



**ANNUAL REPORT**  
2019-20



# CHAIRPERSON REPORT

DOT WEST & NAOMI MORAN



2019-20 was a challenge for many of our members and First Nations Media Australia is proud to have supported our media organisations across the country to not only meet those challenges, but to once again demonstrate just how essential our media services are. In doing this work, we have been supported by the NIAA, a wide array of stakeholders and of course the members we represent. On behalf of the Board, I want to thank everybody who has worked with us throughout the year, including our dedicated team of staff led by Catherine Liddle who have worked tirelessly to deliver some great outcomes for our members this year.

This year we launched a Strategic Plan for 2019-2024 based on five key goals: powerful and respected representation; leading research and policy development capability; valued membership proposition; industry development and partnerships; and focussed business development approach. Already we are making good progress in each of these areas through our activities this year.

In September 2019 we gathered more than 150 people on Waiben (Thursday Island) for the 20th Remote Indigenous Media Festival for a week of skills workshops, industry forums, screenings and cultural activities. The Kaurareg Nation Traditional Owners and our festival co-hosts, TSIMA 4MW really made this an event to remember, coinciding with dance and music performances to give delegates a cultural experience from the Islands, alongside their media learnings.

This event was quickly followed by our annual national conference, CONVERGE Alice Springs held in Mparntwe (Alice Springs) in November. Along with co-hosts, CAAMA we welcomed over delegates from across the country to the two-day industry conference and then celebrated the First Nations Media Awards under the stars. This was a fantastic opportunity to acknowledge the amazing talent in our industry and to pay respect to some of our founders with Freda Glynn receiving the First Nations Media Lifetime Achievement Award on the cusp of CAAMA's 40th year. It was a very special night at the Quarry against the backdrop of the MacDonnell Ranges.

FNMA is proud to continue our work with the Coalition of Peaks this year, contributing a communications perspective to a new National Agreement on Closing the Gap signed in July. Access to information is vital to closing the gap and we continue to advocate for First Nations voices and digital inclusion for our people in this policy space. Together with our submissions and visits to Canberra this year, our policy work on behalf of the sector continues to gather momentum.

While the industry was buffered by extreme weather events and a national pandemic, FNMA stood alongside our members, albeit from further afar from March 2020. Our team provided national support for key messaging, organisational support, quick distribution of emergency funding and mental health support during a stressful year.

Despite having to pivot our activities, we were still able to expand our member services. Our national showcase platform, indigiTUBE grew significantly this year and we were excited to receive funding from the ACMA for a news capacity building and sharing platform project due to launch later in 2020. We look forward to opening a new First Nations Media Digitisation Facility in Alice Springs in 2021, plans for which are underway now - there is plenty going on! These collaborative projects open new opportunities for our members and our communities.

We were pleased to meet in person with Board members in Melbourne in February to review our work ahead. We thank all Directors for their contribution to the organisation this year, including their ideas and strong governance. We look forward to continuing to work with this deadly group and the stakeholders who support us to keep striving to meet the needs of our sector and share our stories for the future.

# CEO REPORT

CATHERINE LIDDLE



Bushfires and pandemics created an extraordinary 2019-20 environment. Consolidating the Annual Report has offered a wonderful opportunity to remember, recognise and celebrate the work that our sector produced to keep our communities informed, safe and connected throughout the year. There is not a day that passes that I am not conscious of the gift that is our media and the knowledge that our media works and that our media matters.

Before the pandemic hit FNMA had just released its new strategic plan and presented it to the sector. Led by outgoing General Manager Daniel Featherstone, CONVERGE Alice Springs offered a collaborative environment to build on the plan with the strength of more than 160 delegates representing nearly 90% our sector. In line with our strategic pillars and Calls to Action the sector identified challenges, opportunities and a desire to collaborate and share. We took these findings to Canberra in correspondence and person and in response to the sector insights NIAA announced it would do two things. Firstly, look at the outdated funding agreements to ensure that our sector was reporting against current operational environments and secondly move quickly to better understand and respond to current operational and technical environments and plan for the future.

Soon after I commenced my role as CEO, the pandemic hit. Our communities needed our sector like never before. As the sector that represents the primary and most trusted source of information for many of our communities and people including 100,000 people that are considered hard to reach, we had to immediately shift our focus to what could be, how it might be, what we needed and most importantly what did our sector and communities need.

