



Annual  
Report  
2016



**IRCa**

Indigenous Remote  
Communications Association



L-R Front: Daisy O'Byrne John 'Tadam' Lockyer, Sylvia Tabua. L-R Back: Karl Hampton, Gilmore Johnston, Bernard Namok. Inset: Simon Fisher

## CHAIRMAN'S REPORT

This has been a big year of change for IRCA in preparing for the transition to being the national peak body from mid 2016. We were pleased to hear the announcement by Minister Scullion for IRCA to become the national peak body at our Festival in Lajamanu last September. He also gave a strong endorsement of the important role that the Aboriginal and Torres Strait Islander media industry plays in providing relevant news, information, services and employment in our communities.

The IRCA Board have been working hard on the peak body planning process with three planning meetings in Alice Springs this year. We have worked closely with our remote membership to make sure they support the changes before we broaden our consultation nationally. The Strategic Plan that we have developed outlines that IRCA's primary purpose will be to support industry development. We are changing our membership model to a focus on organisational membership. This is a big change but an important one to be an effective industry peak body.

Since its establishment in 2001, IRCA has helped develop a strong and cohesive remote media sector. Going forward, IRCA will build on its role of supporting remote Indigenous media sector to maintain language and culture, provide tools for self-representation, build its capacity, and use media to promote community development and engagement.

This year we welcomed new Board members Gilmore Johnston (QRAM), Simon Fisher (PAW Media) and Daisy O'Byrne (NG Media). They joined myself, Sylvia Tabua (TSIMA), Bernard

Namok (TEABBA) and Karl Hampton (CAAMA). I would like to acknowledge the work of Gilmore Johnston during his time in the role of Chairperson and to all of the board for their dedication to IRCA and the future of our industry.

This year has also been a time of sadness for our board with the loss of Annette Victor in a tragic incident. Annette has been a long-time employee of PAKAM and an active Board member of IRCA and ICTV over many years. She has won many awards for her work, including the Preston Award for lifetime contribution to the remote media sector. She is greatly missed by all.

We are keen to ensure IRCA becomes a strong and cohesive voice for the whole Aboriginal and Torres Strait Islander media and communications industry.

*John 'Tadam' Lockyer, Chairman*

## IRCA BOARD 2015 –16

Chair	John 'Tadam' Lockyer
Secretary	Sylvia Tabua
	Gilmore Johnston
	Simon Fisher
	Karl Hampton
	Daisy O'Byrne

## GENERAL MANAGER'S REPORT

2015/16 has been a very busy year at IRCA, with numerous projects and events as well as preparing to become the national peak body. We employed two new staff members – Assistant Manager Jennifer Nixon (Anmatjere) and Administration & Membership Officer Iona Matthews (Arrente). IRCA relocated from our old home in the Wilkinson Street shed to larger offices in Alice Springs' industrial area in July 2015. This took a while to set up but having a proper office space and meeting room has improved the way we all work.

In 2015/16, IRCA delivered some great activities to develop the capacity of the remote Indigenous media sector. In September 2015, we co-hosted the National Remote Media Indigenous Festival with PAW Media on Gurindji and Warlpiri Country in Lajamanu, with over 180 people attending a fantastic week of sharing, learning, showcasing and networking. We also coordinated the first remote media audience survey in 11 communities nationally and a national Remote Schools Attendance Strategy radio project with 7 RIMOs. We facilitated a remote sector bid for RIBS infrastructure funding, leading to upgrades in over 20 RIBS communities and RIMO radio network hubs.

IRCA has continued its strong advocacy for digital inclusion of remote Indigenous people through improved access to affordable and appropriate communications services, tools and skills. As a founding member of the Broadband for the Bush Alliance, we hosted the Indigenous Focus Days at the two Broadband for the Bush forums (Darwin in July 2015, Brisbane June 2016). In 2015/16, IRCA worked closely with Ngaanyatjarra Media to co-deliver the RIPIA IT Training and equipment rollout project to 13 Ngaanyatjarra communities. We are also very proud to have established a 3 year partnership with Telstra to deliver the inDigiMOB Digital Mentors IT project in NT communities. This was launched in Arltarra in April 2016.

A major part of this year has been preparing for the national peak body role to begin from July 2016. Despite having no additional funding, we undertook an extensive strategic planning process, the rewrite of our Constitution and consultation with our current membership and stakeholders. We established a

Business Planning Advisory group with members generously donating their time to assist IRCA to review its Constitution, membership model, strategic plan and peak body services. We have also been fortunate to be included in the Jawun secondment program, with three secondees to date assisting with elements of this planning and review process.

We are proud of the outcomes and achievements of the remote Indigenous media sector over the last year. Working across all modes of media production and distribution, the remote Indigenous media organisations have worked closely together to develop a vibrant, innovative and professional media industry in remote Australia. Developing alternative income streams and service delivery models to become more financially sustainable, they are connecting with their audiences in communities and towns using the range of devices and platforms in use today. The way people access media and information is changing rapidly and the remote Indigenous media organisations are adapting to this change and showing the innovation the sector is renowned for.

In the year ahead, IRCA is looking forward to the challenges and opportunities of the transition to becoming national peak body. We look forward to working closely with Aboriginal and Torres Strait Islander media organisations across regional and urban Australia to get input about the type of services and support wanted from a peak body. We will continue to build on what we currently do for the remote sector to effectively represent and support the whole Aboriginal and Torres Strait Islander broadcasting and media industry to develop and prosper.

