 - Over 230 radio broadcast sites across Australia.



- Is a multimillion dollar industry with over 35 Aboriginal and Torres Strait Islander community owned and managed not for profit media organisations.
- Has the capacity to be a preferred supplier for all government messaging to our communities.
- Is the most relevant and appropriate service with the highest listenership, community engagement and local ownership of all media services.
- Is delivered in the first language of many remote peoples.
- In remote communities, is the most reliable and ubiquitous radio and media service.



CONVERGE

NATIONAL INDUSTRY SUMMIT

apurte irreyte-ke iwerre anyente-le – moving in one direction

In the local Arrernte language of Mbantua (Alice Springs), apurte irreyte-ke iwerre anyente-le translates as 'meeting together and moving in one direction'

Aboriginal and Torres Strait Islander media workers and organisations from across Australia met up at CONVERGE, the national media summit in Alice Springs from 22-24 May 2017. Older and new generations shared their experiences, histories and dreams for the future, connecting the remote, regional and urban media family. CONVERGE was IRCA's first gathering in our new role as national peak body.

The delegates came together to determine the directions needed for the maintenance and growth of the vital work of the Aboriginal and Torres Strait Islander media industry. Forum Facilitator and industry pioneer Dot West said "It was great to see so many of our media organisations from across the country represented at CONVERGE. Everyone worked together constructively towards building a new policy agenda and direction for our industry – showing how we can achieve unity through diversity."

The summit was held at the DoubleTree by Hilton Hotel in Mbantua (Alice Springs). The Monday night Opening Ceremony, led by local Elder Kumalie Riley, welcomed all delegates to celebrate the rich culture of Eastern and Central Arrernte. Throughout CONVERGE the pioneers of the industry were celebrated and acknowledged for their hard work over the past 40 years in the struggle for the rights of Aboriginal and Torres Strait Islanders to create their own media – to have their voices heard on the airwaves, their faces and stories on film and TV, their journalism and images in print and online.

Based on delegate input at CONVERGE, a Communique to Government was developed. This outlined the key messages about our industry's value, as well as shared member concerns about the decline in funding and consequent challenges to deliver essential services, meet audience needs and migrate to new technologies. The Activities and Outcomes Report presents the highlights of CONVERGE and the directions needed for the maintenance and growth of our national media industry.

IRCA acknowledges all the Aboriginal and Torres Strait Islander media organisations and workers who gave their time and energy to be at Converge. Meeting together and moving in one direction to help forge the way for our industry and update the policies that guide development from the grass roots, setting the role and direction for IRCA as the new national peak body.

Thank you to our sponsors Community Broadcasting Foundation, Centrecorp Foundation and Central Australian Aboriginal Media Association (CAAMA).

THE EVENT

- 25 organisations represented
- 64 delegates
- 20 speakers
- 4 forums

OUR MEDIA

- 34 value statements
- 42 case studies

INDUSTRY SWOT ANALYSIS

- 25 identified strengths
- 25 identified weaknesses
- 19 identified opportunities
- 12 identified threats

irca.net.au/converge



The National Remote Indigenous Media Festival is an annual industry event for remote Aboriginal and Torres Strait Islander media organisations and workers. The Festival celebrates remote media achievements and builds capacity with its strong media skills development focus.

The 18th NRIMF was held in the community of Yirrkala on Yolngu Country in the Northern Territory, with the theme *Our Stories from the Home of Land Rights*. Delegates were welcomed to saltwater country by the Rirratjingu clan with a Bunggul (ceremony) featuring songmen and dancers from across the Arnhem Land region. ABC Sports Broadcaster, Charlie King, and CEO of the National Centre for Indigenous Excellence, Kirstie Parker, delivered keynote addresses to the delegates describing the positive impact of broadcasting in breaking down barriers, addressing social issues, building career pathways and empowering people to tell their stories. The workshop outcomes were presented at the end of the week, demonstrating the technical skills, creativity and positive storytelling that are hallmarks of the industry.

The evenings were alive with local culture and talent, movies and music. The remote media industry awards were presented throughout the week, recognising the significant talent and commitment in our sector. Indigenous Community Television (ICTV) managed the Festival screenings of community produced media from across remote Australia. The opening night saw the screening of Arnhem Land stories by local media organisations ARDS and Mulka project, and a showcase night of remote productions made for national broadcast on NITV. The Festival concluded with an epic night of cultural richness, performance and music, including Yirrmal, East Journey, Gawurra, Shelley Morris, Bara Band and Yothu Yindi.

The Festival Pictorial Magazine showcased the stories, photos and reports of the event. The music clip for 'Positive Messages', the song produced by the Music and Recording workshop, provides a lively record of the event (vimeo.com/221381390).

Thank you to co-host Top End Aboriginal Bush Broadcasting Association (TEABBA), partners Rirratjingu Aboriginal Corporation, Aboriginal Resource and Development Services, The Mulka Project and East Arnhem Regional Council, and sponsors Community Broadcasting Foundation, Screen Territory, National Indigenous Television,

Indigenous Community Television, Screen Australia, Australian Film, Television and Radio School, Australian Broadcasting Corporation, Foundation for Rural and Regional Renewal, AS Plum, Brian Tucker Accounting, Rio Tinto Alcan, Sodexo and community organisations.

