



Media Release

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FOR IMMEDIATE RELEASE

LOOKING BACK, LOOKING FORWARD



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Aboriginal and Torres Strait Islander media workers and organisations from across Australia are meeting up in the central desert for **CONVERGE**, the National Aboriginal and Torres Strait Islander Media Summit. Hosted by Indigenous Remote Communications Association (IRCA) on Monday 22 - Wednesday 24 May, delegates will be welcomed to celebrate the rich culture of Eastern and Central Arrernte in the Opening Ceremony led by local Elder Kumalie Riley.

In the local Arrernte language of Mbantua (Alice Springs), *apurte irreye-ke iwerre anyente-le* translates as 'meeting together and moving in one direction'. Sylvia Tabua, IRCA Secretary, says "The aim is to develop a united approach to demonstrate the value and necessity of Aboriginal and Torres Strait Islander media for getting our voices, views and stories heard nationally and internationally. We will be discussing sector policy development and planning, establishing industry advisory groups and holding the IRCA General Meeting."

Looking back, the summit will celebrate the pioneers of the industry and recognise the hard work over the last 40 years in the fight for Aboriginal and Torres Strait voices on the airwaves and acknowledging the industry's diverse development. While the core principles of the 1993 Aboriginal and Torres Strait Islander Commission (ATSIC) Broadcasting Policy remain the same, much has changed.

Looking forward, **CONVERGE** will outline the changing landscape and identify some of the key challenges. IRCA is currently expanding its role and representation as the new national peak body for Aboriginal and Torres Strait Islander media. **CONVERGE** will provide the opportunity for delegates to address the changes with a new policy agenda developed from the ground up, setting the future direction of the industry.

CONVERGE will see Aboriginal and Torres Strait Islander media organisations and individuals working across all platforms; radio, film/TV, print, online and mobile. IRCA Chairperson John 'Tadam' Lockyer says "It is an age of convergence and we acknowledge that the sector has diversified significantly. We embrace all the mediums Aboriginal and Torres Strait Islanders are now using to communicate, connect and share knowledge."

This inaugural event will honour the Aboriginal and Torres Strait Islander media history, and invigorate the powerful and connected voice of the future.

To find out more visit irca.net.au/converge.

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