*Daniel Featherstone, General Manager*

## IRCA STAFF 2015 –16

General Manager	Daniel Featherstone
Assistant Manager	Jennifer Nixon
Administration/Membership Officer	Iona Matthews
Digital Projects Coordinator	Liam Campbell
Projects & Research Officer (p/t)	Susan Locke
IT Projects Coordinator and Events Support	Maor Bar-Ziv
IT Training Coordinator	Alex Burgess

# ABOUT IRCA

## OUR VISION

Indigenous Remote Communications Association (IRCA) was founded in 2001 to represent and advocate for the media and communications interests of remote and very remote Aboriginal and Torres Strait Islander communities in Australia. IRCA currently represents 147 Remote Indigenous Broadcasting Services (RIBS) across Australia, supported by eight Remote Indigenous Media Organisations (RIMOs), plus other non-RIBS and aspirant remote media groups. IRCA is committed to building the capacity of the industry while also providing services, tools and resources that help remote media workers build their skills, profile and career pathways.

Aboriginal and Torres Strait Islander managed media and communications services are essential in remote Indigenous communities, providing access to relevant media and information services, supporting health and wellbeing, enhancing skills and employment, and social and economic development. RIBS community media practice has played a critical role in the maintenance of language and culture, self-representation and community development. This work has been supported by the 8 RIMOs which have played a pro-active and decisive role in the development of a powerful and connected remote media and communications industry.

## PREPARING FOR NATIONAL PEAK BODY ROLE

After demonstrating success in its current role, IRCA has been invited to expand to a National Peak Body from 2016 onwards. IRCA will broaden its authentic, specialist and direct representation of the media and communications interests of Aboriginal and Torres Strait Islander people beyond remote Australia to also include urban and regional Australia.

In preparation for this new role, IRCA has undertaken extensive planning and consultation with our current membership and stakeholders. This included the Business Planning Advisory group that was established to assist the IRCA Board to review its Constitution, membership model, strategic plan and services. IRCA has been included in the Jawun secondment program with three secondees to date assisting with elements of this planning and review process.

IRCA's primary purpose will be industry development, providing effective representation and resourcing to assist Indigenous media organisations to build their capacity, profile and performance. Because of this focus, IRCA's membership model will change from being individual-based to being predominantly organisation-based. RIMOs and RIBS will continue to play a key role in the operations and leadership of IRCA, but we will be consulting urban and regional broadcasters and media organisations to ensure we meet their needs going forward.

## IRCA STRATEGIC PLAN 2016-19

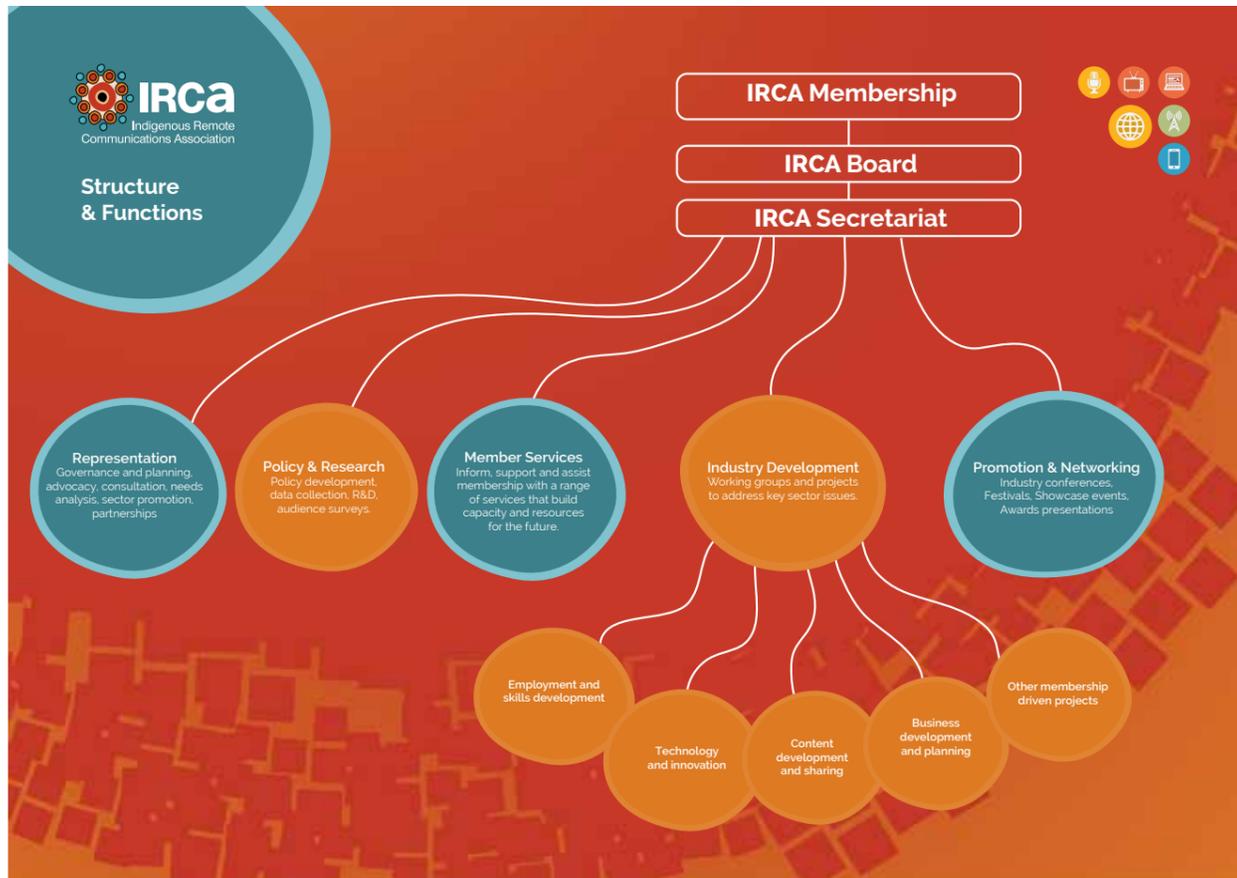
The new one-page Strategic Plan, developed by the IRCA Board in 2015, was launched at the Remote Media Festival in Lajamanu (see diagram). This set out a bold new direction of being a powerful and connected voice to represent and resource the Aboriginal and Torres Strait Islander media and communications industry. Since that time, the IRCA Board have continued to work on an expanded version of the Strategic Plan for IRCA as national peak body from July 2016. This will be released at the 2016 Festival in Yirrkala. Thanks to the IRCA Board for enthusiastically contributing their time, knowledge and vision for the future development of our industry.

