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# STRATEGIC PLAN 2019-24

FIRSTNATIONSMEDIA.ORG.AU #OURMEDIAMATTERS

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#### **OUR PURPOSE**

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

#### **OUR VISION**

A dynamic and sustainable First Nations media industry connecting our communities and sharing our stories with the world.

#### **OUR VALUES**

Culture & Language. Respect. Innovation. Collaboration. Equity & Inclusion.

#### **OUR APPROACH**

- > Our cultures and languages are at the forefront of everything we do.
- > We actively seek opportunities to promote our industry. > We build honest and authentic relationships, celebrate diversity and acknowledge different viewpoints.
- > We are innovative, prepared to try new things, and learn from our experiences.
- > We collaborate and build partnerships to create opportunities and gain new skills.
- > We build equality and inclusion into all that we do.

#### **OUR POINT OF DIFFERENCE**

We draw from the authority and knowledge of the oldest continuous living cultures.

We leverage a wealth of industry knowledge, experience and diversity to develop and advocate for the First Nations media industry.

We work with our members, government and partners to build a vibrant and self-sufficient industry that is respected and valued by all.

#### **OUR SCOPE**

We are a national peak body for the First Nations media industry

### **OUR STRATEGY**

- > Leverage our national membership, cultural connectedness and industry expertise to grow our strong and respected First Nations media industry that:
- > Engages and informs our communities;
- > Has the respect of our stakeholders;
- > Provides professional growth and opportunity;
- > Strengthens identity, pride and wellbeing of our people.

	Powerful and respected representation	Leading research and policy development capability	me pro
R EGIC ALS	<ul> <li>&gt; Design &amp; deliver peak campaigns, lobbying, network and industry events.</li> <li>&gt; Develop a clear agenda and approach to ensure consistent &amp; effective messaging &amp; highlight priority industry issues eg. Employment .</li> </ul>	<ul> <li>&gt; Undertake / facilitate research in areas and issues relevant to the First Nations media industry.</li> <li>&gt; Develop / review policies relevant to the First Nations media industry.</li> </ul>	> Develo membe propos suppor sustaine reflects needs & emet mentor sharing networ events.

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## **STRATEGIC PRIORITY 5-YEAR ACTION PLAN**

#### Valued embership oposition

op a clear r value ion that s their growth, bility and members' existing rging) eg na, content (IndigiTUBE), opportunities &

#### Industry development & partnerships

- > Defined approach to Industry Development. > Strengthen the profile and understanding of
- the First Nations Media sector. > Build partnerships,
- informing and
- educating re purpose
- & need (domestic &
- international).
- > Create skills and
- professional
- development frameworks
- > Facilitate technical innovations insights and knowledge.

#### Focussed business development approach

> Develop a defined approach and framework to strengthen internal FNMA capabilities. > Explore new revenue-generating opportunities &

services.

Industry Development Plan **Business Development** Plan First Nations Media Archiving Strategy **Environment Scan &** Festiva Analysis IndiaiTUBE ing & Busines nDiaiMOB **Exploration of new** Policy Development vices or en & Responses Web Resources Workforce Developmen Action Plan<sup>\*</sup> ina & Profes nical Innovation & Facilities Audit & Plan 2 Ma Impact Measurement Framework\*\* **Expand Membership** Services Offerina\* ws & Current Affo **Events** Calendar **Content Development** Strategy

New Proiect / One-o

\*\* denotes the activity is contingent on funding being secured

## FNMA STRATEGY 2019-24

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