



first
nations
MEDIA
AUSTRALIA

ANNUAL REPORT

2022- 2023



www.firstnationsmedia.org.au

First Nations Media Australia (FNMA) acknowledges the traditional custodians of the lands on which we work. We pay respects to Elders past, present and future.

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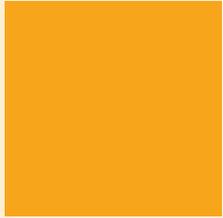
FNMA ANNUAL REPORT 2022-2023

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A MESSAGE FROM THE CO-CHAIRS



In the journey of 2023, First Nations Media Australia embarked on a path filled with opportunities, transformations, and the determination to enhance our operational framework, ensuring the future resilience of our organisation. It was a year that marked significant progress and momentum.

In January 2023, we welcomed Professor Shane Hearn as our new CEO, bringing with him a wealth of knowledge acquired from Higher Education and the creative industry. This strategic addition paved the way for fresh perspectives and new horizons.

Throughout 2023, we celebrated numerous achievements, with the successful execution of two major campaigns, the "Covid Reboot" and the "Civics Campaign." These campaigns were instrumental in engaging our communities and members, fostering a deeper understanding of the referendum. Notably, our efforts reached over 200,000 First Nations individuals during the Civics Campaign alone. This accomplishment underscores the power of our industry in leading, creating, designing, and developing assets that effectively convey our message and leave a substantial impact.

The year 2023 also witnessed FNMA's commitment to nurturing relationships and providing vital support, such as collaborating with Telstra to deliver various programs, including the Community Service Program aimed at remote communities. We forged new partnerships with Rio Tinto, which will play a pivotal role in supporting our archiving program and the continued preservation and digitisation of our diverse cultures and languages.

As active members of the Coalition of Peaks, we proudly contributed to shaping national policies on 'Closing the Gap' and facilitating their implementation. Our involvement allowed us to have a significant say in key decisions at the national level, cementing our role in advancing First Nations' interests.

FNMA's support extended to our membership in the form of crafting and delivering the Joint Communications Strategy Implementation Plan. Effective communication is a cornerstone of our success in realizing the National Agreement. A well-defined plan, resource allocation, and clear responsibilities were pivotal in this regard.

Internally, FNMA underwent several reviews, including an IT Health Check, a comprehensive remuneration review, and an overhaul of policies and procedures. These changes apply to all staff and Board members involved in any aspect of FNMA's governance and financial processes.

Furthermore, we proudly launched our inaugural communication strategy, laying the foundation for even more significant achievements in the years to come.

The collective efforts and accomplishments of 2023 have set the stage for a brighter future for FNMA. Our commitment to compliance, national standards, and a more conducive working environment will propel us toward a promising 2024 and beyond.

Warm regards,

Naomi Moran & Dre Ngatokorua
Co-Chairs, First Nations Media Australia

FROM THE CEO'S DESK



Dear Members, Board, and Supporters,

As we gather for the Annual General Meeting, I reflect on the significant journey we have undertaken since I assumed the role of CEO in January 2023. It has been a year of change, growth, and strategic planning for First Nations Media Australia (FNMA).

I am excited to share our achievements and outline our vision for the future.

When I was appointed as the CEO to First Nations Media Australia, I expressed my excitement about sharing stories from what I believe to be the world's greatest storytellers, First Nation peoples. Indigenous culture is a wellspring of rich narratives, traditions, and knowledge that have been passed down through generations. It is a testament to the resilience, wisdom, and beauty of our diverse Indigenous communities.

Indigenous storytelling has always been a powerful means of transmitting knowledge, history, and cultural values. Through oral traditions, song, dance, art, and various forms of expression, we have preserved and shared our stories for centuries. These stories not only entertain but also educate, inspire, and foster a sense of identity and belonging.

By sharing Indigenous stories, we can challenge stereotypes, break down barriers, and foster greater understanding and appreciation for our cultures. It allows us to reclaim our narratives, challenge misconceptions, and present a more nuanced and authentic representation of Indigenous peoples. Through the power of storytelling, we can celebrate our resilience, showcase our talents, and inspire future generations to embrace their heritage and be proud of who they are.

In the following section, I would like to update you on the following key activities:

**Operational
Changes and
Expansion**

**Civic
Community
Education**

**Outlook
for
2024**

OPERATIONAL CHANGES & EXPANSION



ORGANISATIONAL STRUCTURE & “BUSINESS AS USUAL” WORKFLOW REVIEW

2023 was a year of change at First Nations Media and the Operational team underwent a significant review process to update FNMA’s Organisational Chart, and identified ideal state for ‘Business as Usual’ operational flow.

A new organisational structure within First Nations Media Australia requires a thoughtful approach, taking into consideration the unique needs, goals, and challenges of the organisation and the sector – now and into the future. The proposed structure aligns FNMA with its strategic mission to continue to empower Australia’s First Nations people through our culturally connected media industry. By aligning our organisational structure with our strategic goals, we anticipate achieving significant improvement in project level efficiency, efficacy, and timely reporting; and to grow and better serve our membership.

The primary objectives of this structure are:

- Align the organisational structure with the strategic goals and objectives of FNMA.
- Streamline operations to increase accountability, transparency and efficiency.
- Enact the recommendations within the FNMA IT Health Check report.
- Enhance membership engagement, service, and satisfaction.
- Ensure timely submission of milestone reporting across the organisations multiple funding bodies and requirements.

This updated structure was approved by the board in late 2023, with ongoing implementation throughout the first half of 2024.

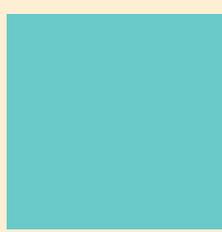
INFORMATION TECHNOLOGY HEALTH CHECK

In mid-2023 FNMA engaged a third party to undertake an ‘IT Health Check’ of the organisation. This Health Check produced a roadmap of actions and recommendations to ensure FNMA maintains a robust and efficient IT infrastructure, driving the most effective engagement with and representation of the First Nations Media and Communications sector now and into the future.

The final IT Health Check report identifies vulnerabilities and opportunities for improvement within FNMA’s IT ecosystem. Broadly, the report recommends FNMA invest in hardware, software and platform upgrades or replacements; cloud migration for collaboration, cost-efficiency, and scalability; and employee training and development for improved IT utilisation.

In late 2023 FNMA brought on the services of a national IT services company to begin to implement these recommendations and begin design of fit-for-purpose platforms and portals for FNMA’s projects and membership.

OPERATIONAL CHANGES & EXPANSION CONTINUED...



POLICIES AND PROCEDURES

During the past year, First Nations Media Australia (FNMA) experienced a significant period of change. This transitional phase provided a unique opportunity for our team to assess the distinctive needs, goals, and challenges facing both the organisation and the broader sector. In response, we embarked on a comprehensive effort to design an optimised operational system that aligns seamlessly with our commitments and objectives.