IRCA has also been working on an Operational Plan to guide operations and projects as well as a Business Plan to build IRCA's capacity to deliver programs for its membership.

Thanks to all who contributed their time and knowledge to this process. Thanks also to IRCA Policy Officer Susan Locke and consultants John Mero, Fred Heidt and our three secondees through Jawun – Leisl Brown, Priscilla Floyd, and Miah Gibson – for their huge contribution to various stages of the planning and change management process.



IRCA Structure & Functions



IRCA Strategic Plan 2016-19



## REMOTE SCHOOLS ATTENDANCE RADIO CAMPAIGN

In school Terms 3 and 4 of 2015, IRCA and the Remote Indigenous Media Organisations worked together on the implementation of a radio project aimed at supporting and encouraging school attendance in remote Indigenous communities.

The seven mainland RIMOs – CAAMA, NG Media, PAKAM, PAW Media, PY Media, QRAM and TEABBA – were involved in the project with funding provided through the Department of Prime Minister and Cabinet.

The RIMOs worked with local schools and regional educational representatives to identify the best methods and messaging for their own localised areas. Radio content included reminders in language to encourage children to get to school on time, shout outs to schools, jingles, schools shows, outdoor broadcast (OBs). A lot of content focussed on local voices of community members, school staff, school kids and parents to convey messages. Over 120 produced media pieces were created, with just as much live content aired as well.

Content was produced in the local languages of the remote Indigenous communities, as well as in English. The produced content had a range of themes:

**Be ready for school:** announcements and reminders about school term starting dates, school bell times, and things to do to help kids be active and alert at school. Check out a selection of the content to at <http://irca.net.au/projects/remote-schools-attendance-radio-project/be-ready-school>

**Communities support schools:** interviews with role models, principals and community leaders all giving the same message - "its important to go to school". Listen at <http://irca.net.au/projects/remote-schools-attendance-radio-project/communities-support-schools>



**Indigenous Literacy Day:** The Remote Schools Attendance Radio Project coincided with Indigenous Literacy Day. Some of the remote organisations got out and about with outdoor broadcasts in communities. IRCA's stream of radio shows on its Indigitube website ([www.indigitube.com.au](http://www.indigitube.com.au)) helped people from all over Australia hear about what's happening in schools. Yamba, the Honey ant and Jacinta made a special appearance at one of the ILD outdoor broadcasts. The kids loved it.

**Kids love reading:** School children read out some of their favourite stories to demonstrate the benefits of being at school. Check it out at <http://irca.net.au/projects/remote-schools-attendance-radio-project/kids-love-reading>

**Kids love school:** Kids from across remote schools enjoyed telling their stories about what they like about school. Listen at <http://irca.net.au/projects/remote-schools-attendance-radio-project/kids-love-school>



### BE READY FOR SCHOOL:

Check out a selection of the content at <http://irca.net.au/projects/remote-schools-attendance-radio-project/be-ready-school>

### COMMUNITIES SUPPORT SCHOOLS:

Listen at <http://irca.net.au/projects/remote-schools-attendance-radio-project/communities-support-schools>

### KIDS LOVE READING:

Check it out at <http://irca.net.au/projects/remote-schools-attendance-radio-project/kids-love-reading>

### KIDS LOVE SCHOOL:

Listen at <http://irca.net.au/projects/remote-schools-attendance-radio-project/kids-love-school>

## REMOTE AUDIENCE SURVEY



Iona interviewing community member

Indigenous radio is an essential service in remote Indigenous communities providing local employment, news and upcoming events, emergency information and broadcasting in local languages. The extent of audience sizes, their listening preferences, the devices used to listen to radio, and the reasons for listening are being measured through a survey initiated by IRCA in 2015 across a number of RIMO areas.

Funding for the survey has been provided through the Community Broadcasting Foundation and the Indigenous Advancement Strategy with in-kind support by McNair Ingenuity.

Interviews commenced in early 2016 and are expected to be completed by the end of July

2016. Local interviewers, trained through McNair's professional interviewer program, conduct the interviews face to face in communities using tablet computers.

In addition to the audience survey, data is being collected on the operational status of the VAST direct to home satellite TV service, the news services available to community members, Internet access and usage, and Indigenous TV service preferences. Upon completion, data will be aggregated across the surveyed communities to provide a picture of remote radio listenership overall. This data has not been able to be gathered effectively at a remote wide level till now. It is expected that results will be available in late 2016.



Allan Neilson from CAAMA radio interviewing community member



Simba Nelson interviewing Harry Jones



# 17th National Remote INDIGENOUS MEDIA Lajamanu, NT | FESTIVAL

The Festival is IRCA's peak annual industry event. This year in partnership with host RIMO PAW Media, IRCA was thrilled to meet with 180 remote media workers and industry stakeholders in Lajamanu. Delegates came together from across Australia to network and share ideas, information and stories. Everyone was treated to the generous hospitality and cultural richness of the Gurindji and Warlpiri peoples and the beauty of the desert and dry tropics all in one.

Local leader Steve Wanta Patrick, said the festival theme "Speaking to Country, Speaking from Country" (Wintaru Wankanjaku Ngurruku in Warlpiri) describes the role Indigenous media plays creating networks that connect people, places and stories across the country to strengthen culture, identity and wellbeing.