THE EVENT

- 5 days
- 160 delegates
- 31 organisations represented
- 5 industry forums
- 6 stakeholder meetings
- 4 outdoor cinema nights
- 6 skills workshops

WORKSHOPS

- 62 trainees
- 53 Aboriginal and Torres Strait Islander trainees (85%)
- 34 female trainees (55%)
- 28 male trainees (45%)



BROADBAND FOR THE BUSH



Broadband for the Bush Forum.

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

IRCA's activities include:

- Collating data on broadband and telecommunications infrastructure and access in remote Indigenous communities
- Promoting the development of a Remote Communications Infrastructure Plan for remote Australia
- Informing policy direction for remote area telecommunications
- Keeping informed of best practice infrastructure opportunities, particularly in relation to the testing of WiFi mesh, mobile technologies and other technical solutions
- Member of the Broadband for the Bush Alliance (B4BA), undertaking projects and research with Alliance stakeholders
- Representation on the ACMA Consumer Consultative Forum, B4BA Board, and ACCAN Indigenous Advisory Group.

BROADBAND FOR THE BUSH ALLIANCE

IRCA is a member of the Broadband for the Bush Alliance (B4BA), a not-for-profit organisation speaking for the digital needs of remote regions and seeks to advance the digital capacity and capability for those who work and live in remote Australia.

Key focus of the B4BA

1. The expansion of mobile coverage
2. Getting digital infrastructure right – both the rational use of existing infrastructure and expanding infrastructure
3. Smart last mile solutions for small towns and communities
4. Affordable pricing for telecommunications
5. Improved digital literacy
6. Good research to underpin remote communications policy
7. Improving Indigenous communications programs.

BROADBAND FOR THE BUSH FORUM

The B4B Alliance hosts an annual forum to address the issues of internet connectivity in regional, rural and remote Australia.

The 6th forum Remote, Connected and Savvy! was held in Fremantle from 22-23 June.



Attended by over 150 delegates, it featured presentations from government, Aboriginal and Torres Strait Islander groups, research organisations, telecommunications companies, technology innovators, not-for-profit organisations and the broader commercial sector across four streams- Digital inclusion, Regional Innovation, Technology and Policy.

The Forum renewed its call for the development and adoption of a Remote Telecommunications Strategy, the development of an Indigenous Digital Inclusion Program and that Indigenous Digital Inclusion be adopted by the Council of Australian Governments (COAG) as a key performance measure within the Closing the Gap Framework. IRCA is enacting this with letters to all COAG members.

The full list of recommendations, the Communique, presentations and media releases are available on the B4B Alliance website (broadbandforthebush.com.au).

INDIGENOUS FOCUS DAY

The Indigenous Focus Day is an annual invite-only event hosted by IRCA and the Australian Communications Consumer Action Network (ACCAN) prior to the B4B Forum. It promotes digital inclusion projects and addresses the opportunities for, and obstacles to, the digital inclusion of remote Aboriginal and Torres Strait Islander people and organisations.

As part of the 6th forum, within the broad agenda of 'digital inclusion', the Indigenous Focus Day provided space for yarning and sharing; and drawing conclusions on what ideas need to be advocated for prior to the forum. The day was facilitated by Christine Ross, an Arrernte/Kaytetye desert woman.

The Key Outcomes Report provides an overview of the presentations and the action plan (available at irca.net.au).



Christine Ross, IFD 2017 Facilitator

THE EVENT

- 75 participants
- 12 presentations
- 4 workshop sessions on:
 - o Obstacles - Identified key obstacles to digital inclusion
 - o Solutions - Proposed targeted strategies and projects
 - o Policy Plan - Advocacy plans to address key obstacles
 - o Action Plan - key actions to promote Aboriginal and Torres Strait Islander digital inclusion

Aboriginal and Torres Strait Islander Media and Communications in Australia

**Indigenous Remote
Communications
Association**
Alice Springs NT, IRCA

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
- Pitjantjatjara 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 Yupumanupurri Aboriginal Corporation**, Fitzroy Crossing WA, Wangki Radio
- Waringarri Media Aboriginal Corporation**, Kununurra WA, 6WR