In partnership with KPMG, FNMA undertook a comprehensive review and update of our policies and procedures. This initiative aimed to bring clarity to our governance structure and approved delegations, ensuring that we operate with transparency, efficiency, and effectiveness. The scope of this review extended to the revision of our policy manual and the staff handbook, representing a substantial undertaking that touched every facet of our operations. This transformative initiative has resulted in the establishment of robust guidelines for our financial processes and procedures. The updated policies not only align with best practices in financial management and reporting but also ensure our compliance with relevant statutory and legal requirements.

The intention is to set a standard of excellence that will guide FNMA in its financial endeavours, fostering accountability and transparency. It's crucial to note that this policy and procedure document is not a static entity but a living framework that applies to all staff and Board members involved in any aspect of FNMA's governance and financial processes.

It's designed to be adaptive, ensuring that as our organisation evolves, these guidelines will continue to be relevant, guiding our actions now and into the future. This operational transformation and governance review are foundational steps toward fortifying FNMA's operational integrity and preparing us for sustained success.

I extend my appreciation to the entire FNMA team for their commitment and collaboration throughout this transformative journey.

2024 OUTLOOK



As we step into 2024, FNMA is poised for new challenges and opportunities. Our commitment to empowering First Nation Voices, preserving, and celebrating Indigenous cultures, and advocating for media and communication rights remains unwavering. FNMA will continue to amplify the voices of First Nations communities, ensuring that their stories, experiences, and perspectives are heard and respected.

We will undertake a comprehensive review of our membership model, ensuring that it aligns with the evolving needs of our members and the broader First Nations media sector.

Building upon the success of the Nine Calls to Action, FNMA will expand to Ten, with a particular emphasis on Digital Inclusion. This initiative aims to bridge the digital divide and ensure that Indigenous communities have equitable access to digital resources.

IndigiTube, our platform for streaming and showcasing Indigenous content will scale up in 2024. This expansion aims to feature more community-generated content, empowering individuals to participate in various aspects of media production.

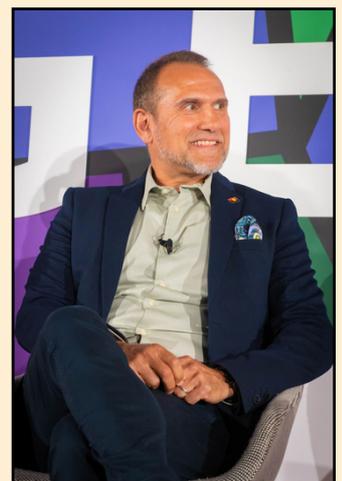
IndigiMob will continue its vital work in closing the digital gap within First Nation communities, promoting digital inclusion and accessibility.

The FNMA's Archiving project will expand nationally over 5 years contributing to the preservation and sharing of our rich cultural heritage.

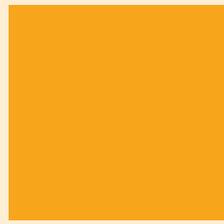
I extend my thanks to the FNMA Board and Team for their dedication and support throughout 2023.

Together, we have achieved significant milestones, and as we look ahead, I am confident that our collective efforts will lead to even greater accomplishments in the coming year.

Professor Shane Hearn
CEO, First Nations Media Australia (FNMA)



ABOUT FIRST NATIONS MEDIA AUSTRALIA



As the Peak Body for The First Nations Broadcasting and Media sector, First Nations Media Australia (FNMA) facilitates an essential voice for First Nations people through community-led programming. The Sector is a powerful tool in strengthening language and cultural identity and supporting social and economic development for First Nations communities across Australia. Aboriginal and Torres Strait Islander media, in particular community-controlled media, have a central role in communicating activities under the National Agreement on Closing the Gap to allow culturally relevant messages to be developed and shared by Aboriginal and Torres Strait Islander organisations and communities for Aboriginal and Torres Strait Islander people.

Throughout 2023, First Nations Media Australia, the National Indigenous Australians Agency (NIAA) And Department of Infrastructure, Transport, Regional Development, Communications and Arts (DITRDCA) held ongoing discussions, and collaborated on several projects regarding Indigenous Broadcasting Sector Reforms across funding, policy, and peak body responsibilities across the Indigenous Broadcasting and Media Sector.

This collaboration demonstrates each organisation's commitment to working together throughout 2024 in accordance with the National Agreement on Closing the Gap Priority Reforms: Formal Partnerships and Shared Decision Making; Building the Aboriginal Community Controlled Sector; Transforming Government Organisations and Shared Access to Data and Information at a Regional Level.

Going forward, this tri-lateral collaboration will drive co-designed, sector-led approaches to growth and capacity-building across the First Nations broadcasting sector through enhanced policy support, guidance, and direction setting; enhanced program and project evaluation guidance and support; and shared data to strengthen the evidence base for decision making.

A key element of discussion between the stakeholders has been the effective engagement across the Indigenous broadcasting sector with key reform drivers, particularly DITRDCA's 2024 Sustainability Review, to:

- Establish effective mechanisms to ensure equitable participation in the Review by Indigenous broadcasting organisations.
- Ensure Indigenous co-design principles are incorporated into effective implementation responses to both the Sustainability Review and CBAA/CBF Roadmap 2033; and
- Provide advice and guidance on establishment of effective Indigenous-led governance mechanisms in line with the above.

Our Purpose

Empowering Australia's First Nations people through our culturally connected media industry.

Our Values

Culture & Language
Respect
Innovation
Collaboration

Our Return On Investment

Every \$1 invested in First Nations broadcasting and media returns \$3 of cultural, social and economic value.

FIRST NATIONS MEDIA SECTOR



First Nations broadcasting and media organisations are community-controlled media services providing vital information to their communities.

First Nations media maintains and strengthens Aboriginal and Torres Strait Islander culture, significantly contributing to the maintenance and revitalisation of Indigenous languages. Furthermore, supports a First Nations perspective on Australia’s national dialogue, and educates both Aboriginal and Torres Strait Islander audiences and the broader community on matters relevant to First Nations communities.

Through community control, First Nations media organisations provide relevant and appropriate media services, attracting high levels of audience engagement. The sector is based in local communities and employs local people as broadcasters and media producers. First Nations media services are trusted voices to their communities, attracting listeners who want to hear about their own communities, in their own language, sharing positive Indigenous stories and perspectives. In doing so, they attain demonstrable outcomes in terms of audience reach, employment outcomes and social impact.

In addition to delivering essential news and information services, First Nations media plays a proven role in supporting self-representation, community development and cultural safety. First Nations media organisations empower local voices to share their own experiences, challenges, strengths and truths. First Nations media services publish and broadcast engaging content that also connects non-Indigenous people with Aboriginal and Torres Strait Islander people and culture, developing greater understanding and building bridges with the wider community.