A pop-up city of tents and swags in the Lajamanu school grounds housed travellers and provided a great hub for the program's formal and informal activities.

Minister Scullion launched the Festival and congratulated the sector emphasising the valuable role remote media plays "refreshing culture", "connecting people", delivering crucial "messages" and providing "opportunities and careers" for remote people.

Minister Scullion also announced at the Festival the Australian Government's decision to fund IRCA to become the national peak body from mid June 2016 and encouraged the industry to work together to ensure a strong and cohesive voice.

One of the keynote speakers was well known radio personality and performer Dr Mark Bin Bakar (aka Mary G), who delivered an inspiring keynote address describing the impact of broadcasting in breaking down barriers, addressing social issues and empowering people to tell their stories.

The packed program included – industry forums, the Remote Media and ICTV Awards presentations, skills workshops and short courses, a live to air Festival radio broadcast, an evening cinema program, a Festival documentary produced by delegates as a training activity, AGMs for both IRCA and ICTV; and a huge concert finale, which was broadcast live by PAW to listeners across Australia.

Delegates were treated to a screening of three of the "Songlines on Screen" films on the Sunday night before the Festival. The nightly outdoor cinema program has been a central feature of the Media Festival since its inception in 1998.

The Festival Pictorial Magazine showcased the event as well as the sector's strength, diversity and reach. The documentary of the 17th National Remote Indigenous Media Festival (<https://vimeo.com/172530701>) provides a powerful visual record of the event.

The 2015 Festival sponsors included Community Broadcasting Foundation, NITV, Northern Territory Government, Screen Territory, AFTRS, Centrecorp, Screen Australia, Arts NT, FRRR and community organisations.

Planning for the 18th National Remote Indigenous Media Festival, is well underway.

27 SEPTEMBER - 2 OCTOBER 2015



## RIMO/RIBS UPGRADES

In early 2016, IRCA again compiled a remote sector Emergency Infrastructure submission to Department of Prime Minister and Cabinet to address critical upgrade needs for RIBS and RIMOs. This successful bid resulted in upgrades in 7 regions to RIBS buildings and security, transmission equipment (with remote monitoring capability), broadcast equipment and scheduling software, and network coordination equipment at RIMO hubs. It builds on last year's bid which resulted in over 20 RIBS receiving upgrades, with nearly half of these able to recommence operations as a result of the upgrades. The evidence for this proposal came from the RIBS RIMO Audit spreadsheets, which have been regularly updated by RIMOs since 2014 to monitor the status of all RIBS and RIMO infrastructure across Australia.



Photo courtesy of TEABBA

### RIMO Stereo Radio Channels upgrade project

For years, RIMOs have had very limited bandwidth over the satellite (64kbps) to deliver their regional radio services, with most far below industry standard of 256kbps. With extra capacity now available on the VAST satellite, RIMOs are seeking to upgrade from mono to stereo services and have improved quality and reliability. IRCA is helping to coordinate this ongoing upgrade project, which will involve a progressive upgrade of each region's radio service supply chain. As a first step, IRCA successfully applied for new professional codecs for all 8 RIMOs to connect to the uplink hub at Imparja TV in Alice Springs. We have also been advocating for funding for increased satellite bandwidth and seeking costings for high-speed business grade data links to Imparja. This project will result in better quality and more reliable radio services in remote communities, closer to the standard of those received in urban and regional Australia.



IRCA Board members visit CAAMA training studio

## REMOTE MEDIA ARCHIVING PLAN

### NFSA Fellowships for Remote Archivists

The National Film and Sound Archive, in partnership with IRCA and AIATSIS, offered three Indigenous Remote Archival Fellowships in 2015. This was the inaugural year for the Fellowship, providing an opportunity for remote media or archive workers to travel to Canberra to learn and experience the archiving of cultural audio visual collections at the NFSA and AIATSIS. This program built upon the work of IRCA with RIMOs, NFSA, AIATSIS, NT Library and other stakeholders in the development of the National Remote Media Archiving Strategy.

Three remote based Indigenous archivists were selected for the Fellowship:

- Simon Japangardi Fisher of PAW Media and Communications
- Sean Angeles of the Strehlow Research Centre
- Sherika Nulgit of the Mowanjum Aboriginal Art and Culture Centre



Photo courtesy of PAW Media

Indigenous Remote Communications Association

## REMOTE MEDIA ARCHIVING PLAN

The National Remote Aboriginal and Torres Strait Islander Audiovisual Collections Plan, better known as the Remote Archiving Plan, was released in late 2014 following collaborative development between IRCA, national, state/territory and local cultural organisations. A number of recommended standards for digital formats and metadata have emerged from the Plan alongside a series of remote training workshops in May and July 2015.

IRCA has continued to seek resource funding and partnerships to progress development of the Plan. In August 2015, IRCA met with the NFSA board in Alice Springs and has since developed a Partnership Agreement for working together to support archiving of remote community-managed collections. This led to the establishment of a new Fellowship program announced in Alice Springs (see below). IRCA has also established an Agreement with National and State Libraries Association and has joined an NSLA working group. IRCA's GM has also been invited to sit on the AIATSIS Collections Advisory Committee, and IRCA is currently developing a partnership agreement with AIATSIS.

