



**Ryan Bulman, Department of the Prime Minister
and Cabinet**

Converge First Nations Media National Conference , 13 -15 March 2018

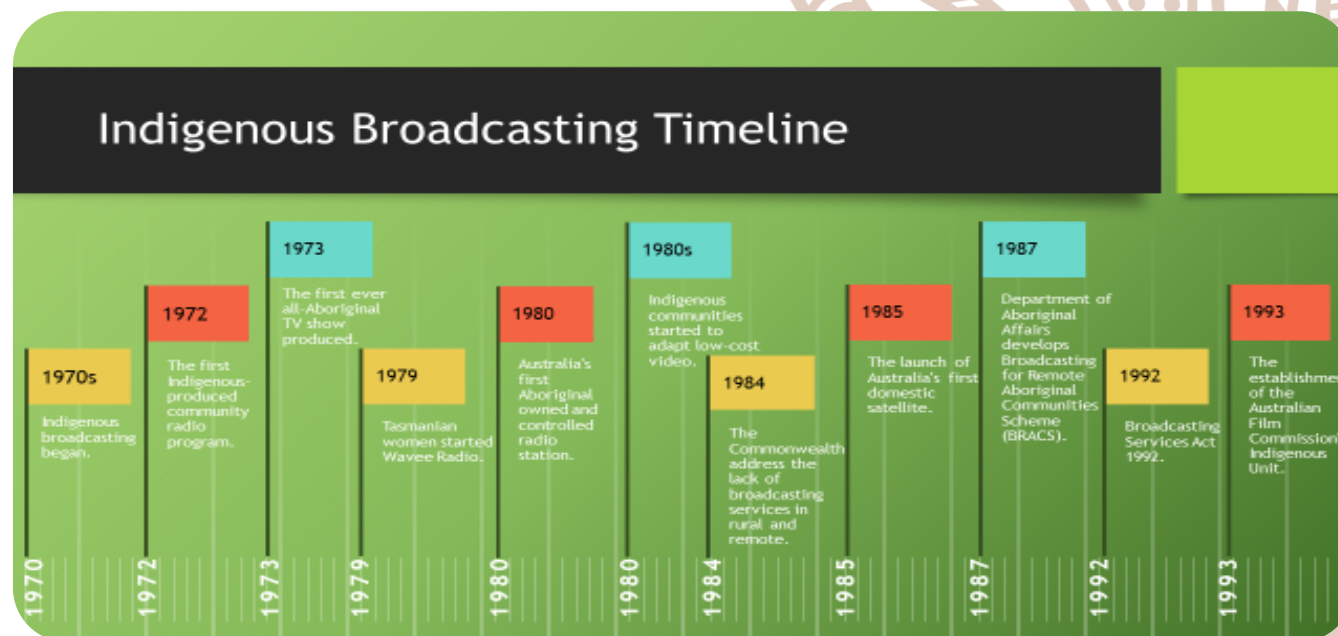


Australian Government



Australian Government and the Indigenous Broadcasting, Media and Communications Sector

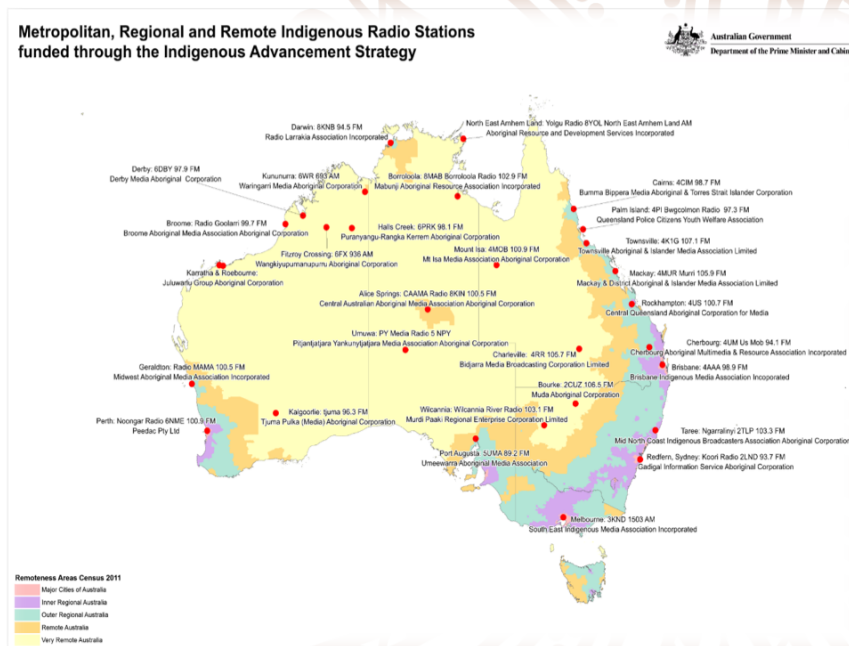
- Australian Government and Indigenous broadcasting share a long history
 - 1970s: sector commenced
 - 1987: Australian Government develops Broadcasting for Remote Aboriginal Communities Scheme (BRACS)
 - Current:
 - 44 organisations funded to deliver 120 broadcasting services across Australia
 - Estimated audience reach of 100,000 regular listeners





