


REMOTE INDIGENOUS MEDIA FESTIVAL

SPONSORSHIP OPPORTUNITIES

2019
TORRES
STRAIT
ISLANDS





BE PART OF A POWERFUL AND CONNECTED VISION

MEDIA PRACTICE HAS AN HISTORICAL AND PROVEN ROLE IN THE MAINTENANCE OF LANGUAGE AND CULTURE, SELF-REPRESENTATION, COMMUNITY DEVELOPMENT AND CULTURAL SAFETY

CONTRIBUTE TO POSITIVE SOCIAL, CULTURAL AND COMMUNITY CHANGE

As the national industry leader, IRCA can connect you with our diverse Aboriginal and Torres Strait Islander media and broadcasting sector.

The Remote Indigenous Media Festival is a unique opportunity to be part of an important event in the development of remote broadcasting and media production.

Aboriginal and Torres Strait Islander media workers and organisations from remote communities gather annually at our Remote Indigenous Media Festivals. Festival delegates network, learn, celebrate and work together toward innovative solutions for the challenges faced by our remote media industry.

We invite you to become a key partner for this year's Festival and help build the remote Aboriginal and Torres Strait Islander media industry towards confirming its place as a powerful and connected vision for generations to come.

REMOTE INDIGENOUS MEDIA FESTIVAL

AN ANNUAL INDUSTRY EVENT CELEBRATING AND STRENGTHENING THE REMOTE ABORIGINAL AND TORRES STRAIT ISLANDER MEDIA INDUSTRY

KNOWLEDGE & SKILLS

Remote Aboriginal and Torres Strait Islander producers, broadcasters, trainees and staff from all regions share their stories and develop new skills

CELEBRATION & SELF-REPRESENTATION

Celebrating the unique value of remote community media for language and cultural maintenance, information sharing, meaningful employment and empowering communities through self-representation

DIRECTION & PARTNERSHIP

Providing a forum for the industry to address challenges, set new directions and form partnerships

COMMUNITY

The Festival is coordinated by IRCA in conjunction with one of the Remote Indigenous Media Organisations (RIMOs) as co-host on a rotating basis each year. It is delivered in partnership with local community organisations.



YIRRKALA COMMUNITY

18TH REMOTE INDIGENOUS MEDIA FESTIVAL

PUBLIC EVENTS

OPENING CEREMONY, NIGHT CINEMA , AWARD CEREMONIES, TURLKU, ART FAIR, CONCERT

ATTENDANCE

80 Aboriginal and Torres Strait Islander broadcasters, journalists, media producers and trainees attend from the most isolated parts of Australia.

80
REMOTE
DELEGATES

OUTSIDE BROADCAST

A live outside broadcast (OB) of the Festival is aired over the host regional radio network and other radio networks across the country. Highlights of the event are shared on social media platforms and there is a strong contingent of local and national media including ICTV, NITV (SBS) and ABC.

DELEGATE PROGRAM

5
DAYS

150
DELEGATES

5
WORKSHOPS

4
FORUMS

6
MEETINGS

2
SHORT
COURSES

2
SITE
VISITS

FESTIVAL STAKEHOLDERS AND IMPACT

The outcomes of the Festival make an impact on individuals, organisational and sectorial levels.



INDUSTRY PEOPLE & SUPPORTERS

- Co-learning
- Sharing best practice & productions
- New ideas
- Innovation & collaboration
- Networking & building connections

LOCAL COMMUNITIES

- Generate revenue
- Community & family development
- Strengthening culture
- Showcasing the region

GOVERNMENT AGENCIES

- Increase awareness
- Effect policy
- Active cross sector engagement

RIMOS – OVER 100 MEDIA WORKERS

- Grow talent & knowledge
- Skills development & skills transfer
- Receive recognition & encouragement
- Networking & mutual support

IRCA, CO-HOSTS & PARTNERS

- Leadership development
- Gain grassroots feedback
- Shaping legacy
- Industry development
- Showcase remote community media content
- Recognise & encourage excellence in the sector

FESTIVAL SPONSORS & SUPPORTERS

- Obtain national promotion
- Make lasting positive impact
- Enable change in remote Australia

SPONSORSHIP OPTIONS

Our GOLD, SILVER and BRONZE sponsorship options are outlined here. Our packages can be negotiated to suit your organisation and enhance your needs.

