

Looking Back



Looking Forward



Key Policy Moments



- 1984 **'Out of the Silent Land' report** (Wilmott et al) - First attempt by DAA at Indigenous broadcasting policy DAA. Led to BRACS program in remote communities and ability for local video and radio broadcasting to replace incoming mainstream TV services to reduce cultural impact.
- 1991 **Royal Commission into Aboriginal Deaths in Custody** - recommended funding for Aboriginal controlled media in recognition of its social functions.
- 1991 **Report of the National Inquiry into Racist Violence** - Discussion paper proposed using digital audio broadcasting to develop Indigenous media
- 1992 **Broadcasting Services Act** – includes the object (section 3(1)): “to ensure the maintenance, and where possible, the development of diversity, including public, community and Indigenous broadcasting, in the Australian broadcasting service in the transition to digital broadcasting”.



1993 – First ATSIIC Broadcasting Policy

Five key areas:

Equity considerations: Indigenous people should have the right to full access to information and entertainment available through national and regional media.

Cultural restoration, preservation and growth: Broadcasting has the potential to provide communities with means to maintain languages and cultures.

Efficiency of Communication: Indigenous access and/or control of local radio and television can substantially improve delivery and exchange of vital information on issues like health, child welfare, substance abuse, domestic violence, education etc.

Employment: Indigenous control provides employment and training opportunities in urban and remote communities and the possibility of access to mainstream media employment.

Enhanced self-image: Watching or listening to culturally and linguistically relevant programming, enhances a sense of worth and community profiles. (ATSIIC, 1993:55-56)



1999 – Digital Dreaming: National Review of Indigenous Media and Communications

“Indigenous media are crucially important in maintaining and regenerating Indigenous languages and cultures. As a first level of service, Indigenous Australians should be assisted both to disseminate information to their own communities and to inform and educate Australians about each other” (Molnar et al, 1999:9)

Recommended new policy based on key principles of:

- First level of service;
- Investment in long-term sustainability;
- Staged strategic planning;
- Whole of organisation approach;
- Business and marketing plans;
- Convergence of content production, delivery systems, and service providers;
- Government department interaction with Indigenous media;
- Commercial diversification; and
- Economic independence. (Molnar et al, 1999:Ch2:22)



2000 Productivity Commission's *Broadcasting Inquiry Report*

Acknowledged the importance of Indigenous broadcasting within the broader Australian policy environment and as a primary service for indigenous communities:

“Indigenous radio and television help to sustain language and culture; they provide a vital channel of news and information for Indigenous people; and they have the potential to provide a means for better communication between Indigenous and other Australians.

Indigenous radio and television services are not well served by the community broadcasting license arrangements which are currently used to regulate the sector. The objectives and management of Indigenous media are very different from those of community broadcasters.” (Productivity Commission, 2000:28)



2004 Indigenous Television Review

2004 - DCITA announces a review into the “Viability of creating an Indigenous Television Broadcasting Service and arrangements for future digital transmission of such a service”.

2004 - Redfern Summit to discuss NITV model. ITV Working Group established to prepare a national submission. Remote groups push for two services – NITV and retain ICTV 31.

2005 - Federal Government announces \$48.5 million over 4 years for a National Indigenous Television Service as part of Backing Indigenous Ability package.

July 2007 – NITV begins broadcast on Imparja channel 31 replacing ICTV on the platform.



2006 Indigenous Broadcasting Program Review

Review sought to:

- Address funding disparities
- Equitable a more equitable and transparent funding distribution model
- Increase availability of new Indigenous Broadcasting services

No proposal to increase funding levels despite recognition of increased sector and demand

Led to focus on radio broadcasting only (removal of video production and community TV support), phasing out of direct funding to RIBS, and reduction in content funding (deemed as overlap with CBF)

Established funding distribution model that still exists to today, based on audience population base rather than measured outcomes



2000 National Indigenous Broadcasting Service Report

- Committee established by ATSIC and NIMAA in late 1990s
- 'The Belonging Network' report launched as a Feasibility Study for the Development of a National Indigenous Broadcasting Service , written by Owen Cole and Malcolm Long\
- Report examined three organisational models for this national service:
 - a minimalist model (basically the government continue to fund a range of independent Indigenous media initiatives)
 - a public service broadcaster model (similar to the ABC and SBS)
 - a partnership model.
- Rockhampton Summit held September 2001, Option 2



2007 UN Declaration on the Rights of Indigenous Peoples

Article 16:

1. Indigenous peoples have the right to establish their own media in their own languages and to have access to all forms of non-indigenous media without discrimination.
2. States shall take effective measures to ensure that State-owned media duly reflect indigenous cultural diversity. States, without prejudice to ensuring full freedom of expression, should encourage privately-owned media to adequately reflect indigenous cultural diversity.