Current Australian Government investment

- Funding of appx. \$63m over 3 years (to 2020)
- Supporting 44 Indigenous broadcasting organisations, and IRCA





More than radio - a community asset; Social Return on Investment analyses of Indigenous broadcasting services

- Engaged Social Venture Australia to conduct an SROI study
 - To demonstrate the wide range of benefits provided by the sector, beyond broadcasting
 - The SROI provides data to help get that message out
 - Part of the Government's commitment to evaluating priority programmes and activities





Methodology

- Cost benefit analysis
- An established evaluation methodology
- Three IBS chosen as case studies:
 - PAW (remote)
 - Umeewarra (regional)
 - GIS (urban)
- Case studies supported by sector-wide consultation

	PAW (remote)	Umeewarra (regional)	GIS (urban)
IBS type	RIMO, operating a network of Remote IBS's	ICRS	ICRS
State	NT	SA	NSW
Remoteness	Very remote	Regional	Urban
Broadcasting range	450,000 km ²	150 km ²	9000 km ²
Cultural groups in the community	Predominantly Pintubi, Anmatjere and Warlpiri peoples. Also Kaytetye, Gurindji, Eastern Arrente, Warumungu and Luritja.	At least 30 distinct Aboriginal language groups	Diverse Aboriginal and Torres Strait Islander language groups and non- Indigenous Australian cultural groups
Estimated audience size	6,000	15,000	213,000



Findings

- \$2.87 of social, cultural and economic value for every \$1 invested
- IBS provide much more than radio:
 - community assets; contribute to strengthening culture, community development and the local economy

	Total input
Total Present Value of three IBSs (PV)	\$25,791,249
Investment in three IBSs (including investment of volunteer hours)	\$8,986,984
Net Present Value (PV minus the investment)	\$16,804,265
SROI ratio	\$2.87



- Compares favorably with other Government investments in Indigenous programmes, e.g. average return higher than for the Indigenous Protected Areas programme



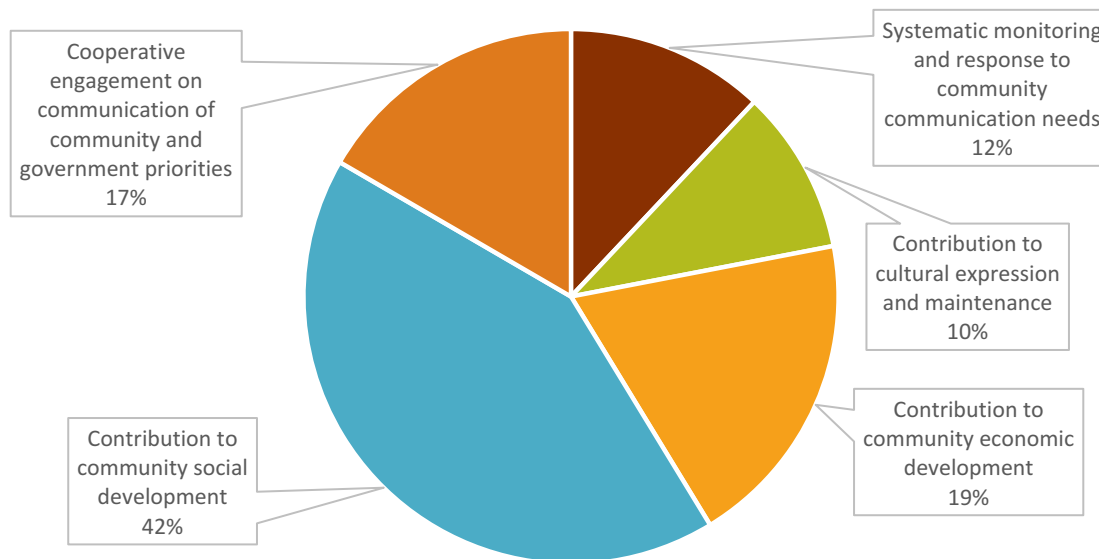
Key Insights

1. More than radio, community assets that strengthen culture, community development and local economies.
2. Outcomes are consistent but activities are varied.
3. Tailored to community needs.
4. Achieving a range of social returns for a variety of stakeholders.
5. Contribute to more of Government priorities then realised.
6. Can leverage Government funds to generate extra revenue, subject to sufficient resourcing.