We are open to discussing other sponsorship opportunities. IRCA welcomes donations of items and in-kind support that assist in the delivery of our Remote Indigenous Media Festival.

YOUR CONTRIBUTION

While we encourage a contribution to the whole event, you can nominate a preferred item to fund.

Sponsorship is needed for the following key areas:

- Coordination and technical support
- Media awards
- Concert and cultural performances
- Delegate travel and accommodation subsidies

	GOLD \$50,000	SILVER \$25,000	BRONZE \$10,000
Exemption of participant fees Each sponsor is entitled to claim a number of delegate registration exemption fees (catering inclusive) based on the sponsorship option.	6	4	2
Radio broadcasts Mention of your organisation during live Festival broadcasts (local host station & rebroadcast by RIMOs).	YES	YES	YES
Brand display On screen logo recognition at Outdoor Cinema screenings and your brand included within all written and printed Festival communications in the lead up, during, and after the Festival.	YES	YES	YES
Social media platforms Your organisation will be promoted in the lead up, during, and after the Festival on IRCA's and the host organisation's websites, Facebook pages and Twitter feed.	YES	YES	YES
Verbal acknowledgement Mention of your organisation during official speeches at the Festival's public events.	YES	YES	YES
Banner display The opportunity to display your promotional materials and banners at the Festival and Award Ceremonies.	YES	YES	
Address to forum or workshop delegates The opportunity to present to the delegates prior to a specific Industry Forum or Skills Workshop session for 5 minutes.	YES	YES	
Address to Festival delegates The opportunity to present to all the delegates during the Welcome Celebration for 15 minutes.	YES		
Award sponsor Your organisation will be recognised as the sponsor of one remote Aboriginal and Torres Strait Islander Media Award.	YES		

All contributions exclude GST

RENEE NGANDAWARRKIRR

Renee Ngandawarrkirr Wilson is a Lardil woman from Mornington Island. Having grown up around strong Elders she learned the cultural dances and stories of her people.

She has toured professionally with the Mornington Island Dancers from 1997 to 2015 across Australia and in Japan.

Renee has exhibited her paintings in group exhibitions in Brisbane and Cairns and was part of the movement that saw the development of contemporary style painting for Mornington Island artists.

In 1998, she completed her Traineeship in Photographic Curation at Woomera Aboriginal Corporation.

With her passion for keeping cultural stories alive, Renee trained with Martha Mollison, Jan Cattoni and Rhett Hammerton. She has since directed and edited *The Old Fellas* documentary in 2013 for which she received the Best Community Video Award at the 13th Remote Indigenous Media Festival, written and directed *Jimmy's Story* short drama in 2014 and produced a short stop-motion animation *Turtle Hunt* in 2016.

Renee is currently developing a feature script.