Urban radio broadcasters

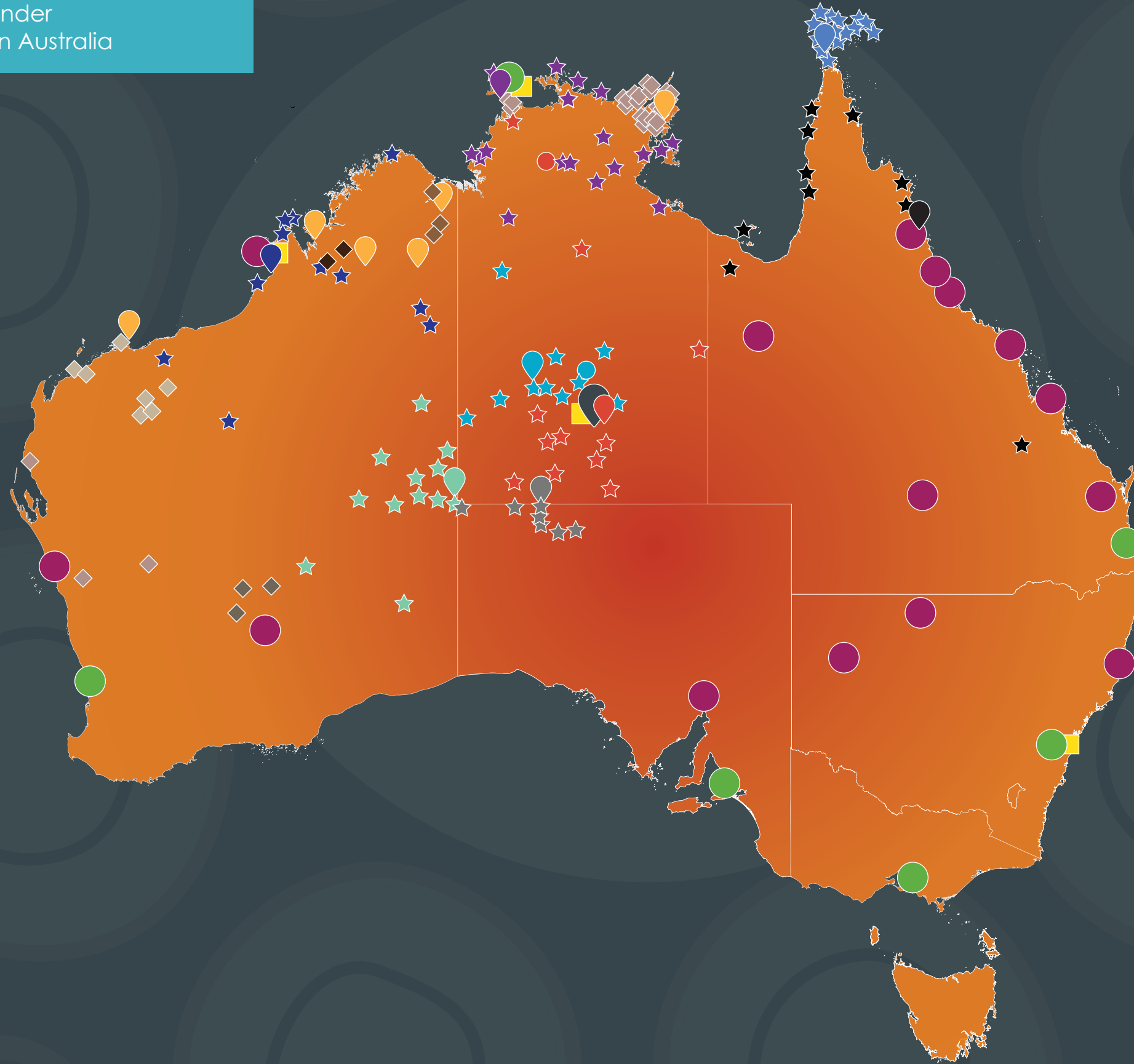
- Aboriginal Broadcasting Australia**, Darwin NT, Radio Larrakia
- Brisbane Indigenous Media Association**, Brisbane, 4AAA/98.9
- Gadigal Information Service Aboriginal Corporation**, Sydney, NSW, 2LND/Koori Radio
- Noongar Media Enterprises**, Perth WA, Noongar Radio
- Nunga Wangga Aboriginal Corporation**, Adelaide SA, Broadcast through Radio Adelaide
- South Eastern Indigenous Media**, 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 Multimedia and Resource Association**, Cherbourg, QLD Radio US MOB
- 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



The inDigiMOB project is a partnership between Telstra and IRCA improving digital inclusion for Aboriginal and Torres Strait Islander people living in remote communities across the Northern Territory. It provides a suite of flexible resources, technical, training and infrastructure support that community based organisations and individuals can access and use according to their diverse needs and contexts. Ultimately the goal of the inDigiMOB project is to support the engagement and professional development of local digital mentors who can, with support, facilitate improved digital literacy skills and peer to peer learning across their communities.

The inDigiMOB project pilot phase commenced in 2016 with programs commencing at Arlparra community in association with Batchelor Institute and in four Town Camp communities in association with Tangentyere Council. An evaluation of the pilot was undertaken in December 2016 that assessed the relevance, effectiveness, efficiency, impact and sustainability of the program. Each of the pilot sites were different, reflecting different language groups, skill levels, facilities, infrastructure and interests. The diverse activities undertaken reflect this. Similarly, the participant reach was broad, yet fluid, with some 45 Town Camp residents participating per day in activities at the four sites over a six-month period and up to 40 participants per day at Arlparra. Key learnings from the evaluation were:



inDigiMOB program delivery

- The effectiveness of building on existing activities particularly where this supports community led initiatives
- Individual needs – to setup email accounts, manage passwords, print materials, navigate heavy text sites – must be balanced alongside group activities
- Flexible approaches to the employment and engagement of local digital mentors is necessary in order to effectively negotiate cultural and work obligations
- Broader issues such as cyber safety, privacy, consumer rights and contract management are critical aspects of digital inclusion
- Resolving connectivity and access issues at the outset of any program is important and ongoing technical support underwrites program activities and participant satisfaction.