Our technical services team looked inward to upgrade our servers to be able to support a virtual team and any members that might be impacted by COVID-19 isolation restrictions. Our policy arm mobilised to ensure our sector had access to the information it needed to stay safe whilst we simultaneously reached out to State, Territory and Commonwealth Governments and parliamentary members to reinforce the status of the First Nations broadcasting sector an essential service for providing timely information and keeping our communities safe. All available resources were channelled into member services and communications so that team was reaching out and taking stock of the challenges our sector was facing, identifying channels for support and offering assistance where required and providing industry experts to speak directly to how to protect your businesses during this extraordinary environment. Overwhelming the sector reported that it was having to invest in new technologies, increase the hours that staff were working and increase and create content, for all of which there was no budget and none of which sat within existing funding parameters. Despite this our sector continued to deliver.

This created an extraordinary point in time to amplify the sectors work. Using examples of the fast, flexible and responsive nature of our sector we interrupted and disrupted with direct lobbying to politicians, the public service and influencers and friends. This resulted in an unprecedented release of funds to our sector to ensure you were getting expert advice on how to position your organisations and businesses through the pandemic and where able to reach into the stimulus packages being offered by the Government. The speed at which we responded to this meant the sector was ahead of IBA queues and getting expert advice at a time when information was exhaustive and unclear. It also enabled to us to increase communication channels to give members access to information as quickly as possible and to continuously promote the new ways our sector was working. The work done by our sector included the distribution of vital place-based information to keep our communities safe, the delivery of school classes and funerals online and creative ways to ensure our communities engaged in messaging adopted the behaviours required to keep all of us safe.

Despite representing 3% of the population less than 1% of all Covid 19 cases were identified in our communities. This is a remarkable result and as the experts in First Nations communications our sector played a critical role in this through translations and local nuances that no other sector has the channels or the relationships has that mainstream media organisations do not have the place based knowledge or relationships to replicate. Our sector kept our communities informed as well as providing platforms for engagement and dissection. The response of the First Nations community controlled sector to Covid 19 has been reported as one of the best in the world.

Like the rest of the sector, day to day work for the peak needed to continue in this new world. For FNMA this included an ongoing commitment to the Coalition of the Peaks and the Closing the Gap refresh. The new framework prioritises shared decision making and for the first time gives our sector a policy lever that recognises the vital need for our communities to have access to information and recognises the fundamental role our sector plays in providing this information. This was a major win for our sector and going forward it means that the government will prioritise messaging with our sector.

Focussing on our Calls to Action also meant looking internally at how we need to operate. The peak has seen considerable growth in output and membership, to support this we have needed to reconsider everything from the tools we use to processes and financial management. With the unerring support of the board the team took this transformation challenge on. We took a few bumps in doing this and it would be fair to say that going forward we'll hit a few more potholes that will need filling in. But all in all, the work of the team in this extraordinary environment, is work that I am incredibly proud of.

# ABOUT FIRST NATIONS MEDIA AUSTRALIA

First Nations Media Australia is the national peak body for First Nations broadcasting, media and communications. Our purpose is empowering Australia's First Nations people through our culturally connected media industry. It was founded in 2001 as Indigenous Remote Communications Association, the peak body for remote Indigenous media and communications, transitioning to the national role from 2016-18. Our head office is in Alice Springs, complemented by some team members working remotely from different corners of the country.

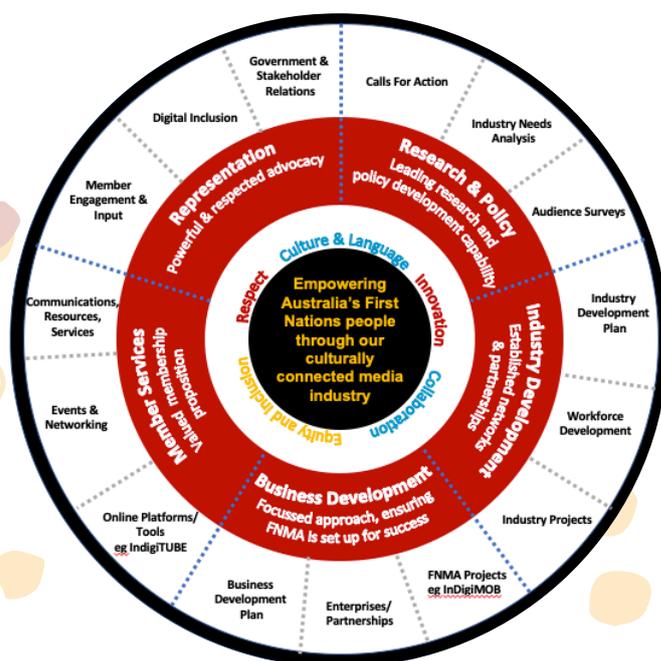
First Nations Media Australia supports and amplifies the First Nations media sector and its objectives. Our activities include resource and policy development, skills development, networking events and meetings, content-sharing, promotion, regular communications, annual awards, research activities and representation. As part of its industry leadership role, FNMA seeks to ensure First Nations communities have access to information to make informed decisions. The crossover of infrastructure, digital literacy and access to information between telecommunications and media is significant. Therefore, First Nations Media Australia advocates for the digital inclusion and connectivity needs of all Aboriginal and Torres Strait Islander people.