Content

Employment

Languages

Over 6 media sectors covered, with services reaching over 320k First Nations people

The First Nations media industry has around 80% Indigenous employment ratio

Over 25 Indigenous languages are broadcast on First Nations Media services each week

FIRST NATIONS MEDIA SECTOR COMPRISES:

MEDIA SECTORS

Television

- Satellite delivered narrowcast (ICTV) TV services

- National free-to-air (NITV)

- Terrestrial services
Alice Springs
Broome

- Local narrowcast TV services
Goolarri TV at Broome
ICTV in Alice Springs
Broome & Larrakia TV Darwin

- ICTV satellite TV service reaches > 371k smartcards nation-wide

- Culture-based content

- Language based content

Video & Film production

Print & Online

- A national newspaper (Koori Mail)

- Strong web presence of journalistic sites i.e. @IndigenousX

- Over 230 radio broadcast sites

Radio Broadcasting & Reach

- Coordination run by 35 Licensed, community-owned, NFP Organisations

- 157 stations broadcasting on FM

- 4 stations broadcasting on AM

- 26 stations streamed via indigiTUBE website & app

- 13 broadcasting via VAST satellite

- 5 Metropolitan services via DAB+ in addition to FM services in Sydney, Melbourne, Perth, Brisbane and Darwin

Social Media

- Instagram

- Facebook

- YouTube

Services are able to reach over 320k of First Nations people, of which approx 33% live in very hard to reach remote Indigenous communities

BOARD ACTIVITIES

In 2023, the First Nations Media Australia (FNMA) Board, led by Co-chairs Naomi Moran and Dre Ngatokorua, along with Directors Nelson Conboy, Karen Paterson, Jenni Enosa, Rohanna Angus, Adam Manovic, and the late Jim Remedio, navigated a year marked by operational change, strategic growth, and impactful initiatives.

The FNMA Board diligently pursued the objectives outlined in the 2023 Strategic Plan, guiding the organisation towards its goals. Notable achievements included the successful execution of transformative projects such as the KPMG IT Health Check, KPMG Governance evaluation, and a comprehensive review and update of the Policies & Procedures manual. These endeavours were pivotal in fortifying the foundation of FNMA's operations, fostering efficiency, and ensuring compliance with industry standards.

A critical priority for the Board was the urgent consideration of the alignment to the 2023 'Social, Community, Home Care and Disability Services ('SCHADS') Award update. Recognising the importance of equitable compensation, the Board championed the first significant increase to the award, directly benefiting First Nations Media Australia staff.

Throughout 2023, FNMA actively engaged in policy development and collaboration with stakeholders, reinforcing its commitment to advocacy and representation for First Nations stakeholders.

The FNMA Board's dedication to strategic growth, equitable representation, and impactful policy engagement in 2023 lays the foundation for continued success in the service of its members and the broader community.

STRATEGIC PRIORITY



STRATEGIC PARTNERSHIPS



In late 2023, FNMA established a partnership with the Centre for Appropriate Technology (CfAT) to co-deliver the Telstra Community Services Program. FNMA is excited to strengthen partnership and collaboration with CfAT and other strategically aligned partners in 2024 and beyond.

2023 saw the extension of the ABC Strategic Partnership, seeking to encourage increased collaboration between the ABC and the First Nations media organisations and broadcasters that FNMA represents. This ongoing partnership signals FNMA's intent to collaborate on common projects and foster a productive working relationship between the ABC as our national publicly owned broadcaster and the First Nations community-controlled media sector.

This Agreement provides a framework for collaborative activities which can be undertaken nationally and/or locally. It supports fostering positive local relationships between the ABC and FNMA member organisations and the coordination of larger projects across any number of regions.

The Agreement focuses on organisational collaboration and is not restricted to any one medium, platform or product. Activities under this Agreement may relate to broadcast content and/or any part of the functions of each organisation.

PRESS RELEASE: ABC SIGNS PARTNERSHIPS WITH FIRST LANGUAGES AUSTRALIA AND FIRST NATIONS MEDIA AUSTRALIA, 8 SEP 2023

The First Nations Media Australia (FNMA) partnership will extend the current focus on collaboration around content, knowledge sharing, and industry support for a further three years.

FNMA CEO Professor Shane Hearn said First Nations Media Australia was thrilled to announce the extension of their partnership with the ABC.

"This collaboration represents a significant step towards amplifying Indigenous voices and narratives through media and signifies our shared commitment to fostering a vibrant First Nations media landscape. Over the next three years, I'm looking forward to us building upon our foundation of content collaboration, knowledge sharing, and industry support."

"I am excited that the ABC and First Nations Media Australia are continuing to work together to support and increase the visibility of Aboriginal and Torres Strait Islander stories and perspectives in the media."

"Our focus on skills development in news and current affairs; content amplification through FNMA's IndigiTUBE platform; and the ongoing contributions of decommissioned resources to our members, will empower Indigenous voices and strengthen our collective impact."

Kelly Williams, Head Indigenous, Diversity & Inclusion ABC

Professor Shane Hearn, CEO

MEMBERSHIP OVERVIEW



FNMA members include remote, regional, and urban First Nations media organisations, individual broadcasters, producers, filmmakers and freelance journalists, partner organisations and supportive friends.

Over the last year, First Nations Media Australia's membership saw an increase of 20%. as well as welcoming 5 organisations as members.

Below is an outline of our current Membership. Please refer to our website for a full list of members.



We have missed the opportunity to meet with many of our members in person this year due to organisation changes, but is looking forward to Converge 2023, where we'll be able to bring together many of our members to learn, share and network on Ngunnawal/Ngambri country in November. We have been in regular contact via email, phone and videoconference throughout the year, but we look forward to more face-to-face visits in 2024.

MEET SOME OF OUR MEMBERS



Goolarri Media Enterprises (6GME)

Goolarri Media assists in developing Indigenous and non-Indigenous communications in the Kimberley region. We support enhancing Indigenous musicians throughout Western Australia, create and produce valuable event activities for the entire community, and deliver nationally accredited training in media and events management.



MEET SOME OF OUR MEMBERS



Ngaarda Media Aboriginal Corporation (Ngaarda Radio)

Ngaarda Media is an independent community broadcaster and media training hub representing and empowering the Aboriginal people (ngaarda) of the Pilbara. Ngaarda Media document, create and broadcast local stories that connect ngaarda to culture and family.

They build strong relationships and share ngaarda stories with the world and support a professional team, enable career pathways, invest in evolving technologies, and embrace all media platforms according to best practice



MEET SOME OF OUR MEMBERS



Pilbara and Kimberley Aboriginal Mediam (PAKAM)

Pilbara and Kimberley Aboriginal Media is an association of Indigenous community organisations and individual media producers and broadcasters in the Pilbara and Kimberley regions of Western Australia.