During the first half of 2017 the Town Camps and Arlparra moved from the pilot to the sustainability phase. Digital mentors were identified and are progressively being upskilled and immersed in delivering program activities. A third site, Yuendumu, in partnership with PAW Media, has been established and outreach to the adjacent community of Yuelumu is envisaged.

A community engagement and feasibility assessment 'Roadshow' was undertaken during April and May. The inDigiMOB Roadshow team travelled to eight NT communities to meet with community based organisations and individuals and assess their interest and capacity in being host sites for the InDigiMOB project. The engagement and scoping work comprised:

- identifying local facilities, existing connectivity and local interest
- delivering digital skills workshops to community participants, where possible, to give a tangible introduction to the inDigiMOB project and gauge priority issues for the community
- deliver site reports to inform additional site selection and planning, as well as problem solve any connectivity or data issues.

Over 200 community residents across the eight sites participated in the digital skills workshops delivered. The strategy for Year Two has been revised based on the information gathered during the Roadshow and will seek to engage a larger number of communities through more flexible models of participation. These models are:



Phase 2 of inDigiMOB launch

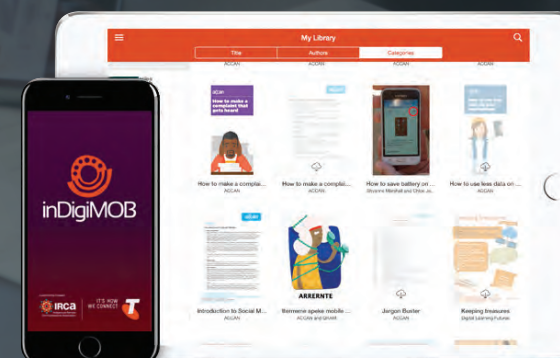
Embedded sites – where inDigiMOB partners with a community based organisation engage local digital mentors and roll-out activities.

Targeted sites – where workshops and activities are delivered into a community on a scheduled basis.

Access sites – where resources such as the inDigiMOB App can be accessed and utilised by residents and organisations alike.

DIGITAL AND ONLINE PLATFORMS

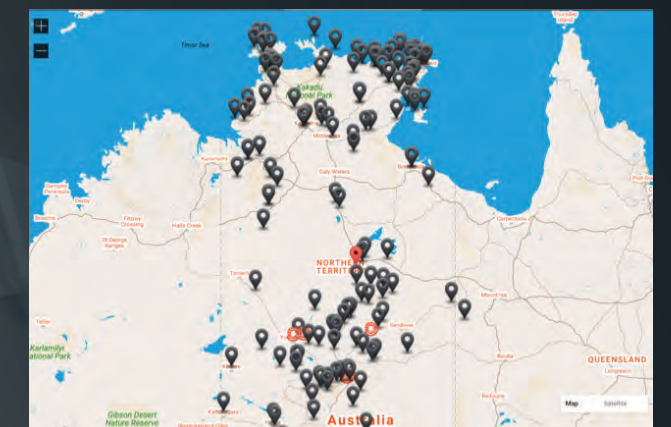
The inDigiMOB App has been developed and is ready for release. The inDigiMOB website has also been established and is ready for content. It is envisaged that both the App and website will act as a portal for community access to vital information and 'how to' guides. inDigiMOB support workers and inDigiMOB mentors will have a key task in the development of local resources for upload to both the App and website facilitating the development of in-language audio guides to visual



content. This approach supports the professional development of mentors and embeds skills locally. It is anticipated that communities will upload other digital products of interest to their communities to encourage use of the App.

NT INTERNET ACCESS MAP

Currently the website hosts a map of NT internet access. This map has been sent to interested parties (such as CAYLUS) who are assisting with data and anecdotal information. It is envisaged that this map will become a useful resource to community members for what services are available in the communities in which they live as well as where they might visit (such as for Sports Weekends). The anecdotal information is important as even though a service might exist at a location, it may not be active or might have difficult access. This mapping also assists the many interested parties who are looking for gaps in internet service delivery and access.



SECTOR ONLINE PLATFORMS

We have increased the reach of our website, newsletter and social media platforms significantly.

SOCIAL MEDIA

-  IRCA Facebook page increased from 1,994 to 2,332 likes.
-  IRCA Twitter account increased from 2,354 to 2,966 followers.
-  IRCA Newsletter subscribers increased from 193 to 696.
-  The IndigiTUBE Facebook page has 4,596 likes and the IndigiTUBE platform has 1,492 Twitter followers.
-  A new Facebook page was established for the inDigiMOB project.

