



INDIGENOUS REMOTE COMMUNICATIONS ASSOCIATION

ANNUAL REPORT  
2008-2009

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## VISION

To act as the Peak Body representing and advancing the interests of the remote Indigenous media sector at a national, regional and community level.

IRCA asserts, through its membership and Board, its authentic, specialist and direct representation of the media and communications interests of remote and very remote Aboriginal and Torres Strait Islander communities in Australia.

IRCA recognizes that remote indigenous media practice has an historical and proven role in the maintenance of language and culture, self-representation and community development; and that remote indigenous media organizations have played a pro-active and decisive role in the development of a remote media and communications industry.

IRCA's sphere of activity encompasses discrete and diverse communities that continue strong traditions of language, Law and cultural practice; it specifically represents the unique needs of remote indigenous people far from urban and regional population and service centres whose media and communications practice is critical and essential for their well-being and cultural integrity, and whose needs and interests are not represented by any other organisation in a focused and dedicated way.



IRCA AGM 2008  
Yuendumu, NT

Noel Roberts, Winnie  
Woods, Belle David-  
son, Nelson Conboy &  
Brian Gordon





## IRCA BOARD

CHAIR

Noel Sampi (PAKAM)

SECRETARY:

Belle Davidson (NG MEDIA)

TREASURER:

Nelson Conboy (GRAMAC)

Bernadette Angus (PAKAM)

Brian Gordon (NG MEDIA)

Belle Davidson (NG MEDIA)

## GENERAL MEMBERS

Connie Fisher (PAW Media)

Noel Heenan (PAW Media)

Francis Kelly (PAW Media)

Adrian Nelson (PAW Media)

Bess Price

Noel Roberts (NG Media)

Tjawina Roberts (NG Media)

Annette Victor (ICTV)

Sam Blanas (TEABBA)

Marcia Mitchell (NG Media)

Francine Cox (PAKAM)

Ronald Love (PAKAM)

Batchelor Institute  
students interview  
Minister Garrett  
at the TEABBA  
Outdoor Broadcast  
shelter, GARMA  
Festival 2009

## MANAGER'S REPORT

This year has seen IRCA consolidate processes, projects and performance. With the new Constitution and Strategic Plan in place, funding secured and a four wheel drive vehicle to visit and support its Remote Media constituents - the future of the organization is looking strong.

IRCA has sought to raise awareness of this vital and vibrant remote Indigenous media sector, putting in place a range of marketing and communication strategies both online through its community wikispace, social networking (facebook and twitter), via corporate branding, banners and signs and through its email e-bulletins. It has joined networks, liaised with funding and statutory bodies and generally built relationships of value to the Sector. It has also facilitated peer-to-peer support for RIMO Managers via the new IRCA Advisory Committee monthly meetings.

IRCA is now well placed to expand its mandate of advocacy in the face of coming strong winds of change: the switchover to digital television by 2013 and the rollout of the National Broadband Network (promising high speed broadband even to those living in most remote Australia.) During the year it has addressed the Senate Select Committee to the National Broadband Network and corresponded with the Minister for Broadband, Communications and the Digital Economy in relation to the urgent need for consultation with the sector in relation to its future role.

IRCA has provided support to ICTV to assist the re-establishment of this much loved and valued grassroots community television service. We are delighted to see ICTV now evolving and re-emerging from its sad demise! A testimony to its strong Board and staff.

IRCA has continued to expand the IndigiTUBE streaming service in partnership with ICTV (who manage the growing video sharing side of this online platform) and has engaged in new projects relevant to the sector i.e. providing evaluation to the Power Up Plus resource developed by CDU and working with CBOonline providing content to their Indigenous Almanac and working with the National Training Project.