2010 – Indigenous Broadcasting and Media Sector Review

Endorsed the outcomes of previous reports that “have identified the potential for a well resourced and skilled Indigenous broadcasting and media sector to:

- engage Aboriginal and Torres Strait Islander peoples in the broader economy through greater access to information
- enhance self-esteem, sense of identity, sense of community, social inclusion and pride in communities
- provide positive role models to Aboriginal and Torres Strait Islander young people
- provide positive representations of Aboriginal and Torres Strait Islander peoples
- provide training and employment opportunities, and
- be a vehicle for maintenance and transmission of language and culture.” (Stevens et al, 2011:22)



2010 – Indigenous Broadcasting and Media Sector Review

39 recommendations including:

- Relocation of the Indigenous Broadcasting Program (IBP) to DBCDE (Rec. 1);
- Restructure IBP to include multi-media activities, triennial funding, retention of unspent funds (Rec. 8);
- Increase IBP funding by \$8m p.a. and creation of a \$5m p.a. content and project fund (Rec.10);
- RIMOs be recognised and appropriately funded for RIBS support and as multi-media hubs (Rec. 11);
- Continuation of NITV with more transparent governance, increased remote/ regional content, and free-to-air distribution (Recs 13, 14, 16,17, 35);
- Increased use of sector for production and distribution of paid government announcements (20-22);
- Distinction of Indigenous broadcasting from community broadcasting (Rec. 1)
- Creation of an Indigenous broadcasting license category (Rec. 4, 8).



2010 – Indigenous Broadcasting and Media Sector Review

Noted the lack of development of the sector to achieve its potential, despite numerous reviews, due to lack of:

“a well articulated forward-looking strategy that takes into account both the potential of the sector and the rapid changes in technology. The sector is not appropriately recognised as a professional component of the broader broadcasting and media sector that provides an essential service to all Aboriginal and Torres Strait Islander peoples whether they live in urban, regional or remote locations. It is under-resourced, lacks critical capacity and skills and suffers from being administered across a range of portfolios.” (Stevens et al., 2011:1)



2014 – Shift into Indigenous Advancement Strategy

150 Indigenous programs relocated into five streams in Dept of Prime Minister and Cabinet:

- Jobs, Land and Economy
- Children and Schooling
- Safety and Wellbeing
- Culture and Capability
- Remote Australia Strategies