IRCA uploaded hundreds of photos from the 18th Remote Indigenous Media Festival, Converge media summit and Broadband for the Bush Forum to its Flickr site.

APPS AND WEBSITES

Assisted by a Community Broadcasting Foundation (CBF) grant, IRCA worked with PAW Media, PY Media and PAKAM to self-host their radio streaming services, and visited TSIMA on Thursday Island to establish a new website and radio streaming service.

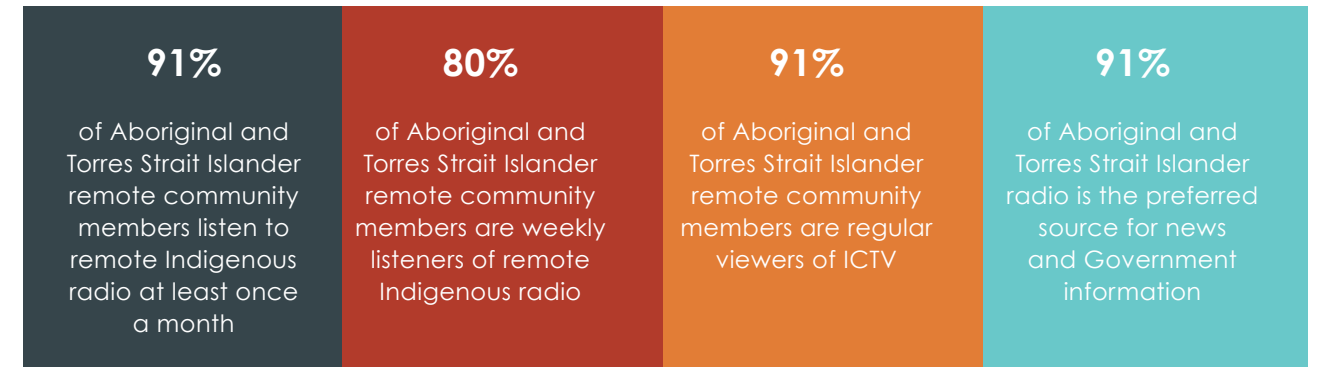
IRCA developed and released 10 iPhone apps and 11 Android apps for Aboriginal and Torres Strait Islander radio stations, as well as IndigiTUBE Radio apps for iPhone and Android phones.

A website was developed for the inDigiMOB project as well as iOS and Android apps.

The IRCA website is being redeveloped and is currently in a transition phase. It will go live in the second half of 2017.



AUDIENCE SURVEY



The first Remote Indigenous Communications and Media Survey was completed in October 2016. The results show high audience numbers for remote Aboriginal and Torres Strait Islander radio and key reasons for community engagement. The results also show the high levels of engagement of remote people with news, government and factual information delivered through remote Aboriginal and Torres Strait Islander radio.

The survey was designed to gather data on remote audience characteristics of and preferences for:

- Listening to remote Aboriginal and Torres Strait Islander radio (Remote Indigenous Broadcasting Services (RIBS)) and viewing Aboriginal and Torres Strait Islander television
- Engaging with television, news sources, government information
- Using communications and broadcast receiving technologies.

Aboriginal and Torres Strait Islander people living in remote communities, especially very remote communities, have until now been largely unrepresented in surveys of radio and television preferences. The challenges of distance, lack of access to landline telephones, and the diversity of languages have created barriers to participation

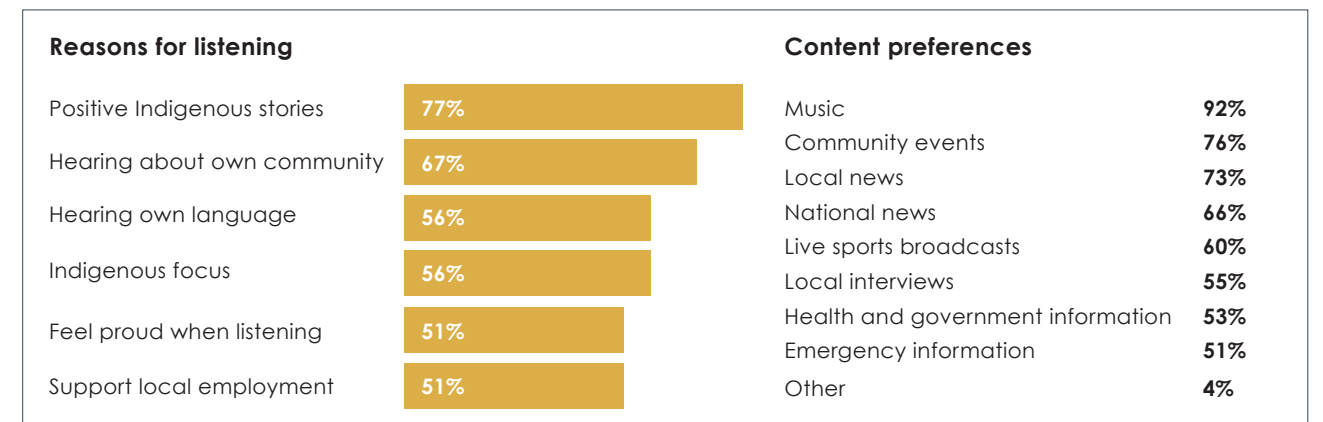
in the standard ways of gathering data from very remote areas.