## OUR PURPOSE:

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

*"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."*

- United Nations Declaration on the Rights of Indigenous Peoples, Article 16



## ABOUT OUR SECTOR

First Nations broadcasting and media organisations are community-controlled media services providing a primary and essential information to their communities. This includes emergency information, entertainment, health and education services, social inclusion and the timely delivery of locally and nationally relevant news services. First Nations broadcasting maintains and strengthens Aboriginal and Torres Strait Islander culture, significantly contributes to the maintenance and revitalisation of Indigenous languages, contributes a First Nations perspective to 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 local ownership, First Nations media organisations provide the most relevant and appropriate media services, producing high audience levels and community 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, attaining measurable, demonstrable outcomes in terms of audience reach, employment outcomes and social impact.

First Nations media services resonate with audiences as a means of two-way dialogue, broadcasting engaging content that allows for First Nations media also connect non-Indigenous people with Aboriginal and Torres Strait Islander people and culture, developing greater understanding and building bridges with the wider community. First Nations media organisations actively participate in the truth-telling process every day, empowering local voices to share their own experiences, challenges, strengths and truths. In addition to delivering essential news and information services, First Nations media plays an historical and proven role in supporting self-representation, community development and cultural safety.

# THE SCOPE OF THE FIRST NATIONS MEDIA SECTOR INCLUDES:

## RADIO

Over 230 radio broadcast sites coordinated by 35 licensed, community-owned, not-for-profit organisations. These radio services able to reach around 320,000 First Nations people, including around 100,000 very hard to reach people in remote Indigenous communities. They broadcast live shows, plus interviews, radio documentaries, news, emergency information, community events, government and other messaging within community broadcasting guidelines. The radio services are delivered 24/7 to nearly 50% of the First Nations population, with the aim of reaching all Aboriginal and Torres Strait Islanders in the future.

## VIDEO & FILM PRODUCTION

Production of culture and language-based content for broadcast & online distribution.

## TV

National (NITV) and regional (ICTV) TV services; local TV services (Goolarri TV at Broome, Larrakia TV at Darwin). ICTV satellite TV service reaches 240,000 remote households.

## NEWS PRODUCTION

National, regional and local news and current affairs services for broadcast, as well as print and online news media.

## PRINT AND ONLINE

A national newspaper (Koori Mail) alongside a strong web presence of journalistic sites such as IndigenousX and National Indigenous Times. A dedicated online platform indigiTUBE showcasing aggregated content complemented by an app streaming 25 radio services. First Nations media organisations have a strong social media following and publish content online daily.

The First Nations media industry employs 600 people with nearly 80% Indigenous employment.

Up to 90% of First Nations listeners regularly tune in to local radio services.

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

In 82 regions across the country, First Nations radio is the only radio service available. At a further 16 locations, First Nations radio is the only local service available, alongside retransmitted ABC services from other locations.

First Nations stations conduct at average 20 outside broadcasts per year, double that of general community broadcasters.

## A SNAPSHOT OF RADIO SERVICES:

First Nations radio stations are producing an average weekly total of 30 hours podcast content per week, 209 hours of video content and 51 hours of online only content sector-wide, in addition to providing 24-hour radio services

- 157 stations broadcasting on FM
- 4 stations broadcasting on AM
- 13 broadcasting via VAST satellite, in addition to FM services.
- 5 metropolitan services broadcasting via DAB+, in addition to FM services
- Almost all offer live online streaming via a dedicated station website and many offer on-demand content either through the station's own website, or Soundcloud or podcast sites.
- 25 stations can be streamed via the indigiTUBE website and app
- Some stations also have their own application or use the TuneIn or iHeartRadio apps to reach audiences.