It has been a pleasure working with the IRCA Board and Media Associations

Linda Chellew  
Manager,  
July 2009



## IRCA's revised objectives

*During the year the Board and staff developed the new Constitution in line with CATSI legislation.*

*IRCA is now registered under the Office of the Registrar of Indigenous Corporations.*

## OBJECTIVES

- a. Support the preservation and maintenance of Indigenous cultures and languages of remote communities.
- b. Advocate to government on behalf of Aboriginal and Torres Strait Islander people living in remote areas of Australia in relation to their needs and interests in media and communications.
- c. Where possible extend services as a peak body to any organisation that serves the media and communications needs of Indigenous people living in remote areas of Australia (as evidenced by their operations and constitution).
- d. Promote the remote Indigenous media sector in terms of its role in maintaining, promoting and supporting the diverse Indigenous cultures and languages of remote communities.
- e. Pursue opportunities and advocate for improved access to media and communications for Aboriginal Torres Strait Islander people living in remote areas of Australia.
- f. Support the production of media tools, content and programming that strengthens languages and culture in remote Indigenous communities and leads to improved enjoyment of life and betterment of circumstances.
- g. Facilitate greater respect for and recognition of Aboriginal and Torres Strait Islander culture and tradition within the broader Australian community, through the promotion of the activities, media products and people working within the remote Indigenous media sector.
- h. Promote the value and services of the remote Indigenous media and communications sector to stakeholder organizations and develop networks, partnerships and commercial relationships that build the capacity and sustainability of the sector.
- i. Liaise with the national regulatory body for broadcasting and communications in relation to legislation and financial support for broadcasting and telecommunications; the issues surrounding the use of existing and proposed infrastructure; the impacts of these on the remote Indigenous media sector and inherent issues of equity.
- j. Promote the delivery of appropriate training in media and communications for Indigenous people working in the remote media sector.
- k. Promote media and communications as an essential service to remote Indigenous communities.
- l. Use marketing, communications and networking tools to build capacity within and raise the profile of the remote Indigenous media sector.
- m. Advocate for increased Indigenous employment with and career paths into the remote Indigenous media sector, including the improvement of work conditions to bring the sector in line with industry standards.
- n. Support and promote innovative technical solutions for improved access to media and communications.
- o. Where possible generate income through applying for government funding, securing support from non-government sources and developing enterprise initiatives that lead to the growth and long term sustainability of the remote Indigenous media and communications sector.
- p. Receive, expend and acquit all grants of money in line with the objectives of the organisation and the conditions of funding contracts.
- q. Facilitate the sharing of resources and content in line with the objectives of the corporation.
- r. Ensure fair and appropriate representation of the remote media sector at government and industry level.



## POLICY AND ADVOCACY

IRCA has liaised with Government over a number of issues affecting the Sector. It has enjoyed predominantly good relationships and co-operation in order to address the following issues:

CBF - Successful rollover of remaining IRRR funding instead of return of unspent funds to treasury. Review of CB Online. Extensions in time in relation to funding application deadlines.

DEWHA - Allocation of staff positions under the Jobs Package, funding, housing and issues around shire takeover of RIBS facilities in the NT, funding for ICTV,

DBCDE - Concerns repeatedly raised over the Switchover to Digital Television; and the urgent need for consultation with the remote sector, in relation to this and the coming rollout of the National Broadband Network.

Senate Select Committee on the National Broadband Network - Paper submitted and invitation to address the Committee in November 2008. Subsequent submission of comment in relation to their Policy document.

Review of NITV - Interview with Kerry Klimm and written support for ICTV submission.

ICTV - successful lobbying (with AICA) on behalf of IICTV (due to cease in December 2008). Funds were secured enabling the organization to pursue online capacities and negotiate a new satellite broadcast arrangement which has been successful.

CBAA & AICA - participation in the National Training Package training trials with Bachelor Institute and with the new Secretariat managing the National Training Project.

**Switchover to Digital Television by 2013  
Will the bush be worse off?**

With no commitment by Government to digital conversion of the 'self-help' broadcasting infrastructure currently maintained by Remote Indigenous Media Associations - the alternative beyond 2013 will be Direct to Home TV. This involves the installation of a satellite dish and 'black box' decoder on each house at the expense of the viewer. Under this arrangement people in remote communities will have to pay an initial \$700 (significantly more than urban areas) putting them at an 'economic and service level' disadvantage!

Radio will continue in Analog via the Aurora Satellite however it is unclear at this stage how radio will be affected in the longer term and how the infrastructure will be maintained.

There are also concerns that there will be degraded Television quality with the conversion to wide screen television 16:9 and also about the reduced number of channels to be available in comparison to city reception.