Lack of comprehensive, detailed remote data to support the on-the-ground knowledge of high local engagement with Aboriginal and Torres Strait Islander media has been a hindrance at local, state/territory and national levels for the further development of policy and expansion of resourcing.

The interviewing was conducted in 11 remote communities spread across the six participating Remote Indigenous Media Organisations. 218 face-to-face interviews were conducted across the Northern Territory, Torres Strait, Western Australia and South Australia by members of the local communities or nearby communities.

Further information on the survey and key results are available at irca.net.au.

IRCA acknowledges funding support from the Community Broadcasting Foundation and the Dept of Prime Minister and Cabinet. IRCA also acknowledges the significant in-kind support from participating Remote Indigenous Media Organisations and survey partner McNair Ingenuity.



INDUSTRY DEVELOPMENT & SUPPORT



PY Media team

REMOTE ARCHIVING STRATEGY

The Remote Archiving Strategy continues to provide a constructive framework for the archive development work of Remote Indigenous Media Organisations (RIMOs) and other remote Aboriginal and Torres Strait Islander broadcasters. From collection significance assessment work through to engagement with Fellowships, the Strategy continues to be relevant to preserving unique archives on country.

The permanent preservation and access to these archives was the focus of Indigenous Remote Communications Association's Memoranda of Understanding (MOU) with the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) in May 2017. The Memoranda of Understanding strengthened the ties of this major national cultural organisation with the remote media industry, helping to maintain archives on country and ensure proper cultural custodianship of the archives.

During 2016/2017, National Film and Sound Archive (NFSA) and AIATSIS funded a Fellowship to support an organisation to build the capacity of archival staff and plan for the development of the collection. PY Media in the APY Lands was successful in being awarded the fellowship. Training and development will be undertaken in both Canberra and at Umuwa in late 2017.

IRCA's consultations with Aboriginal and Torres Strait Islander media organisations across Australia

indicate that archiving skills and infrastructure is a key area for many organisations who are taking up the challenge of preserving irreplaceable tape based cultural collections. IRCA will be continuing to seek funding for training and capacity strengthening to support the industry's archival work.

STEREO RADIO CHANNELS UPGRADE

Most of the 14 satellite delivered Aboriginal and Torres Strait Islander radio services are currently low bandwidth (64kbps) mono services, far below industry standard. IRCA has been advocating for DPMC funding to improve the quality of and reliability of these services with increased satellite bandwidth to 256kbps, stereo upgrades and high-speed business grade data links. With the support of the uplink provider Imparja Television, the DPMC agreed to fund the increased satellite bandwidth and infrastructure upgrades from mid 2017. The upgrade will occur in late 2017, including the installation of the professional Z/IP One codecs that IRCA previously received CBF funding to purchase for the 8 RIMOs to connect to Imparja TV in Alice Springs.

IRCA will continue to support our member stations to get technology upgrades throughout the radio service supply and transmission chain in order to provide reliable, high quality services to their audiences.

INDUSTRY DEVELOPMENT & SUPPORT

REPRESENTATION

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

- o Community Broadcasting Sector Roundtable
- o AIATSIS Collections Advisory Committee
- o ACMA Consumer Consultative Forum
- o Broadband for the Bush Alliance
- o ACCAN Indigenous Advisory Group
- o CBF Nominations Advisory group
- o Mindframe Media Advisory group
- o RMIT Cyber-safety research advisory committee.

IRCA regularly meets with government and stakeholders to raise the profile and priorities of our industry. To promote the sector and raise key issues, IRCA staff deliver conference presentations, radio and TV interviews, and send out press releases. As well as our monthly newsletters and online posts, IRCA sends out regular email information to our stakeholders updating on current news, projects and opportunities.

DEVELOPING FUNDING OPPORTUNITIES

IRCA regularly shares information about funding opportunities to member organisations via our newsletter. We actively seek out new opportunities to advance industry strategies and projects. IRCA is a member of the Strategic Grants Hub and has met with several philanthropic organisations to build relationships and identify potential industry funding opportunities.

INDUSTRY EMPLOYMENT AND TRAINING

IRCA is constantly seeking to develop strategies to increase Aboriginal and Torres Strait Islander employment and training opportunities within the industry. This has included holding an industry forum at the 18NRIMF, advocacy to the ABC Board and NITV, meetings with AFTRS and BIITE to outline training delivery needs for the industry, advocating to DPMC for increased employment funding, and employing more Aboriginal staff within IRCA to facilitate this work. IRCA has received CBF funding to develop an industry training and employment strategy in 2017/18, as well as a series of industry webinars.