TURTLE HUNT

ANIMATION BY RENEE NGANDAWARRKIRR
FESTIVAL WORKSHOP 2016

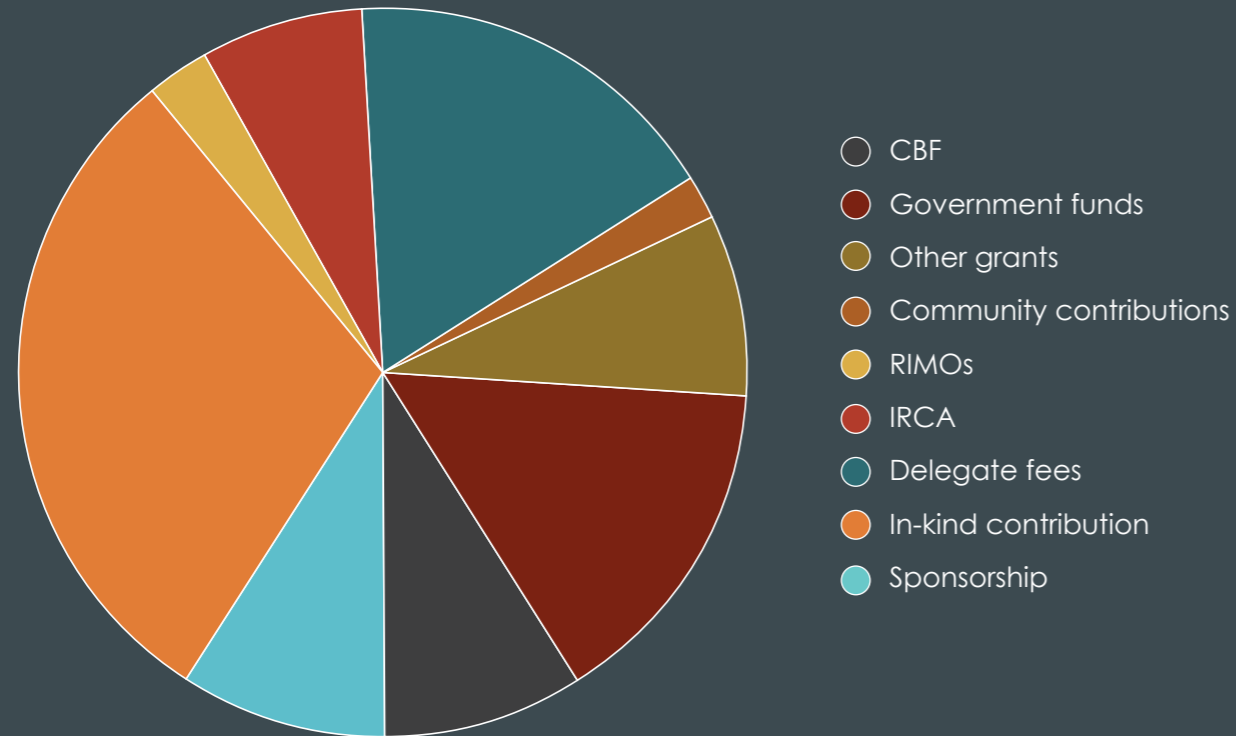




IRRUNYTJU COMMUNITY
19TH REMOTE INDIGENOUS MEDIA FESTIVAL

HOW WE FUND THE FESTIVAL

INCOME

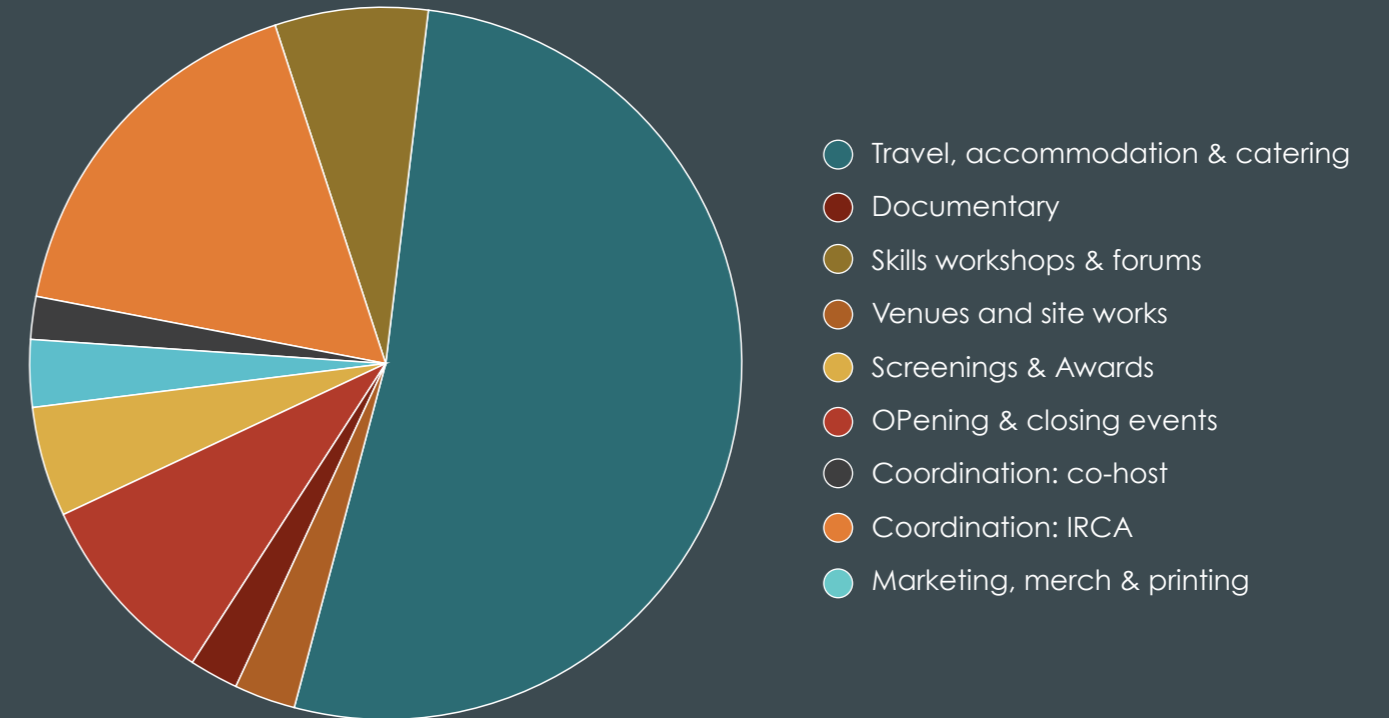


- Substantial in-kind contribution from IRCA, host RIMO & community, ICTV, RIMOs & delegates.
- CBF grant (\$50k) and Screen Australia (\$10k) are the only consistent funding sources.
- Significant proportion of funding from state agencies and local sponsorship needed.
- Delegates are charged minimal fees that contribute towards catering and accommodation costs.
- To make the event as assessable as possible and maximise participation, IRCA does not charge registration fees for Remote Indigenous Media Organisation (RIMO) delegates and negotiates discounts for other remote Indigenous media agencies and practitioners.

TOTAL INCOME (CASH + IN-KIND) ≈ \$400,000

WHERE THE FESTIVAL FUNDS GO

EXPENSES



- Substantial cost is delegate travel (2/3 in-kind). Most RIMOs travel by road as air travel increases expenses significantly.
- Remote catering requires specialist resources and expertise. Special dietary requirements including diabetic considerations are taken into account.
- Accommodation options are generally limited and IRCA provides campground facilities.

TOTAL EXPENSE ≈ \$400,000

Costs presented here are a general overview as based on previous Festival financials.

BERNARD 'BALA B' NAMOK JNR