**Broadband promised for the bush - an opportunity for the Remote Media Sector!**

# INDIGENOUS REMOTE DIGITAL BROADCASTING CONSULTATION

“There is concern that ...once again an appropriate consultation process will be omitted...”

**I**RCA continues to call on the Government to conduct an urgent Consultation with the Sector to discuss the technologies, changes and opportunities afforded by the coming rollout of the National Broadband Network and the issues surrounding the ‘Switchover to Digital Television by 2013’

**T**he Sector is currently funded under the Department of Environment, Water, Heritage and the Arts “Indigenous Culture and Content’ section. While this recognizes media’s role in art and culture - it fails to acknowledge its role in ‘communications’ - its exclusion from programs supported by the Department of Broadband, Communications and the Digital Economy is proving a serious disadvantage in this time of digital transformation.

Linda and Mary visit Ngaanyatjarra Media’s new Media Centre facility a regional hub.

**T**he Remote Indigenous Media Sector has a great deal to offer Remote Australia and can play a huge role in assisting Government ‘Bridge the Gap’. The infrastructure in place, Indigenous Governance, training, experience and skills base, stands the sector in good stead to providing services in the coming digital economy.





# INDIGITUBE - STREAMING LIVE RADIO

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

This joint project with ICTV was Launched at the 10th National Remote Media Festival. The initial phase entailed IRCA's capturing radio programs through existing free to air radio broadcasts via satellite delivery and streaming them to the IndigiTUBE website.

This year a second phase funded by CBF, has expanded the website offerings and added a second live stream and includes radio programs not currently broadcast to satellite.

The 2nd Live Radio Stream reduces workers hours in making schedule changes. Due to Australia's 2.5 time zones, it is challenging to maximize the number of live streams from multiple RIMOs when some broadcast on 'half hour' and others on 'one hour' slots.

The archive pages of the website have been redesigned for more effective presentation of available programs. Listeners can now search by program, month, RIMO then refine their search by name and month.

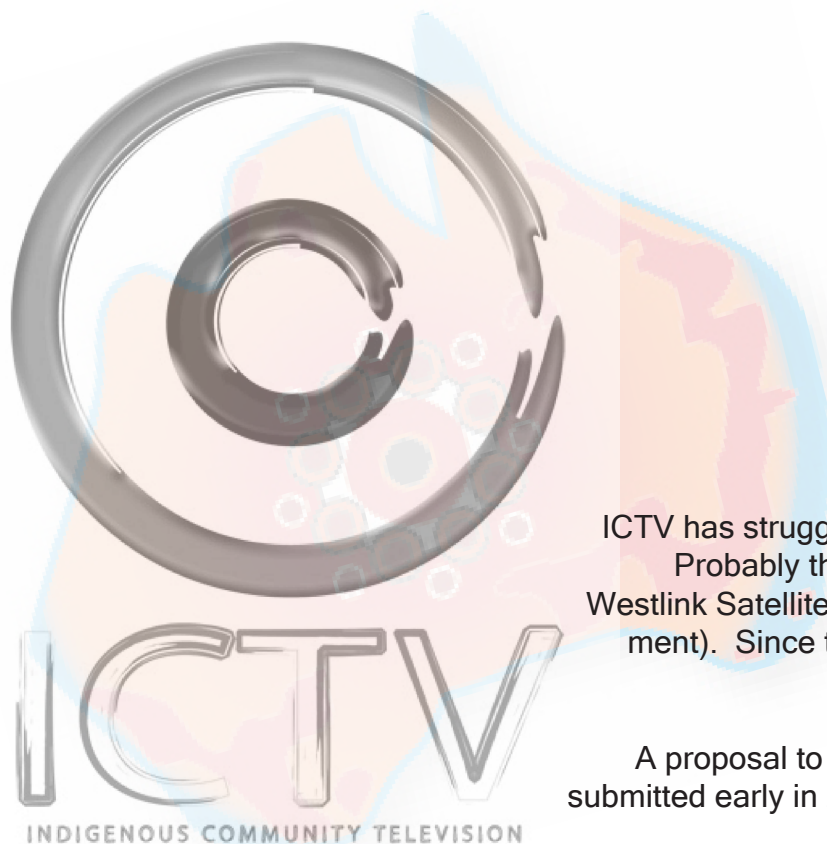
A radio image has been used as a player for playing programs from the archives. Further details of the program playing are now displaying – logo of RIMO, title and date of broadcast with space for including a future capacity of adding a small image of the broadcaster.