The PAKAM Radio Network provides a satellite-delivered regional service (VAST Radio channel 917) from the network hub in Broome. This service enables the sharing of news, information, special broadcast events, music and stories by all the indigenous radio stations in the region and is retransmitted full time in 18 remote communities, scattered over a million square kilometres, with an audience in excess of 5,000.



MEMBERSHIP SERVICES



FNMA supports its members primarily through offering advice, resources and collective solutions in areas such as technical and IT support, HR, organisational policies, governance, financial management, regulatory compliance, licensing, fundraising and grant opportunities, representation, and industry partnerships.

An ongoing example is the extension of the strategic partnership framework between the Australian Broadcasting Corporation and First Nations Media Australia, identifying and developing mechanisms for public broadcasting and the First Nations media sector to collaborate and coordinate on shared areas of work. The partnership will continue from 2023-2026, encouraging two-way learning while supporting career pathways for Aboriginal and Torres Strait Islander people working in media and communications.

To date, FNMA members have been, through support to build sustainable and fulfilling careers in News and Current Affairs, decommissioned equipment, and property items available for donation, access to pro bono media law support from the ABC Legal team, 2-6 weeks secondment placement, as well as development of a new channel on IndigiTUBE to support Aboriginal and Torres Strait Islander musicians and amplify their music.

In addition, FNMA also partnered with the Community Media Training Organisation (CMTO) to provide a series of training projects and ongoing support for FNMA members and stations in line with both CMTO and FNMA strategic plans throughout 2021-2024. In 2023, the services provided, included a subsidised course, which was a Certificate III in Screen and Media, and delivered the accredited training to First Nations broadcasters to get the skills to start a career in the Creative Industries, using 3KND Kool 'N' Deadly as the hub.

Furthermore, collaborated with the National Indigenous Australians Agency (NIAA), to develop a First Nations Civics Education Programme Project, where materials were produced to create a media package for First Nations media organisations to use to promote awareness about the facts about the Voice to Aboriginal and Torres Strait Islander peoples. The Voice project engaged with 30 FNMA Member organisations, and 15 expressed interest and were funded for participating, developing and promoting the media materials and audiences in 6 of the 7 states were reached through broadcasting (Tasmania excluded).

The project provided, factual information to First Nations communities, and by extension the broader public, about the design principles of the Aboriginal and Torres Strait Islander Voice, the referendum process, and the Australian Constitution. The outcome, consists of maximised inclusion of First Nations Media Australia membership, other broadcasters and Aboriginal and Torres Strait Islander audiences in Voice Referendum information provision and promoted a broader understanding and acceptance of the unique place of Indigenous cultures in Australian society.

MEMBERSHIP SERVICES CONTINUED



TRAINING & SKILLS SUPPORT

FNMA coordinates online discussion and networking sessions via huddles, with members and stakeholders every 6 weeks to discuss emerging issues, share solutions and participate in professional development. Some of the topics and speakers covered at recent online sessions have included:

 ACMA Licencing – FNMA survey on First Nations-specific broadcast licence – Eleanor Hogan (Policy team consultation on FN-specific broadcast licence)

 Terms of Reference (ToR) Update – Shane Hearn

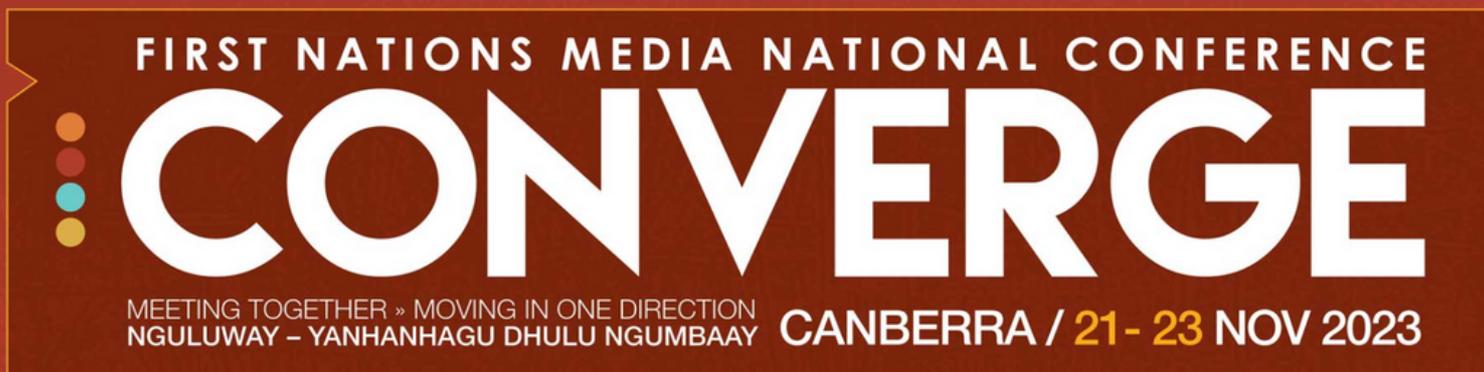
 Feedback on the FNMA/ABC Strategic Partnership – Bronwyn Purvis

 Collaborative sharing of stories (Tangiora – Ngaarda Media)

 Emerging policy issues for the FN media sector in 2023, including the Voice referendum.

 National FN media sector events for 2023 – Remote Indigenous Media Festival & Converge

CONVERGE CANBERRA 2023



Held on Gnambri/Ngunnawal country between Tuesday 21 - Thursday 23 November 2023, Converge Canberra at Old Parliament House saw First Nations Broadcasting and Communications representatives travel from metro, regional and remote locations across Australia, coming together to share ideas, experiences and best practice. Stan Grant was 2023's Keynote Speaker.

The Converge Conference presents an opportunity for delegates from First Nations media organisations, including broadcasters, journalists, media producers or management staff, to directly engage each other for knowledge sharing and best practice. A key outcome of Converge is for the First Nations media sector to directly engage Government and industry stakeholder organisations, allowing direct conversation about arising issues, policy development and appropriate engagement.

Converge 2023 allowed delegates to directly engage with key policy and funding stakeholders, including teams from the Community Broadcasting Association Australia (CBA) and Community Broadcasting Fund (CBF) Sector Roadmap 2023-2033 Plan; and the National Indigenous Australians Agency (NIAA) regarding early findings of the Listener Feedback Survey, delivered in partnership with Griffith University.

The priority given to providing applied workshops to the above key sectoral inputs during Converge 2023 indicates the central role FNMA will take during ongoing engagement across the First Nations Broadcasting and Media Sector throughout 2024 and beyond.



FIRST NATIONS MEDIA AWARDS 2023



Mid-2023 saw the first significant increase to the Award under which First Nations broadcasting operates (Social, Community, Home Care and Disability Services – ‘SCHADS’) award uplift to First Nations Media Australia staff – this equates to approximately 6% rise for all staff and impact on the annual budget are offset from a grant top-up from Minister Burney’s office and the NIAA.