### Digital Directions: Archiving into the Future Seminar, Canberra October 2015

On October 27, 2015 the National Film and Sound Archive (NFSA) hosted a seminar to coincide with the UNESCO World Day for Audiovisual Heritage. Susan Locke of IRCA and Peter White of the NFSA jointly presented on the National Remote ATSI Audiovisual Collections Plan. The presentation overviewed the background, rationale and activities of the Plan. Presentations from the seminar are available at <http://www.nfsa.gov.au/whats-on/symposium/>

Photo courtesy of PAW Media



Annual Report 2015-16

### South East Asia-Pacific Audiovisual Archive Association (SEAPAVAA) Conference, Guam, June 2016

The South East Asia-Pacific Audio Visual Archive Association (SEAPAVAA) is a professional association of organisations and individuals involved or interested in the development of audiovisual archiving in Southeast Asia and the Pacific. The June 2016 20th anniversary conference focussed on intellectual property rights relevant to audiovisual archives. IRCA was invited through Mick Newnham of the National Film and Sound Archive and Chairperson of SEAPAVAA to prepare a presentation on the use of metadata to record Indigenous Cultural and Intellectual Property rights for the Conference. The presentation was delivered on IRCA's behalf by Mick Newnham.



Key Elements of the Plan

# MEDIA & COMMUNICATIONS IN AUSTRALIA

## REMOTE RIMO & RIBS NETWORKS\*

- CAAMA & Regional  
Central Australian Aboriginal Media Association
- QRAM  
Queensland Remote Aboriginal Media
- NG MEDIA  
Ngaanyatjarra Media
- PAKAM  
Pilbara & Kimberley Aboriginal Media Association
- PAW Media  
Pintubi, Anmatjerre, Warlpiri Media & Communications
- PY MEDIA  
Pitjantjatjara Yankuntjatjara Media
- TEABBA  
Top End Aboriginal Bush Broadcasting Association
- TSIMA  
Torres Strait Islanders Media Association

## NATIONAL BROADCASTERS

- National Aboriginal and Torres Strait Islander broadcast organisations

## OTHER REMOTE MEDIA ORGANISATIONS OR NETWORKS

- ▲ Indigenous Remote Communications Association (IRCA), Alice Springs
- Indigenous Community Television (ICTV), Alice Springs
- ARDS Yolngu Radio Network, Arnhem Land, NT
- Ngaarda Media, Roebourne, WA
- Derby Media Aboriginal Corporation, WA
- Puranyangu Rangka Kerrem 6PRK Radio Halls Creek
- Erub Arts, Darnley Island, TSI
- Juluwarlu Aboriginal Corporation, Roebourne, WA
- Goolarri Media Enterprises, Broome, WA
- Mulka Project, Yirrkala

## INDUSTRY SERVICES

- Radio Broadcasting & Outdoor Broadcasts
- Video & Television Production
- Music Production
- Language and Culture Projects
- Festivals & Events
- Online Platforms
- Archiving Historic Collections
- Training & Employment
- IT Training & Access
- Technical Services



Radio Broadcasting



Television Production



Archiving



Technical Services



Music Production



IT Training and Access



Online Platforms



Industry Training and Employment



Language & Culture



Community Festivals



Note\*  
RIMO = Remote Indigenous Media Organisation  
RIBS = Remote Indigenous Broadcasting Service

## INDUSTRY DEVELOPMENT & SUPPORT



2016 Planning | March 2016

During the year IRCA has kept the sector informed of key changes from government, funding bodies and associated agencies. IRCA responds to reviews and provides relevant feedback on policy, including the Regional Telecommunications Review, three Community Broadcasting Foundation reviews, and several other submissions and direct presentations to ACCAN, NBN, Telstra, CBAA, Productivity Commission and other agencies in 2015/16.

IRCA uses conference presentations, radio and TV interviews, social media, newsletters, web stories and meetings with government and stakeholders to raise the profile and priorities of the sector.

### Call for Government Commitment to the Indigenous Media Sector

In the lead-up to the 2016 Federal election, IRCA issued a press release along with a series of detailed policy papers to highlight key sector issues and policy needs. It called on all major parties to commit to:

1. recognising Aboriginal and Torres Strait Islander media organisations as providing essential services in Indigenous communities and commit to adequate funding for their operation
2. support Increased bandwidth for satellite delivered remote Indigenous radio services to address the issue of sub-standard audio quality
3. expand the employment and recognition of the professionalism of Aboriginal and Torres Strait Islander remote media jobs
4. support the positioning of the remote Indigenous media sector as the preferred supplier of government Indigenous focused information campaigns
5. support the provision of Aboriginal and Torres Strait Islander radio services in unserved areas with high Indigenous populations

6. support the provision of adequate funding for the maintenance of self-help radio retransmission services in remote Indigenous communities
7. rectify the failure of Direct-To-Home satellite digital TV services to remote communities
8. support provision of affordable broadband access, skills development and relevant content to improve digital inclusion in remote Indigenous communities.

While Indigenous affairs was largely ignored throughout the election campaign, IRCA's media release received good coverage including interviews on Koori Radio's Blackchat, ABC radio and NITV News. The document can be downloaded at <http://www.irca.net.au/election-2016-irca-seeks-government-support-indigenous-media-sector>.

### Developing Funding Opportunities

IRCA distributes information about funding opportunities to sector organisations and is always seeking new avenues to advance sector strategies and projects.

IRCA is a member of the Strategic Grants Hub and Philanthropy Australia and has met with several philanthropic organisations to build relationships and identify potential sector funding opportunities.

### Industry Employment

IRCA continues to develop strategies to see increased employment and training within the sector. This work has included advocacy for increased employment funding, working with Registered Training Organisations in relation to delivery of media training in remote Australia; developing a training and employment strategy for archiving work on communities; and employing Aboriginal staff within IRCA to facilitate this work.

### Strong relationships with key stakeholders

IRCA has developed strong industry networks with remote media organisations, peak bodies, screen agencies and broadcasters, government and funding bodies to expand its impact, networks and build awareness about the sector. IRCA has travelled to Canberra on advocacy trips in August 2015 and February 2016, as well as visiting stakeholders in Sydney in November 2015 and June 2016 and Darwin in June 2016.