# BOARD ACTIVITIES

In 2019-20 the FNMA Board included Dot West (Chair), Naomi Moran (Deputy Chair), Vince Coulthard, Jen Enosa, Nelson Conboy, John 'Tadam' Lockyer, Tanya Orman and Jennifer Howard (November 2019 to March 2020). Beyond general governance and financial oversight activities, this year our strong leadership team oversaw the management transition from Daniel Featherstone, General Manager to Catherine Liddle, CEO as well as developing and implementing succession planning for Chair and other executive positions to future-proof the organisation.

The Board met twice in person this year, with a number of telepresence meetings too. In Alice Springs the Board gathered to develop a new strategic plan for 2019-24 with facilitation support from Vivienne De Rooy from Insurance Australia Group (IAG) as a secondee through the Jawun program. Then in February the Board met in Melbourne at the offices of our pro bono lawyers, Gadens. At this meeting Board members undertook a refresher on risk management strategies and reviewed FNMA's risk policies in addition to general business.

The FNMA Board took an active role in supporting FNMA members this year, as well as promoting the sector through media interviews and representation at events and roundtable meetings.

## OUR VALUES:

Culture & Language  
Equity & Inclusion  
Innovation  
Collaboration  
Respect

## OUR VISION:

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



# STRATEGIC PLAN

## STRATEGIC PRIORITY 5-YEAR ACTION PLAN

### OUR STRATEGIC GOALS

Powerful and respected representation	Leading research and policy development capability	Valued membership proposition	Industry development & partnerships	Focused business development approach
<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>	<ul style="list-style-type: none"> <li>&gt; Develop a clear member value proposition that supports their growth, sustainability and reflects members' needs (existing &amp; emerging) eg mentoring, content sharing (IndigITUBE), network opportunities &amp; events.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Defined approach to Industry Development.</li> <li>&gt; Strengthen the profile and understanding of the First Nations Media sector.</li> <li>&gt; Build partnerships, informing and educating re purpose &amp; need (domestic &amp; international).</li> <li>&gt; Create skills and professional development frameworks.</li> <li>&gt; Facilitate technical innovations insights and knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Develop a defined approach and framework to strengthen internal FNMA capabilities.</li> <li>&gt; Explore new revenue-generating opportunities &amp; services.</li> </ul>

### OUR ACTIVITIES AND INITIATIVES

Gov & Stakeholder Relations	Collaboration with Research Partners	Events: Converge	Industry Development Plan	Business Development Plan
Government Relations	Data Collection	Events: Remote Indigenous Media Festival	First Nations Media Archiving Strategy	Environment Scan & Analysis
Representation on Industry Forums	Regional & Urban Data Collection**	IndigITUBE	Training & Business Development Support	inDigiMOB
Our Media Matters Campaign	Analysis of Needs	Policy Development & Responses	Expand National Radio Coverage	Exploration of new services or enterprise opportunities
9 Calls for Action	Audience Surveys**	Web Resources	Workforce Development Action Plan**	
Other Campaigns	Policy Development & Responses	Training & Professional Development Collateral	Technical Innovation & Facilities Audit & Plan	
Indigenous Focus Day		Membership Support & Mentoring	Impact Measurement Framework**	
Digital Inclusion Strategy		Expand Membership Services Offering**	News & Current Affairs Capacity Building & Sharing Project**	
Establish International Networks		Events Calendar	Content Development Strategy	
Stakeholder Mapping Analysis				
Member Engagement				

Ongoing Activity – already underway
Project / One-off Activity – already underway
New Ongoing Activity
New Project / One-off Activity

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

# MEET OUR MEMBERS

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

As of June 2020, First Nations Media Australia had 196 financial members, an increase of 9.5% (17 members) over the past year. We were pleased to welcome 15 organisations as members in 2019-20, including 5 new First Nations media organisation members. A full list of members is available on our website.

## MEMBERSHIP TYPE

## NUMBER

Ordinary members - First Nations media organisations	30
Associate members - Aboriginal and Torres Strait Islander individuals	115
Associate members - First Nations NFP organisations working alongside the media industry	7
Affiliate members - Non-Indigenous individuals working within the First Nations media industry	18
Affiliate members - Non-Indigenous not-for-profit organisations working alongside the media industry	17
Friends of FNMA - individual supporters	8
Friends of FNMA - other organisations	1
<b>Total members</b>	<b>196</b>

## SAY HELLO TO...

### PY MEDIA

Pitjantjatjara Yankunytjatjara (PY) Media records stories, interviews and meetings, produces and records music from the APY Lands and operates Radio 5NPY. The radio station reaches a population of about 2,250 people in 7 communities across a 120,650km2 area. Community reporters contribute regular stories to the airwaves live and via podcast content and the station regularly undertakes outside broadcast concert events to keep communities entertained and showcase music talent from the APY region. PY Media provides translation and recording services which were vital to informing communities of road closures, community closure logistics, maintaining community safety and the distribution of key health information in response the pandemic. PY Media's catch-cry is wangka kutju, Tjukurpa tjuta meaning one voice, many stories.