The Annual Awards took place on Wed 22 November 2023.

THIS YEARS CATEGORIES:

"AUSTRALIAN INSTITUTE OF ABORIGINAL AND TORRES STRAIT ISLANDER STUDIES (AIATSI) LIFETIME ACHIEVEMENT AWARD"

BEST COMMUNITY TELEVISION DOCUMENTARY

BEST DIGITAL PRODUCT

BEST FEATURE RADIO DOCUMENTARY OR SERIES

BEST HIGH BUDGET MUSIC VIDEO

BEST INTERVIEW OR ORAL HISTORY

BEST LANGUAGE/CULTURE PRODUCTION

BEST LOW BUDGET MUSIC VIDEO

BEST NEWS OR CURRENT AFFAIRS PROGRAM

BEST NEWS OR CURRENT AFFAIRS STORY

BEST PHOTOGRAPHY

BEST PROMO OR CAMPAIGN – TV, PRINT OR ONLINE

BEST PROMO OR STATION ID – RADIO

BEST SHORT RADIO DOCUMENTARY

BEST SPORTS COVERAGE

BEST TRAINING AND PROFESSIONAL DEVELOPMENT

"COMMUNITY BROADCASTING FOUNDATION (CBF) FIRST NATIONS OUTSTANDING CONTRIBUTOR AWARD"

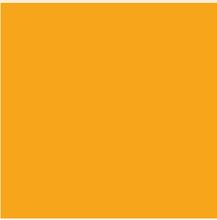
"NATIONAL INDIGENOUS AUSTRALIANS AGENCY (NIAA) FIRST NATIONS MEDIA LEGEND AWARD"

ORGANISATIONAL EXCELLENCE

NOTABLE PROJECTS



NEWS SHARING PROJECT



The FNMA News Sharing Project began in October 2020 with funding from the Australian Communications and Media Authority, ACMA. The project is the outcome of many years of discussions about news and story sharing among First Nations media organisations.

The aim of the project is to support and build capacity for Community Reporters in regional and remote areas, expanding on their existing work. The project also facilitates the sharing of news stories between member organisations. Nancia Guivara was originally employed as Project Manager with Reece Lamshed taking over the position from April to June. David Liddle continues as Regional Editorial Coordinator, with the project maintaining a team of about 12 Community Reporters, up-skilling them to cover stories and events in regional and remote areas. The News Sharing Project is always on the lookout for new reporters to join the project.

Collaborating with the Community Media Training Organisation (CMTO), Goolarri Media, Google News Initiative and the Australian Film, Television and Radio School (AFTRS), training was provided to the Community Reporters in news gathering and reporting. The training was provided online, as well as three workshops, in Alice Springs (February) and Cairns (March) provided by the CMTO and a workshop in Broome (April), with training provided by Goolarri Media.



The reporters involved in the project so far are:



- Bonnie Levi (NG Media, Wingellina SA)
- Fiona Hayden (Radio Mama, Carnarvon, WA)
- Tangiora Hinaki (Ngaarda Media, Roebourne, WA)
- Tyler Hybrim (Ngaarda Media, Roebourne, WA)
- Keisha James (Ngaarda Media, Roebourne, WA)
- Brandon Cook (Ngaarda Media, Roebourne, WA)
- Cassie Tim (Bumma Bipperra Media, Cairns, QLD)
- Chevon McKenzie (Umeewarra Media, Port Augusta, SA)
- Kirsten Brady (Umeewarra Media, Port Augusta, SA)
- Rohanna Angus (PAKAM, Broome, WA)
- Sylvia Tabua (TSIMA, Thursday Island, QLD)
- Stephen Brown (Bidjara Media, Roma, QLD)
- Velma Gara (Freelance, Townsville, QLD)

CONVERGE 2022

Mparntwe | Alice Springs, Arrernte land.

Welcome event – Olive Pink Botanic Gardens



180
registrations

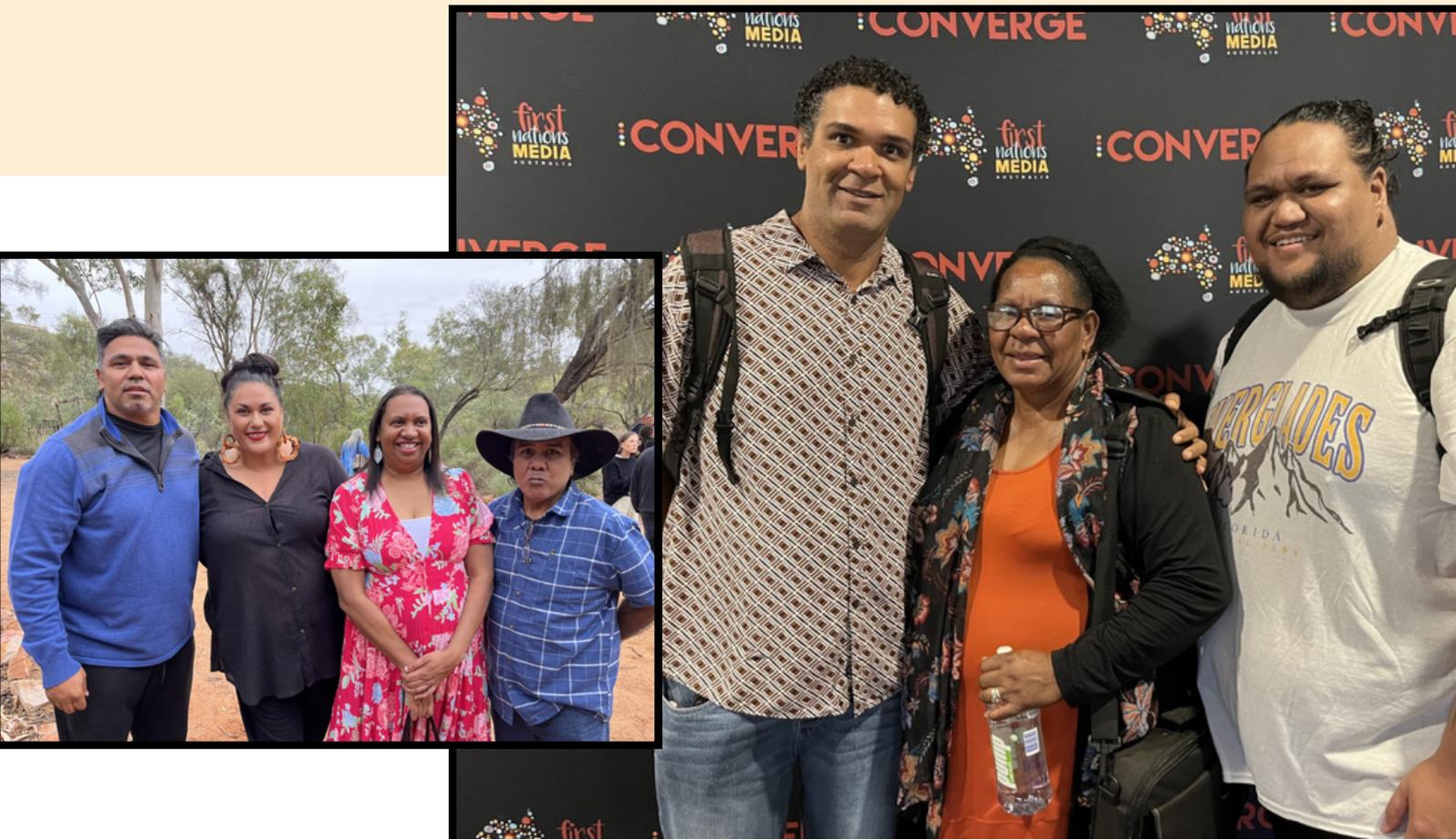
Conference – Double Tree by Hilton, Alice Springs