In the broadcasting sphere, IRCA has worked closely with the RIMOs and broadcasters, CBAA, CBF, ICTV, NITV/SBS, ABC and the Department of Prime Minister and Cabinet. In 2016 IRCA was invited to join the Mindframe media advisory group meeting and masterclass. Due to busy work schedules the first meeting in May 2016 was attended by Gerry Lyons of CAAMA on behalf of IRCA.

In the telecommunications and digital inclusion space, IRCA has strong partnerships with Telstra Broadband for the Bush Alliance partners, ACCAN, ACMA, NT Library,

Swinburne University, CAYLUS, Batchelor Institute, Tangentyere Council and numerous other community organisations. IRCA sits on a number of advisory panels, including ACCAN's Indigenous advisory forum, the ACMA Consumer Consultative Forum and Swinburne University's Cyber-safety research advisory committee.

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, 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 and attended the Pullima conference in October 2015.

From late 2015, IRCA has joined the Jawun secondment program through Central Australia's host organisation NPY Womens Council. IRCA has also established a pro bono partnership with Gadens Lawyers in Melbourne to assist with legal advice for IRCA and to assist its membership.



Planning workshop with IRCA Board and RIMO Managers | March 2016

## INDUSTRY DEVELOPMENT & SUPPORT

### Sector support

IRCA provides direct support for remote media organisations as requested as part of its core business. This includes providing:

- information on funding opportunities
- templates for policy and procedures, planning, contracts, and other organisational resources
- assistance with licensing and other regulatory requirements
- technical advice
- website and social media development and staff training
- HR and recruitment assistance
- advice to Boards and Managers on sector directions, strategies.

### Sector engagement

IRCA staff have been actively out and about throughout 2015/16. We have visited most RIMOs through the year as well as dozens of RIBS communities as part of audience surveys, festival planning and IT training projects. We have also visited several regional and urban radio stations as part of the peak body planning and attended the CBAA conference where we met with a number of other Aboriginal and Torres Strait islander organisations.

IRCA has coordinated monthly RIMO Managers Meetings to support knowledge sharing and to keep abreast of current developments and issues in the remote sector. As well as holding industry meetings at the Festival, we held a face to face planning meeting of RIMOs and IRCA Board in Alice Spring in March 2016.

As well as our monthly newsletters and online posts, IRCA sends out regular email information to its stakeholders updating on current news, projects and opportunities.

### Governance & policy development

IRCA devoted significant time and resources in 2015/16 to developing its governance and organisational capacity in preparation for the national peak body role. This included facilitating governance training for the IRCA Board with John Mero in March 2016 as well as two Board planning and policy review meetings in March and May 2016.

In 2016, IRCA has updated all of its policies for governance, HR, equipment use, income generation, OH&S and data collection, with approval by the IRCA board at May and July meetings. Thanks to Jawun secondee Priscilla Floyd for developing and updating all of IRCA's HR policies. These are now available as templates for member organisations.



IRCA Board members take a tour of CAAMA with Gman | May 2015

## SECTOR ONLINE PLATFORMS

### IRCA – www.irca.net.au

IRCA's website continues to provide the latest news and current information for the sector. IRCA has expanded the site with more resources, updates on current projects and events, profiling of the national industry, and sector history. The RIBS community directories have been well received and the back-end database has enabled efficient management of Audit data for RIMOs.

### IRCA Social Media

The Facebook page increased from 1648 to 1994 likes and the Twitter account now has 2354 followers. IRCA uploaded hundreds of photos from the Remote Media Festival, Broadband for the Bush forums and other sector events to its Flickr site.

### SUPPORT

During the year IRCA's Online Projects Officer Liam Campbell assisted numerous RIMOs with their IT needs, website support and onsite staff training. Liam developed an iOS app for streaming TEABBA Radio to enable people to access the service on their mobile phone and send requests. IRCA also continues to support the website and social media maintenance for the Broadband for the Bush Alliance.

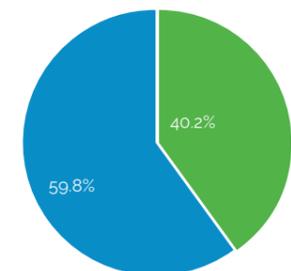
### IndigiTUBE – www.indigitube.com.au

IndigiTUBE has been a very popular remote media content showcase platform since 2009, jointly managed by IRCA and ICTV. The future model for the service is now under review. In early 2016, ICTV set up ICTV Play as a separate video streaming service and transferred the video content from IndigiTUBE. The radio and music elements of IndigiTUBE remain active, however the video links on IndigiTUBE currently direct users to the ICTV Play. IRCA remains committed to the IndigiTUBE vision of: 'an online community for sharing and accessing media made by and for Indigenous people in remote Australia.' The IndigiTUBE URL has been in the transference process during this time. IRCA is currently consulting with its members and stakeholders about the future of the IndigiTUBE platform.

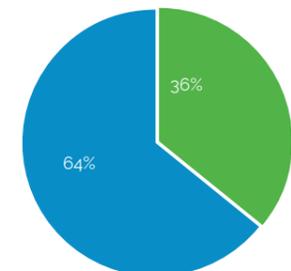


■ New Visitors ■ Returning Visitors

July 1, 2015 - June 30, 2016



July 1, 2014- June 30, 2015



Comparative Google analytics of IndigiTUBE's performance



IRCA developed an iOS app for TEABBA Radio streaming

## BROADBAND FOR THE BUSH



# B4BA

IRCA continues to advocate for fast, accessible, affordable and reliable telecommunications and ICT access for remote Aboriginal and Torres Strait Islander communities.

IRCA is also an active member of the Broadband for the Bush Alliance (B4BA), a group of organisations that are committed to the digital inclusion of remote and rural Australia. The Alliance brings together a range of stakeholders with expertise in communications, remote service delivery and community engagement. B4BA held two national forums in 2015/16, with IRCA co-hosting the accompanying Indigenous Focus Day with ACCAN prior to both forums.