Bernard is originally from Thursday Island in the Torres Strait and has a family background from St Paul (Moa Island), Badu and Darnley Island. He started his broadcasting career in the studios of Radio 4MW 'The Voice of the Torres Strait' back in 2002. He joined the TEABBA team in Darwin in 2009. Bernard has a graduate diploma in broadcasting.

He has received the Koori Mail Scholarship for most outstanding contribution to radio broadcasting, and has won numerous awards over the years including Emerging Talent at the National Remote Indigenous Media Festival in 2009, Top End Unsung Hero 'Youth of the Year' for the Darwin NAIDOC Awards in 2010 and has been nominated twice for the Deadly Award for Broadcaster of the Year in 2011 and 2013. Bernard also received the AFTRS scholarship to continue in his media career in 2015.

He enjoys getting out to the RIBS communities to run training workshops or host live broadcasts at festivals.

Bernard is now co-producing a documentary telling the story of the Torres Strait Flag.



BALA B

LIVE OUTSIDE BROADCAST FROM
TEABBA'S REMOTE MOBILE MULTI-MEDIA
UNIT 'MS JEDDA'



HOST COMMUNITY

Guidance and support from the Traditional Owners of the Lands is essential to the Festival. Permission from the Traditional Owners of the Lands is central to the site selection process. Thereafter, the appropriate representatives of the community decide on the unique theme and artwork that will shape the event. The public events and local activities such as special site visits are arranged collectively and local protocols are provided to delegates to respect the community's residents and customs. Examples include information about trespassing private areas and sacred space, dress code and use of photography.