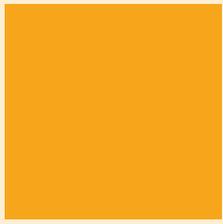


160
registrations

Gala Dinner – Alice Springs Desert Park

Local FNMA Members Indigenous Community TV (ICTV) were the Host Organisation for CONVERGE 2022





indigiTUBE is a digital meeting place for First Nations languages and stories; creating a unified space to share our evolving and living culture. The national online media platform by and for First Nations people connects everyone across the country, supporting the preservation of language and culture for future generations through music, radio, oral histories, videos, podcasts and 27 live radio streams. indigiTUBE is both a website and app developed in conjunction with InyerPocket. indigiTUBE has expanded with a substantial increase of content contributions, traffic to the site and app downloads.

FIRST SOUNDS PROJECT

2023 saw the 10th and last volume of the First Sounds compilation album produced and released. First Sounds was made possible through the collaboration between the Community Broadcasting Association of Australia (CBA) and First Nations Media Australia. VOL10 was released in September 2023, distributing new and emerging First Nations music to over 250 community radio stations in both digital and CD formats via CBA's Amrap.

The response has been epic with many artists receiving great airplay, often for the first time. The music can also be accessed on indigiTUBE along with other deadly tracks and music videos by these artists. We have featured close to 300 artists across the project reaching an audience of up to 10 million community radio listeners.

FIRST SOUNDS @ YABUN 2023

In January 2023, indigiTUBE partnered with Gadigal Information Service, Koori Radio to promote and showcase 4 First Sounds artists, at the annual Yabun Festival in Sydney. This activity was fully funded and supported by the Sydney City Council's quick response grant

Artists include.

- Blanche
- Carissa Nyalu
- Jacob Ridgeway
- Maurial Spearim

INDIGITUBE CONT.

FIRST SOUNDS MUSIC DOCUMENTARIES

First Sounds music documentaries premiered on NITV through NAIDOC Week 2023. The 5 x 15min docs were produced and filmed through the east coast Covid 19 lockdown in 2021-22

Artists include:

- Boox Kid
- Jamahl Ryder
- Nathan May
- Nancy Bates
- Yirgjhilya Laurie

Views on
indigiTUBE
platform

Jamahl
Ryder
102

Boox Kid
674

Nathan May
123

Nancy Bates
38

Yigjihilya
Laurie
60



FIRST NATIONS MEDIA ARCHIVING



In 2020–21, FNMA continued the Archiving Project with funding from the Aboriginals Benefit Account (ABA), Australia Council for the Arts and the Community Broadcasting Fund. The ABA funding is for two years and will allow us to run the Alice Springs Archive and Digitisation Facility until mid-2023.

The First Nations Media Mukurtu site – archive.firstnationsmedia.org.au – hosted 6 organisation collections and another standalone site was also established for a southern Arrente family-based language project.

In March 2021, a three-day archiving workshop was held in Alice Springs with 17 attendees. The Archiving Resources Toolkit – toolkit.firstnationsmedia.org.au – was also updated and expanded.

The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) have been very supportive of the digitisation project and have generously loaned us equipment to digitise a number of older analogue video and audio formats. Ngaanyatjarra Media have also loaned us several items of equipment for digitising images and documents and archiving material to LTO tape. They have also funded the development of a cloud-based cataloguing tool.



The Vocational Training Program was developed with Charles Darwin University and includes 3 Units counting towards the Cert III in Media certificate. Once the dedicated space for the Archive and Digitisation Facility is established, we hope to have the capacity to facilitate training for these units of competency.



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INDIGIMOB

The InDigiMOB project strives towards improving digital inclusion for Aboriginal and Torres Strait Islander people in remote and regional communities across the Northern Territory (NT), Western Australia (WA) and South Australia (SA).

Throughout 2023 the InDigiMOB team continued working with project partner Telstra on the InDigiMOB Core Digital Skills project and delivered their Community Services Program across 21 locations within the NT, WA & SA. The team also finalised work with the Online Safety Grant Program around online safety for children and young people within NT, WA & SA and commenced a new partnership with the Department of Social Services on their Digital Connectivity Project in the NT.

The team has had several staff movements this year, with our current team consisting of Gina Rings (SA), Lyall Ware-Campbell (SA), Sonja Peter (SA) and Glenys Opum (WA). We are working towards employing project managers within the NT.



17,481
workshop
participants
to date

24
Communities
reached

This year InDigiMOB reached 2979 participants across 24 communities. This takes the total number of workshop participations to 17,481 since the commencement of the project in 2016.

One of the highlights for 2023 includes the partnership with the Centre for Appropriate Technology Limited (CfAT) who are based in Alice Springs. CfAT partnered with FNMA to co-deliver Telstra's Community Services Program across the NT, WA and SA.

SPECIAL PROJECT: FIRST NATIONS CIVICS EDUCATION PROGRAM

CASE
STUDY

This project provided information to First Nations communities, and by extension, the broader public, about the design principles of the Aboriginal and Torres Strait Islander Voice to Parliament, the referendum process, and the Australian constitution. The activity maximised the inclusion of First Nations Media Australia membership, other broadcasters, and Aboriginal and Torres Strait Islander audiences in the Voice Referendum information provision.

Driven by a collaboration with a First Nations content and production services provider (Campfire X), The First Nations Civics Education Programme was specifically focused on the production of cohesive messaging of factual, neutral information related to the Voice, production quality, culturally appropriate products that were translated, where possible into local language. This ensured broad coverage of information across mediums such as radio broadcasting, social media, print media, digital and online media, and face-to-face community engagement and workshops.