IRCA is now receiving programming from 5 RIMOs: **TEABBA, PAKAM, NG Media, PY Media and QRAMAC**. Some are regular while others are one-off or special occasion programs (i.e. festivals etc)

IRCA is pleased to report that **IndigiTUBE Video**, managed by ICTV went live in April this year. There are currently 57 videos supplied by PAKAM, PY Media, Ngaanyatjarra Media, Ngapartji Ngapartji and dEAdly mOb available to view. Films are searchable and viewable through a webbrowser with broadband. An important feature is that videos are viewed as a stream and not downloaded as a file.



ICTV



## Indigenous Community TV to 'feed the beam' once again!

ICTV has struggled through and found new life this year! Probably their biggest news is an arrangement with Westlink Satellite Service (an initiative of the WA Government). Since the closure of Access 31 TV in Perth this service has become available.

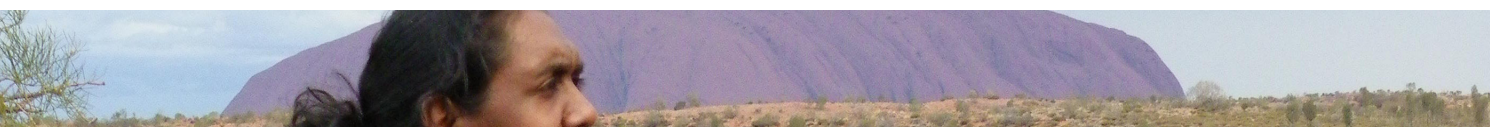
A proposal to the Western Australian government was submitted early in 2009 which led to in principle support for ICTV to use this service.

Now with a formalised agreement in place, and funding for the essential elements of the ICTV-Westlink service, ICTV is schedule to once again 'feed the beam' from October 2009.

It will broadcast from: 6pm Friday to 6am Monday, Western Standard Time!

Congratulations to the ICTV Board and Management, who have refused to give up in the face of huge discouragements over the past twoyears.

## IRCA PROJECTS



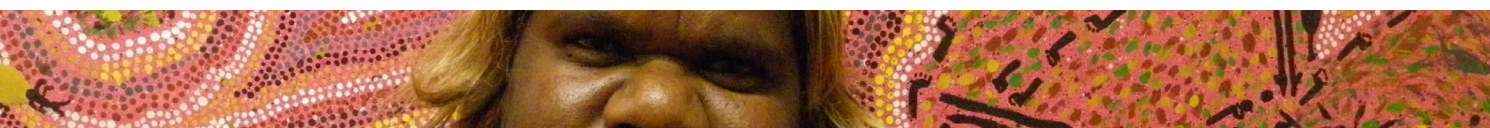
### **POWER UP PLUS**

Pic: Mary Fisher

[powerup.cdu.edu.au](http://powerup.cdu.edu.au)

During the year IRCA linked remote media workers to play an evaluation role with developers of the Power Up Plus resource. This online teacher's aid provides great lessons, videos, demonstrations etc for people wanting to skill up to become content creators for the web.

A project of Charles Darwin University under the Australian Flexible Learning Framework's NT E-Learning Innovations Grants. The Project Manager has been Alice Boyle and the remote Evaluators include: Mary Fisher (IRCA Admin), Noeline Peterman, Cynthia Burke and Renita Roberts (NG Media).



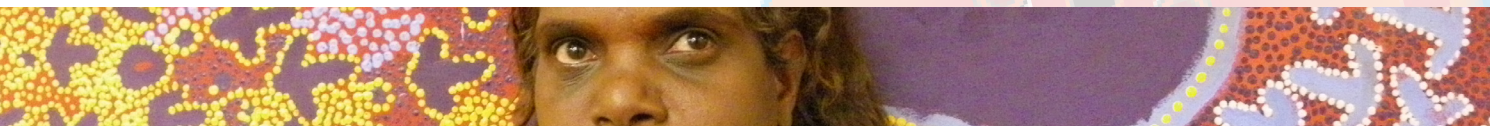
### **CB ONLINE - INDIGENOUS ALMANAC**

Pic: Cynthia Burke

[www.cbonline.org.au](http://www.cbonline.org.au)

Also during the year IRCA commenced a project with CBOonline, to provide and upload stories to the Indigenous Almanac online database on the CBOonline website.