The Festival cannot take place without the generous contribution from community members and organisations. The local Council, the art centre, supermarket, petrol station, night patrol and transport hire services, to name but some of the service providers.

TORRES STRAIT ISLANDS
HOME OF TORRES STRAIT ISLANDER MEDIA ASSOCIATION



TORRES STRAIT ISLANDS

TSIMA

OUR FESTIVAL CO-HOST 2019

Torres Strait Islander Media Association (TSIMA) have welcomed the opportunity to co-host the 20th Remote Indigenous Media Festival.

Situated off the coast of the Cape York Peninsula in Queensland, Australia are the beautiful Torres Strait Islands, home to one of Australia's oldest Indigenous Radio Stations. Radio 4MW broadcasts in the four primary languages of the Torres Strait, which include Torres Strait Creole, Australian English, Kalaw Legaw Ya and Meriam Mir.

INVESTING IN THE COMMUNITY

Resources and services from local enterprises in the community and the surrounding area are utilised where possible. The Festival schedule is tailored to the requests of community residents for participation and inclusion, such as school students and senior citizens.

FESTIVAL HOSTS

1998 – 2017

The location of the Festival alternates between a desert and coastal Remote Indigenous Broadcasting Services (RIBS) community. The Festival showcases the local region's culture and hospitality, and inspires local engagement in media activities.

YEAR	LOCATION	HOSTS
1998	Kintore, NT	Pintubi Anmatjerre Warlpiri Media and Communications (PAW Media)
2000	Yuendumu, NT	PAW Media
2001	Umuwa, SA	Pitjantjatjara Yankunytjatjara Media (PY Media)
2002	Broome, WA	Pilbara and Kimberley Aboriginal Media (PAKAM)
2003	Darwin, NT	Top End Aboriginal Bush Broadcasting Association (TEABBA)
2004	Alice Springs, NT	Central Australian Aboriginal Media Association (CAAMA)
2005	Woorabinda, QLD	Queensland Remote Aboriginal Media (GRAM) and Indigenous Remote Communications Association (IRCA)
2006	Balgo, WA	PAKAM
2007	Warakurna, WA	Ngaanyatjarra Media (NG Media) and IRCA
2008	Yuendumu, NT	PAW Media and IRCA
2009	Darwin, NT	TEABBA and IRCA
2010	Thursday Island, QLD	Torres Strait Islander Media Association (TSIMA), IRCA and Indigenous Community Television (ICTV)
2011	Umuwa, SA	PY Media, IRCA and ICTV
2012	Djarindjin, WA	PAKAM, IRCA and ICTV
2013	Ntaria, NT	CAAMA, IRCA and ICTV
2014	North Peninsula Area, QLD	GRAM, TSIMA, IRCA and ICTV
2015	Lajamanu, NT	PAW Media, IRCA and ICTV
2016	Yirrkala, NT	TEABBA, IRCA and ICTV
2017	Irrunytju, WA	Ngaanyatjarra Media (NG Media) and IRCA



IRCA

Indigenous Remote Communications Association (IRCA) has recently become the national peak body for the Aboriginal and Torres Strait Islander media industry. We effectively represented the remote media sector since our establishment in 2001. In October 2016 we expanded our role to reflect the new national representation.

Aboriginal and Torres Strait Islander managed media and communications are an essential service in our communities. They provide access to locally relevant information services, support health and wellbeing, provide meaningful employment and skills, strengthen cultural identity and support social and economic development. Aboriginal and Torres Strait Islander media is evolving from its community broadcasting origins into an expansive and convergent industry.



PAKAM CREW

FILMING AT THE 18TH REMOTE INDIGENOUS MEDIA FESTIVAL



LET'S WORK TOGETHER TO MAKE A DIFFERENCE

PHONE US ON 08 8952 6465 OR EMAIL MANAGER@IRCA.NET.AU