The Expression of Interest for this programme was distributed across the First Nations Broadcasting sector, with 61 organisations being engaged, 19 expressing interest and 15 ultimately receiving funding of \$8,000 to distribute the messaging across their networks. These organisations included: Bumma Bipperra Media Cairns, Central Australian Aboriginal Media Association (CAAMA), Pintubi Anmatere Walpiri (PAW) Media, Derby Media Aboriginal Corporation, First Nations Media Enterprises (3KND), Goolarri Media Enterprises (6GME), Ngaanyatjarra (Ng) Media, Pilbira & Kimberly Aboriginal Media (PAKAM), Top End Aboriginal Bush Broadcasting Association (TEABBA), Umeewarra Aboriginal Media Association (5UMA). The distribution of the Civics Education Program represented an extremely good return for the project funding of \$250,000, reaching approximately 270,000 Aboriginal and Torres Strait Islander people across the broadcasting footprint of the organisations above.



- Lead the creation of factually correct and neutral content
- Engage 61 membership organisations across all states to maximise reach
- Manage the creation and distribution of content
- Support organisations in delivering various products, i.e. broadcasting, straight reads, social media channels, workshops and community engagements & printed media

The Yamatji Marlpa Aboriginal Corporation (YMAC) has officially endorsed the "yes" vote in relation to the 2023 Voice to Parliament referendum. YMAC...

FIRST NATIONS CIVICS EDUCATION PROGRAM



Social media tile

Products created & delivered

9 Master Voice Overs

10+ Print & digital media

16 Languages

Community

3 Social Media platforms

- Photography with quotes
- Articles
- Visual signs
- 3 Fact Sheets
- Booklets
- Project planning map
- 'Yes' educator guide
- 3 Project theme documents
- Videos

- Cafe scene
- Straight Read - Brad Cooke
- VO - Natalie Plane
- VO - Fishing facts
- VO - Mahalia Murphy
- VO - Jayden Gerrand
- VO - Brad Cooke, Footy facts
- VO - Felicia Fox, Fashion facts
- Aboriginal Medical Service

- Pitjantjatjara
- Arrernte
- Warlpiri
- Yindjibarndi
- Ngarluma
- Kimberley Kriol
- English
- Aboriginal English
- NT Kriol
- Kriol East Side
- Kriol West Side
- Muang
- Yolngu Matha
- Kunwinjku
- Kunwinjku
- Anindilyakwa

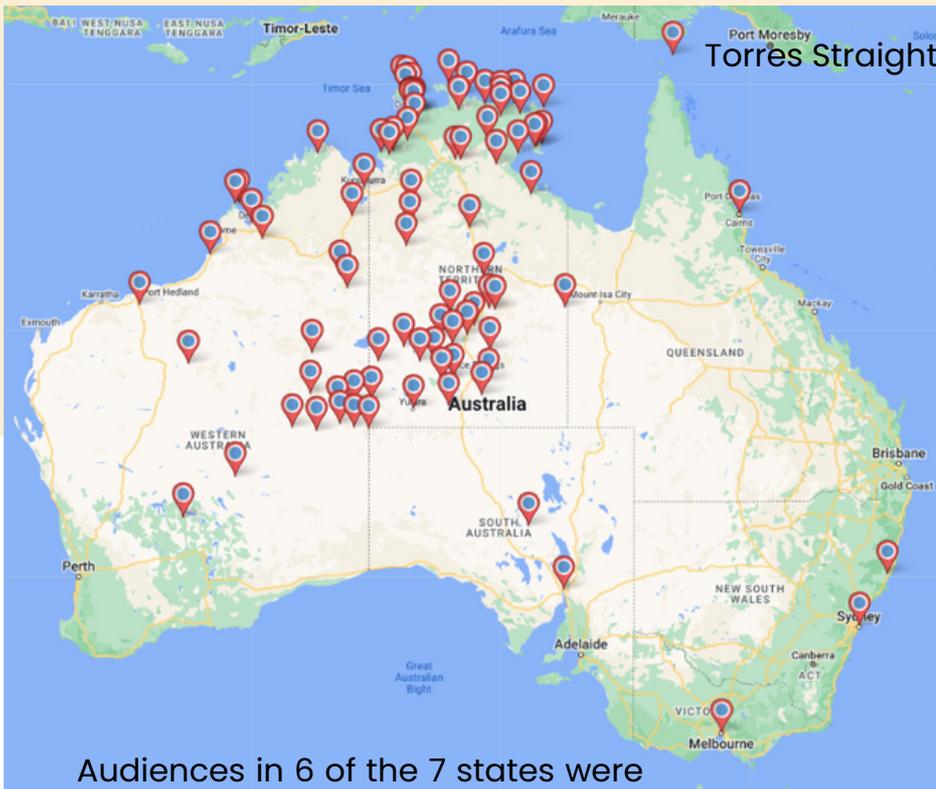
- Referendum Engagement Groups
- Working groups
- Roadshow

- Instagram
- Facebook
- YouTube

VOICE BROADCASTING FOOTPRINT

CASE STUDY

This map provides a visual representation of the transmitter sites used by all participating First Nations broadcasters in our network. When overlaid with ABS population data, it allows us to estimate the collective reach of approximately 270,000 Aboriginal and Torres Strait Islander people across the combined broadcast footprint of these participating broadcasters. (We extend our appreciation to ACMA for their invaluable assistance in setting up and utilising the dataset for this estimation)



Audiences in 6 of the 7 states were reached through broadcasting (Tasmania excluded)

1342⁽¹⁾
Radio spots



Snapshot:

TEABBA covers approx. 459,271 sqm2 with a population of 171,572 target audience

TEABBA
TOP END ABORIGINAL BUSH BROADCASTING ASSOCIATION
REAL RADIO FREQUENCIES ON AIR 24/7

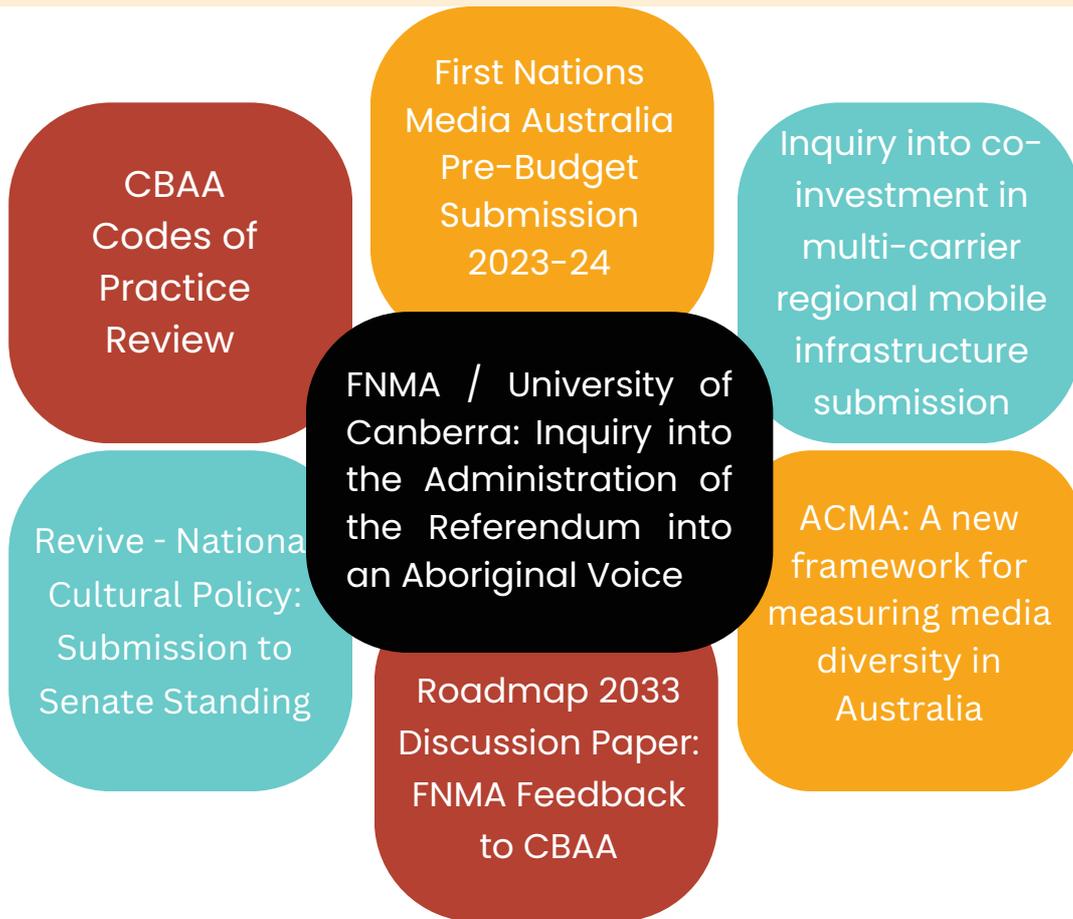
886 STUART HIGHWAY PINELANDS DARWIN NT (08) 8939 0400

1) Based on broadcasting data available from 5 Organisations

POLICY & STAKEHOLDER ENGAGEMENT



FNMA represents its membership directly to key sector stakeholders across the Commonwealth Government and non-Government bodies via messaging and feedback from Industry Huddles. These huddles provide a direct feedback mechanism relevant to Indigenous Australians and First Nations communications portfolios. Examples of our policy and stakeholder engagement work in 2023 include:



KEY CALLOUTS

- Established a renewal of FNMA/ABC agreement, emphasising IndigiTUBE, and ongoing benefits for members e.g. a mentoring and secondment program pairing ABC staff and FNMA members, and Pro Bono legal advice from the ABC
- Provided significant feedback and stakeholder engagement during the Community Broadcasting Association of Australia (CBA) and Community broadcasting Foundation's 2033 Sector Roadmap, which states the need to 'Reflect First Nations cultures and advance First Nations self-determination in the decisive decade ahead' as a strategic objective for the Community Broadcasting sector.
- Contributed significant feedback to the consultation process for co-design of the Department of Infrastructure, transport, regional development, communication and the arts (DITRCA) Broadcasting Sustainability Plan

POLICY & STAKEHOLDER ENGAGEMENT CONT.



First Nations Media Australia (FNMA) maintains robust collaborative relationships with multiple stakeholders, including other peak bodies, broadcasters, regulators, government entities, and funding organisations. We work collectively with a diverse array of industry partners to enhance representation and recognition of the First Nations media sector. Across 2023, FNMA was an active participant in many policy discussions, including meetings or workshops with the Community Broadcasting Association of Australia (CBAA), the Community Media Training Organisation (CMTO) and Spots & Space. 2023 has seen the ongoing strengthening of the relationship with several Federal government Departments, particularly the NIAA and DITRCA.

The Sector directly contributes to the National Agreement on Closing the Gap’s Outcome 16 (Aboriginal and Torres Strait Islander cultures and languages are strong, supported and flourishing) and Outcome 17 (Aboriginal and Torres Strait Islander people have access to information and services enabling participation in informed decision-making regarding their own lives). First Nations broadcasting also has a role enabling all other outcomes – including those relating to health, education, and employment.



Professor Shane Hearn, CEO, guest speaker in the Microsoft & ANZ Together Panel

FINANCIALS

Disclosure:

The below Financials are an extract from the draft Financial Statements that are to be signed off in early December 2023.

Indigenous Remote Communications Association Aboriginal and Torres Strait Islander Corporation
ABN 73 413 550 324

Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2023

	Note	2023 \$	2022 \$
Revenue	2	2,530,895	4,743,177
Employee Benefits Expense		(1,405,204)	(1,562,754)
Other Expenses		(1,532,873)	(3,237,714)
Other Income		165,117	178,154
Profit before depreciation and amortisation		(242,065)	120,863
Depreciation and Amortisation		(17,806)	(1,447)
Profit/(Loss) for the year		(259,871)	119,416
Other Comprehensive Income		-	-
Total Comprehensive Income/(Loss)		(259,871)	119,416

Indigenous Remote Communications Association Aboriginal and Torres Strait Islander Corporation
ABN 73 413 550 324

Statement of Financial Position

As at 30 June 2023

	Note	2023 \$	2022 \$
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	3	3,064,731	3,412,602
Trade and Other Receivables	4	879,570	2,860
Total Current Assets		3,944,301	3,415,462
NON CURRENT ASSETS			
Property, Plant and Equipment	5	52,444	58,690
Total Non Current Assets		52,444	58,690
Total Assets		3,996,745	3,474,152
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	6	455,599	212,058
Accrued and Deferred Items	7	2,921,449	2,327,319
Provisions	8	142,475	197,679
Total Current Liabilities		3,519,521	2,737,057
Total Liabilities		3,519,521	2,737,057
Net Assets		477,224	737,095
EQUITY			
Retained Earnings	9	477,224	737,095
Total Equity		477,224	737,095

MEET THE TEAM

Shane Hearn – CEO

Dennis Charles, Digital Archivist

Donna Woods, Operations Manager

William Kenna, Principal Project Officer

Corinne Wilmot, Project & Policy Officer

Mikayla Friday-Shaw, Membership & Executive Assistant Support

Sachem Parkin-Owens, Communications, Social Media & Marketing Officer

indigiTUBE

Paula Maling, indigiTUBE Manager

Gavin Ivey, indigiTUBE Project Officer

inDigiMOB

Gina Rings, inDigiMOB Project Manager

Sonja Peter, inDigiMOB Project Officer

Glenys Opum, inDigiMOB Project Officer

Lyall Ware-Campbell, inDigiMOB Project Officer

ACKNOWLEDGEMENTS

First Nations Media acknowledges the support of:



Australian Government
National Indigenous
Australians Agency



NIAA



Telstra



www.firstnationsmedia.org.au

**Plus our numerous project and
event sponsors**





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