IRCA's advocacy activities include:

- Collating data on broadband and telecommunications infrastructure and access in remote Indigenous communities
- Participating on advocacy forums, including the ACMA Consumer Consultative Forum and the ACCAN Indigenous Advisory Forum
- Submitting responses to government inquiries, including the 2015 Regional Telecommunications Review
- 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 solutions, particularly via WiFi, mobile and other technologies
- Facilitation of the B4BA website and Facebook page to inform stakeholders of emerging issues and solutions.

### B4B FORUMS

#### B4B Forum IV: Unlocking the Digital Potential of the Bush

The fourth Forum took place on 15 - 16 July 2015 in Darwin, at the Charles Darwin University Waterfront campus. The Forum focussed on collaboration and innovation, and the importance of communications as an enabler of economic and social developments. With more than 150 delegates, the event offered a unique opportunity to unite remote and rural Australian voices. It explored practical means of increasing digital inclusion in the bush through accessible and affordable infrastructure and improved skills and awareness.

#### B4B Forum V: Digital Journeys

The fifth annual Forum was held 7- 8 June 2016 with generous support from the State Library of Queensland in Brisbane. The event brought together representatives from Indigenous organisations as well as health, education, research, government, primary industries, consumer groups, small businesses and telecommunications. Delegates identified improving availability and affordability of services, setting minimum service standards and guarantees, advancing digital literacy and empowerment as key priorities to bridge the digital divide between the bush and metropolitan Australia.

#### B4B Indigenous Focus Days

The Broadband for the Bush Indigenous Focus Day is an annual event hosted by IRCA and the Australian Communications Consumer Action Network (ACCAN). It aims to address the opportunities for, and obstacles to, the digital inclusion of remote Indigenous Australians and organisations. It is an interactive event for Aboriginal and Torres Strait Islander peoples and organisations to share ideas and experiences with their peers and develop policy recommendations.

[f \broadbandforthebush](#) [@BushBroadband](#)

Indigenous Remote Communications Association



Iona from IRCA

#### B4B Indigenous Focus Day 2015

In 2015, the Indigenous Focus Day was hosted on 14 July in Darwin at the Charles Darwin University ACIKE Building. It attracted 75 participants and showcased a range of community-driven digital projects and strategies to address connectivity barriers. The Day began with an opening address from Joe Morrison, CEO of Northern Land Council, and followed with 18 presentations and 3 breakout sessions. Key themes explored were affordability, accessibility, awareness and appropriateness.

#### B4B Indigenous Focus Day 2016

The third Indigenous Focus Day saw 64 delegates from around Australia gather at the State Library of Queensland in Brisbane on 7 June 2016. The IFD was facilitated by Heron Loban of Griffith Law School, with delegates giving 16 presentations about recent projects. There were memorable keynote addresses from Honourable Leeanne Enoch, Minister for

Innovation, Science and the Digital Economy and Minister for Small Business, and Helen Milner, CEO of the Tinder Foundation. Key themes from IFD 2016 were digital exclusion of Indigenous people, obstacles to connectivity, cybersafety issues, importance of locally relevant projects and content and community partnerships, and the role of digital mentors to support skills sharing.



Karl Hampton | IRCA Board Member

#### ACMA Consumer Consultative Forum

Daniel Featherstone has been appointed to the ACMA's [Australian Communications and Media Authority] Consumer Consultative Forum, enabling him to directly advocate on remote area challenges and Indigenous digital inclusion.



IRCA Board members and key presenters at Indigenous Focus Day 2016

## SUPPORTING INTERNET ACCESS IN THE NGAANYATJARRA LANDS



Pulse of the Yarnangu

ngmedia.org.au



Participants of the Everyday Digital Skills training program in Papulankutja (Blackstone)

The Remote Indigenous Public Internet Access (RIPIA) program was a partnership project between IRCA and Ngaanyatjarra Media delivered in 13 Ngaanyatjarra communities in south-east WA, funded by the Western Australian Government. The RIPIA program involved computer training and maintenance of existing public Internet access equipment.

### ICT infrastructure

Under this project, Ngaanyatjarra Media conducted a full audit of the equipment and facilities in each of the 13 communities. The equipment has been upgraded and the facilities now provide access to the Internet and a minimum of four operational computers for training. At the same time, Ngaanyatjarra Media established a remote access maintenance program that can respond to operational failures in both hardware and software. As part of the RIPIA ICT infrastructure, the community WiFi mesh and hotspot system at Irrunytju is being replaced to provide Internet access throughout the community.

### Everyday Digital Skills

The Everyday Digital Skills (EDS) program delivered training for 367 members across 12 Ngaanyatjarra communities. Training involved computers and mobile devices, Internet access, online privacy and safety, software applications for word/text, multimedia, Ara Irititja archival project and other relevant activities.

Trainers Michelle Williams and Paul Sutton used practical projects to show participants of all ages how to apply a combination of skills and knowledge in a digital context. The approach encouraged people to move from being users of technology to creators of content, services and projects.

The trainers covered 10,000kms in four months, achieving great results for the limited time available (4-5 days) in each community. They engaged people and gave them practical instruction on the various opportunities computers, tablets and mobile phones present.



### EDS achievements

- Improved digital skills
- Improved facilities
- Used practical projects to show how to use a combination of skills and knowledge in a digital context

## LAUNCH OF inDigiMOB DIGITAL MENTORS PROJECT



# inDigiMOB

inDigiMOB is a new digital inclusion project, facilitated by IRCA and funded by Telstra for 3 years, aimed at establishing a network of Indigenous digital mentors in remote Northern Territory communities. inDigiMOB involves on the ground training and support in digital literacy, cyber safety and improving internet access for local mentors and community members. The project, which is in its pilot year in 2016, is being delivered in Arlparra and four Alice Springs Town Camps: Karnte, Hidden Valley, Trucking Yards and Larapinta before expanding to up to 13 communities in Years 2 and 3.