Mary Fisher has played a key role in identifying stories of interest, editing and uploading them via the CBOonline Content Management System.



Pic: Renita Roberts

Also during the year IRCA has broadened its web presence and building networks using the following web.2 and social networking tools:

IRCAustralia on: [www.twitter.com](http://www.twitter.com)  
<http://remotemedia.wikispaces.com>

IRCA Australia: Facebook  
[www.flickr.com/photos/irca](http://www.flickr.com/photos/irca)



# 10TH NATIONAL REMOTE MEDIA FESTIVAL



**PAW Media  
host the 2008  
Festival  
in honour of  
their 25th  
Anniversary**

The Annual Remote Media Festival continues to be an important opportunity for Remote media workers to come together. The outcomes were again plentiful: with Awards recognizing and celebrating achievements, networking, peer mentoring, information sharing, training workshops, industry meetings and formal AGM's. All this on top of the sheer public enjoyment of video viewings, radio documentaries and Festival broadcasting!

Even with limited funding for video production and the loss of the ICTV broadcasting channel, the Remote Media Sector continues to demonstrate its strong commitment and love of film production!

It was great seeing the microphone in the hands of so many countrymen and women, hearing their strong vision, voice and passion for their industry.

The film entries, retrospectives and current footage shared by attending RIMOs and in particular the host RIMO, brought back many fond memories: Bush Mechanic films, the Manu Wana childrens series - lots of fabulous material both new and old on display.

Yuendumu children sang for the delegates and as part of the 25th Anniversary Celebration and the Warlpari Karntes painted up and danced a ceremony to acknowledge the strong work of Warlpiri Media over the years.

A Festival Pictorial magazine was produced by IRCA following the Festival and distributed to the RIMOs. It is downloadable at: <http://remotemedia.wikispaces.com>

A Festival Pictorial Magazine prepared by IRCA was produced following the event. Go to <http://remotemedia.wikispaces.com> to download.



## 2008-09 FINANCIAL STATEMENT

GRANTS EXPENDED	2008/9 \$	2007/8 \$
ICC operating costs	156,586.00	120,000.00
ICC Qld Hub Project		551.00
ICC Backing Indig. Ability Streaming Project	31,263.82	12,136.18
ICC NT Jobs Transition	6,500.00	-
ICC 10th National Remote Media Festival	11,000	-
ICC Auspiced Grant ICTV Operational		75,000.00
Screen Australia	5,000.00	3,636.37
Community Broadcasting Foundation	20,000.00	10,000.00
DEEWR, Business Planning	5,999.70	39,000.30
	\$236,349.52	\$260,323.85
OTHER INCOME		
Recoveries and Reimbursements	12,983.12	6,103.63
Other Revenue	3,474.24	8,231.81
Loss on Sale of Non-current Assets	(907.65)	-
Profit (Loss) on Rental Operations	8,249.89	3,795.12
	\$260,149.12	\$278,454.41

Noel Sampi, IRCA Chairperson during 2008/2009 operates the camera during the 2008 Festival



## ACKNOWLEDGEMENTS

Thank you to Rita Cattoni who has provided valuable business and financial advice to IRCA in its transition to new Management. Also to Mary Fisher, IRCA's Membership and Administration Assistant. Finally to the IRCA Board who have given freely of their time to provide valuable oversight and direction to the organization.