Tadam Lockyer and Daniel Featherstone at the CBA Roundtable March 2017

SECTOR ENGAGEMENT / POLICY AND SUBMISSION DEVELOPMENT

ENGAGEMENT WITH SECTOR AND KEY STAKEHOLDERS

IRCA has built good working relationships with Aboriginal and Torres Strait Islander media organisations, peak bodies, screen agencies, broadcasters, and government and funding bodies to expand our partnerships, impact and knowledge of the industry. IRCA has travelled to Canberra on advocacy trips in August 2016, and March and April 2017.

IRCA staff have actively consulted with stakeholder organisations throughout 2016/17, including trips to Darwin in July 2016, Perth in September 2016, Sydney in October and November 2016, Melbourne in November 2016, Adelaide and Melbourne in February and April 2017, and Perth in June 2017. We have also met with representatives from most regional and urban radio stations as part of the peak body planning, CBAA conference in November 2016, and at IRCA's events. IRCA has held regular RIMO Managers Meetings to support knowledge sharing and to keep abreast of current developments and issues in the remote sector.

In the broadcasting sphere, IRCA has worked closely with the RIMOs and Aboriginal and Torres Strait Islander broadcasters, CBAA, CBF, ICTV, NITV/SBS, ABC and the Department of Prime Minister and Cabinet. In the telecommunications and digital inclusion space, IRCA has strong partnerships with Broadband for the Bush Alliance partners, ACCAN, ACMA, NT Library, Desert knowledge Australia, RMIT, CAYLUS, Batchelor Institute, Tangentyere Council and numerous other community organisations. IRCA is regularly called upon to speak on Aboriginal and Torres Strait Islander communications access and digital inclusion needs, especially in remote Australia.

In the training sphere, IRCA works with AFTRS, Batchelor Institute, CDU, CMTO and other RTOs. IRCA has built strong partnerships through its Archiving working group with NFSA, AIATSIS, NT Library, NSLA, Ara Irititja Archival Project, Mulka Media, Strehlow Resource Centre, and University of Melbourne. IRCA has also established a relationship with First Languages Australia and Aboriginal Interpreter Service as peak language groups. IRCA also works with McNair Ingenuity on audience research and a number of tertiary institutions on research – RMIT, ANU, CDU/ Northern Institute.

Since 2015, IRCA has participated in the Jawun secondment program through Central Australia's host organisation NPY Womens Council, with one secondment in 2016/17. IRCA has also established a pro bono partnership with Gadens Lawyers in Melbourne to assist with legal advice for IRCA and to assist our membership.

SECTOR SUPPORT

IRCA has provided direct support for remote media organisations as requested as part of our 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 industry directions and strategic planning.

GOVERNANCE AND POLICY DEVELOPMENT

In 2016/17, the Board had three face to face planning and policy development meetings and five additional telephone Board meetings. IRCA arranged governance training for the IRCA Board with ORIC in March 2017. In 2016/17, IRCA updated our Board and membership policies. These are now available as templates for member organisations.



ORIC governance training March 2017



Daniel Featherstone visiting 3KND Kool 'N' Deadly

POLICY AND SUBMISSION DEVELOPMENT

IRCA engaged in the development of a range of policies, submissions and responses in 2016/2017. Issues statements and submissions to government discussion papers and consultations included:

- Response to Community Broadcasting Foundation Draft Funding Guidelines. October 2016
- Response to ACCC Mobile Roaming Review (December 2016) and Draft Report. May 2017
- Closure of ABC Short Wave Radio Statement. February 2017
- The Future of Public Interest Journalism. Discussion Paper of the Senate Select Committee. June 2017
- * Productivity Commission Universal Service Obligation (USO) Review
- Department of Communications ACCAN Review.

During June 2017, IRCA commenced development of industry responses to the Department of Communications and the Arts reviews of New Spectrum Legislation and Spectrum Pricing, as well as the Treasury's discussion paper on Tax Reform of Deductible Gift Recipient Arrangements, with submissions due in late July and early August respectively.

IRCA continued to engage with government and key stakeholders on the industry policy statements issued in May 2016 on:

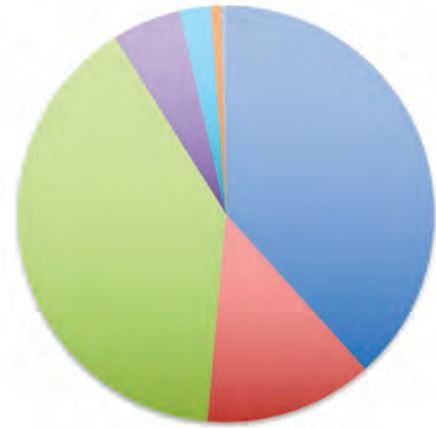
- Funding expansion
- Stereo broadcast provision for remote radio
- Expanded Aboriginal and Torres Strait Islander employment
- Positioning of Aboriginal and Torres Strait Islander broadcasters as preferred communications channels for reaching Aboriginal and Torres Strait Islander people
- Expansion of Aboriginal and Torres Strait Islander radio into areas where there is no current Aboriginal and Torres Strait Islander broadcaster and a significant Aboriginal and Torres Strait Islander community
- Funding for maintenance of remote self-help broadcasting facilities
- Rectifying the failure of DTH digital TV services in remote communities
- Roll out of effective and affordable broadband to remote communities.