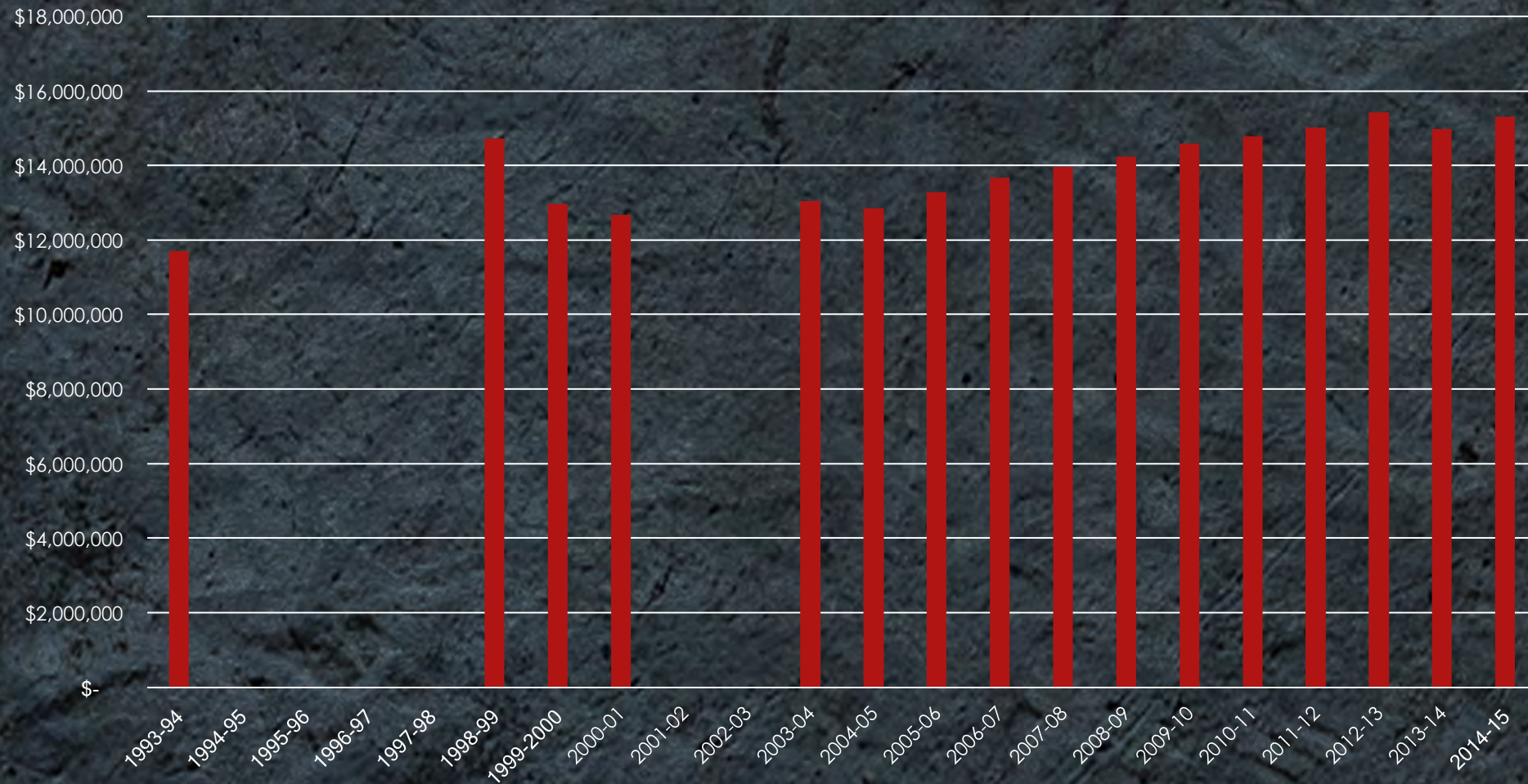
All programs have to demonstrate outcomes against three key policy goals:

- Getting kids to school
- Adult employment
- Community safety

Indigenous Broadcasting Program becomes Broadcasting and Telecommunication branch within Culture and Capability stream of IAS, loses its own discrete policy.



Funding for Indigenous Broadcasting 1993-2015



Employment

- CDEP
- National Jobs Package since 2009
- IBP/ IAS funding applications
- Community Broadcasting Foundation – payment for radio programming
- No current employment program



Peak Bodies

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|---------------|--|
| 1982-85 | National Aboriginal and Islander Broadcasting Association (NAIBA) - first national peak body for indigenous broadcasting |
| 1992- 2001 | National Indigenous Media Association of Australia (NIMAA) established with members in print, radio, TV and video, multimedia and film |
| 2001- present | Indigenous Remote Communications Association (IRCA) established as remote media peak body |
| 2004-2015 | The Australian Indigenous Communications Association Incorporated (AICA) established as national peak body |
| 2016 | IRCA begins 2-year transition to becoming national peak body |



Technological Changes



Game changing infrastructure

- 1979 Launch of first AUSSAT B1 satellites by Australian Government
- 1985 Launch of second AUSSAT B1 satellites (August) & B2 satellites (November)
- 1990s Satellite Radio channels begin (initially CAAMA 1996), 6 RIMOs from 1998, 12 from early 2000s
- 1990s Expansion of mobile coverage
- 2008 National Broadband Network announced
- 2009 iPhone launched- 3G/4G mobile technologies enable remote journalism, OBs, apps for content streaming and sharing etc
- 2013 VAST satellite launch enables more radio and TV channels including ICTV
- 2013 Digital TV Switchover- enabled multi-channel free-to-air services, but resulted in loss of local RIBS TV broadcasting
- 2016 NBN Skymuster satellites launched



Analog to Digital media formats