# REMOTE INDIGENOUS MEDIA ASSOCIATIONS

## **CAAMA**

Central Australian Aboriginal Media Association, NT  
[www.caama.com.au](http://www.caama.com.au)

## **NG MEDIA**

Ngaanyatjarra Media, WA

## **PAKAM**

Pilbara and Kimberley Aboriginal Media Association, WA  
[www.pakam.com.au](http://www.pakam.com.au)

## **PAW MEDIA & COMMUNICATIONS**

Pintubi, Anmatjere, Warlpiri Media & Communications, NT  
[www.pawmedia.com.au](http://www.pawmedia.com.au)  
[www.yapabeats.pawmedia.com.au](http://www.yapabeats.pawmedia.com.au)  
[www.wettmedia.org.au](http://www.wettmedia.org.au)

## **PY MEDIA**

Pitjantjatjara Yankunytjatjara Media Association  
[www.waru.org](http://www.waru.org)

## **QRAMAC**

Queensland Remote Aboriginal Media  
Aboriginal Corporation  
[www.qramac.org.au](http://www.qramac.org.au)

## **TEABBA**

Top End Aboriginal Bush Broadcasting Association  
[www.teabba.com.au](http://www.teabba.com.au)

## **TSIMA**

Torres Strait Islands Media Association







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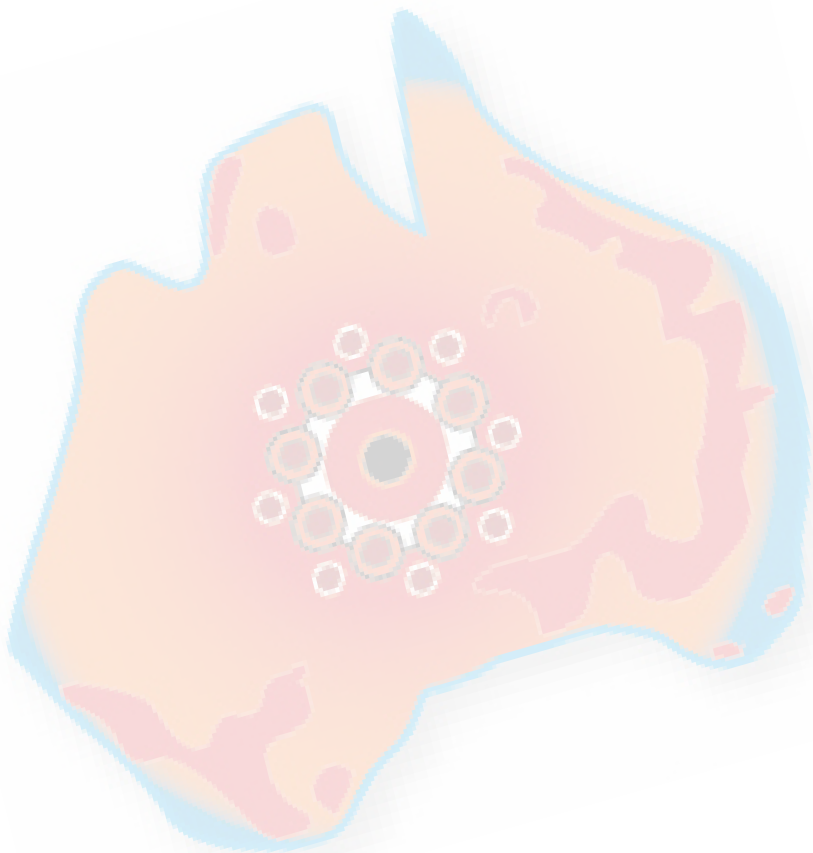
IRCA is the peak body representing and advancing the interests of the remote Indigenous media and communications sector across Australia



Supporting Remote Indigenous Media Associations  
• TEABBA • PAKAM • NG MEDIA • PY MEDIA  
• PAW MEDIA • QRAMAC • TSIMA • CAAMA which in turn support 150 Remote Indigenous Broadcasting Services. Work in this Sector includes:

- RADIO BROADCASTING
- ARCHIVING HISTORIC AND CURRENT MEDIA
- AN ANNUAL NATIONAL INDIGENOUS REMOTE MEDIA FESTIVAL
- TELECENTRES WITH IT AND ONLINE ACCESS ON COMMUNITIES
- RECORDING CULTURAL PRACTICES
- MULTIMEDIA AND CONTENT CREATION FOR THE WEB





**INDIGENOUS REMOTE  
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ASSOCIATION**

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ABN 78413 550324



IRCA and the Remote Indigenous Media Sector receive operational funding from the Department of Environment, Water Heritage and the Arts under their Indigenous Culture and Content Section.



**Australian Government**

**Department of the Environment, Water, Heritage and the Arts**