With the transition to national peak body, a series of membership policies were approved by the Board of Directors in late 2016, covering areas such as Code of Conduct, ICIP, Privacy, Copyright, Complaints and Health and Safety (available at irca.net.au).

In addition, Board policies relevant to our expanded role were developed including Board Portfolios, Communications, Complaints, Grievances, and Sponsorship. The policies will form a base for the development of a governance and operational template 'warehouse' in 2017/2018 for members to download and customise for organisational use.

FINANCIALS

Income \$ 1,709,457.13



- DPMC Funding
- Non-government Funding
- Service Income
- Other Government Grants
- Event Sponsorship & Income
- Other Revenue

Expenditure \$ 1,649,543.45



- Staff & Contractors
- Festivals & Events
- Travel & Disbursements
- IT Equipment & Services
- Admin & Operational
- Rent & Building
- Training & Other Services
- Promotion & Marketing

Income Summary	Amount \$	%
DPMC Funding	\$ 656,634.00	38.4%
Other Government Grants	\$ 224,003.37	13.1%
Non-government Funding	\$ 675,687.70	39.6%
Event Sponsorship & Income	\$ 90,793.90	5.3%
Service Income	\$ 42,659.36	2.5%
Other Revenue	\$ 13,378.80	0.8%
Donations	\$6,300.00	0.4%
TOTAL	\$ 1,709,457.13	100%

Expenditure Summary	Amount \$	%
Staff & Contractor Expenses	\$ 769,094.93	46.6%
Admin & Operational	\$ 140,574.15	8.5%
Festivals & Event Costs	\$ 145,995.44	8.9%
Rent/Building Expenses	\$ 49,418.06	3.0%
Travel Costs & Disbursements	\$ 239,701.49	14.5%
Training & Other Services	\$ 206,530.83	12.4%
IT Equipment & Services	\$ 81,616.70	4.9%
Promotion and Marketing	\$16,611.85	1.0%
TOTAL	\$ 1,649,543.45	100%

The total profit for 2016-2017 was \$59,913.68. Of this, \$10,775.66 is reserved for use on the 2017 Remote Indigenous Media Festival. IRCA's full financial report can be downloaded from the website irca.net.au.

AUDITOR'S OPINION

In my opinion, the financial statements of Indigenous Remote Communications Assoc Aboriginal Corporation is in accordance with:

- (a) the Corporations (Aboriginal & Torres Strait Islander) Act 2006, including:
 - (i) giving a true and fair view of the company's financial position at the year ended 30 June 2017 and of their performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards in Australia; and
- (b) other mandatory professional reporting requirements

Name of firm: Brian Tucker Accounting

Name of Principal: Brian Tucker CPA
 Address: 1/991 Stanley Street, East Brisbane, 4169
 Dated this 4th day of September 2017

IRCA BOARD 2016 / 2017



IRCA Board

IRCA has a dedicated Board guiding our activities and the peak body transition. Up to the May 2017 Elections, the board consisted of:

- Chair**
John 'Tadam' Lockyer
- Secretary**
Sylvia Tabua
- Treasurer**
Karl Hampton
- Director**
Daisy O'Byrne
- Director**
Simon Fisher
- Director**
Gilmore Johnston
- Director**
Dot West (from August 2016)
- Director**
Kirstie Parker (from August 2016)



IRCA held our first General Meeting and Board elections under the new Constitution and membership model at Converge media summit on 24 May 2017. The Constitution allows for up to 9 Board members (plus up to three Board appointed positions), including a male and female chairperson, with at least 50% from the remote sector. Directors are also selected according to IRCA's Diversity policy and Skills and Experience matrix. The new IRCA Board consists of:

- Chair**
Dot West
- Secretary**
Sylvia Tabua
- Treasurer**
Daisy O'Byrne
- Director**
Elizabeth Katarinija
- Director**
Ralph Saunders

IRCA STAFF 2016 / 2017

- General Manager**
Daniel Featherstone
- Assistant Manager**
Jennifer Nixon
- Digital Projects Coordinator**
Liam Campbell
- Projects & Research Officer**
Susan Locke
- Communications Officer**
Jalyay Jaja Thompson
- Events & Fundraising Coordinator**
Maor Bar-Ziv
- Administration Officer/s**
Iona Matthews
Stephanie Stone (from March 2017)



- inDigiMOB Training Coordinator**
Alex Burgess
- inDigiMOB Technical Coordinator**
Ben Pridmore (from February 2017)
- inDigiMOB Project Manager**
Metta Young (from April 2017)



Indigenous Remote
Communications
Association Aboriginal and Torres
Strait Islanders Corporation

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 IRCAaustralia

 @IRCAaustralia



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

*IRCA acknowledges the support of the
Department of Prime Minister and Cabinet
and the Community Broadcasting Foundation.*



Australian Government

Department of the Prime Minister and Cabinet



Community **Broadcasting** Foundation Ltd