Findings

- Indigenous broadcasting services are important to their stakeholders.



Importance of the Sector to stakeholders



Other insights from the SROI

- Opportunities:
 - Diversifying and innovating
 - Sharing lessons learned
- Challenges:
 - Generating income
 - Ensuring long term sustainability
 - Retaining and developing Indigenous staff
 - Maintaining audiences in a digital world

A tool to demonstrate value of the sector to stakeholders





What does the SROI mean for government?

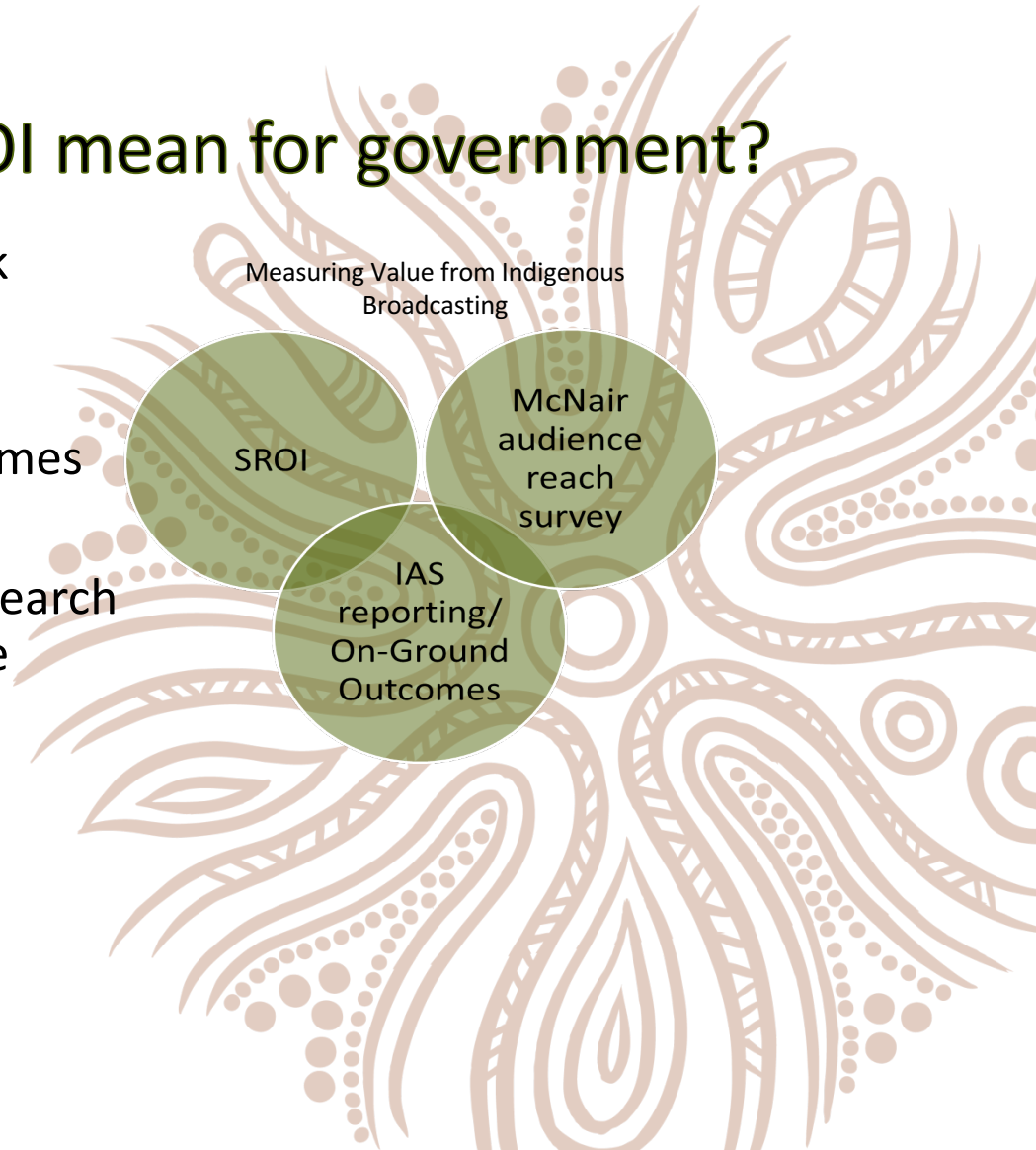
- Quantifies the good work done by the sector
- Demonstrates real outcomes
- Combined with other research gives us a more complete picture

Measuring Value from Indigenous Broadcasting

SROI

McNair audience reach survey

IAS reporting/
On-Ground Outcomes





Australian Government

Questions?

Visit www.pmc.gov.au to see the SROI reports