Telstra invited IRCA to submit a proposal for the delivery of an Indigenous Digital Mentors project in remote Indigenous Northern Territory communities where they have installed mobile and ADSL infrastructure through a co-investment agreement with Northern Territory Government. The project proposal was developed by applying the lessons learned from the long history of IT project delivery within the remote media sector. It aims to ensure the infrastructure enables locally relevant projects to improve employment and social, cultural and economic opportunities. Partner communities will be selected according to the availability and appropriateness of existing community organisations, facilities and demand.

### Timeline

- 2016 - Pilot program established and evaluated in two (2) communities in the NT
- 2017 - Expansion into eight (8) new communities
- 2018 - Expansion into three (3) new communities

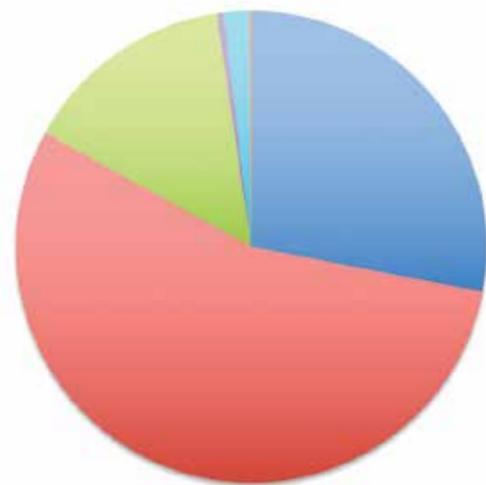
inDigiMOB offers two services: Digital Skills Ready and Connection Assist.

- Digital Skills Ready is a community service offering basic ICT skills advice and training complemented by online training resources (including cyber safety).
- Connection Assist is an information and technical support service for community members to access the internet.



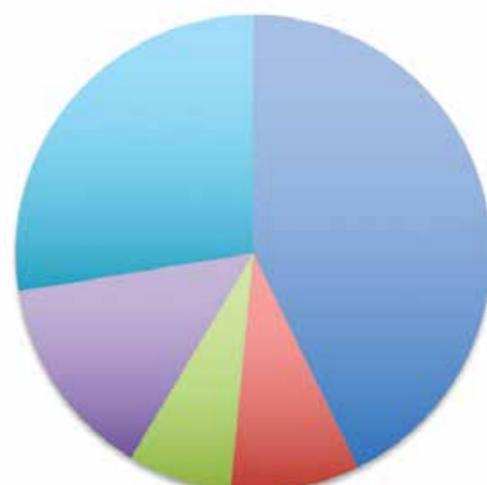
# FINANCIAL REPORT

Income \$ 1,696,464.24



- Government Funding
- Project Funding
- Festival grants, Registration, Sponsorship
- Reimbursements
- Project Management Fees
- Other Revenue

Expenditure \$ 1,677,472.50



- Staff & Contractors
- Travel
- Festivals, Meetings & Events
- Admin & Operational
- Project Delivery
- Capital

Income Source	Amount	%
Government Funding	\$ 476,179.45	28.07%
Project Funding	\$ 931,846.61	54.93%
Festival grants, Registration, Sponsorship	\$ 248,493.82	14.65%
Reimbursements	\$ 7,727.94	0.46%
Project Management Fees	\$ 29,423.00	1.73%
Other Revenue	\$ 2,793.42	0.16%
<b>TOTAL</b>	<b>\$ 1,696,464.24</b>	<b>100%</b>

Expense	Amount	%
Staff & Contractors	\$ 717,376.75	42.77%
Travel	\$ 147,333.30	8.78%
Festivals, Meetings & Events	\$ 118,296.86	7.05%
Admin & Operational	\$ 232,320.89	13.85%
Project Delivery	\$ 462,144.70	27.55%
Capital	-	0.00%
<b>TOTAL</b>	<b>\$ 1,677,472.50</b>	<b>100%</b>

The total profit for 2015-2016 was \$18,991.70

IRCA's full financial report can be downloaded from the website [www.irca.net.au/publications](http://www.irca.net.au/publications)

## 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 June 30 2016 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

Brian Tucker CPA  
 Brian Tucker Accounting



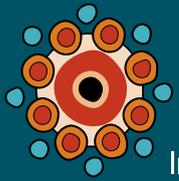
## In Memoriam

In memory of Annette Victor who passed away early in 2016.

Annette was a passionate advocate for the role media can play in improving the lives of Indigenous Australians in remote communities. She was on the IRCA Board from 2007 –2011 holding the position of Treasurer and from 2013 up until her untimely passing. She also served many years as Board member for PAKAM, ICTV, and AICA.

As a RIBS operator in Beagle Bay and Ardyaloon, Annette worked for over 15 years broadcasting her daily "Cadje-Up" show on the PAKAM Network and also produced community video programs for ICTV. Annette received numerous awards at the National Remote Indigenous Media Festivals over the years including The Preston Memorial Award for Lifetime Achievement in 2013.

Annette Victor will be sadly missed by all her family in the Indigenous Remote Media Sector.



# IRCa

Indigenous Remote  
Communications Association

Indigenous Remote Communications  
Association Aboriginal and Torres Strait  
Islanders Corporation

ABN 734 135 503 24

2/70 Elder Street  
PO Box 2731  
Alice Springs NT 0871

P 08 8952 6465  
F 08 8992 9669  
M 0437 798 076

E [manager@irca.net.au](mailto:manager@irca.net.au)

[www.irca.net.au](http://www.irca.net.au)  
[www.indigitube.com.au](http://www.indigitube.com.au)

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IRCA acknowledges the support of the



**Australian Government**

Department of the Prime Minister and Cabinet