### GADIGAL INFORMATION SERVICES HOME OF KOORI RADIO

Koori Radio broadcasts across Sydney via 93.7FM from its Redfern heartland. In addition to the FM broadcast, you can find Koori Radio steaming online and on iTunes, GooglePlay, indigiTUBE and iHeartRadio, plus their own app. There are many ways to connect with Koori Radio, including out and about in Sydney where the station engages with schools in Blacktown and produces regular live broadcast events throughout the year, sharing community celebrations. Each year Koori Radio brings the Yabun Festival to the airwaves, making this important January 26 event accessible to audiences across the country. Koori Radio broadcasts a strong range of music programming, including a deadly mix of local Sydney-based talent who drop in to use the music recording studio in Redfern. On weekday mornings Lola Forester produces Blackchat, re-broadcast nationally via the National Indigenous Radio Service (NIRS) covering current affairs and issues relevant to First Nations communities. Koori Radio demonstrated its resilience in March 2019 when COVID-19 impacted the station, immediately shifting to remote delivery to ensure continuity of essential media services for the Sydney community responding to the pandemic.



## NOONGAR RADIO

100.9fm is Perth's only Aboriginal radio station, operating since 2009. A highlight for the station in 2019 was the return of one of Noongar Radio's most loved programs, Inside Out - a prison request/shout out show hosted by Neil Coyne. This is a dedicated space to connect family members to those who are incarcerated through shout-outs and music. The program is hugely popular, drawing over 270 requests each week through the Facebook page and SMS service. Inside Out is pre-recorded and broadcasting on Sundays from 5-9pm, as well as rebroadcast on Radio MAMA in Geraldton.



## 3KND

3KND broadcasts across Greater Melbourne on 1503AM, digital radio (DAB+) and online streaming from its studios in Bundoora, Melbourne. Programming is informal, educational and positive in Indigenous spirit, including a mix of music and talk-based programs in English. The team includes 9 staff members, most of whom add their voices to the 17 person broadcast team. In addition to its 24-hour broadcast service, 3KND have a strong social media presence, produce podcasts and regularly attend community events to broadcast live from outside the station, connecting audiences from further afield with significant events and conversations in Melbourne. 3KND began broadcasting in 2003 and has provided a training hub for Indigenous broadcasters and journalists ever since.



## TEABBA

Top End Aboriginal Bush Broadcasting Association (TEABBA) celebrated 30 years of broadcasting across the Northern Territory's Top End in 2019. TEABBA reaches into 29 remote Indigenous communities with regular programming from both its Darwin studio and RIBS sites. 'TEABBA's team of 10 staff in the hub and 4 staff in remote communities are committed to the development of local broadcasting offering training, technical, sponsorship, broadcasting, community engagement and translation services. A highlight in 2020 was broadcasting the Tiwi Island Grand Final, celebrating the 50th anniversary for the footy carnival on Tiwi Island.

## WILCANNIA RIVER RADIO

The 103.1FM radio service in Wilcannia became Wilcannia River Radio in 2009, operating under the Regional Enterprise Development Institute as a service to the Darling River region of New South Wales. Wilcannia River Radio employs 8 staff (a mix of full time, part-time and casual workers). The station's catch-cry is 'Keepin' it alive', encouraging community of all ages to come together and celebrate culture and revitalise Barkindji language. Wilcannia River Radio received the Community Broadcasting Association of Australia's Tony Staley Award in 2019 for Excellence in Community Broadcasting, recognising the organisation's work in distributing clean water to its community of approximately 750 people.



## IAN WAINA

Ian Waina is a Kwini man and radio presenter on Pilbara and Kimberley Aboriginal Media (PAKAM). Ian has attended a number of Remote Indigenous Media Festival's with the PAKAM team, participating in photography and cinematography workshops to further develop the skills he uses to contribute to both radio programming and screen productions broadcast on ICTV. Ian is passionate about sharing knowledge about the rock art of Kalumburu in north-east Kimberley.



## JILLIAN MUNDY

Jillian Mundy is Palawa woman and photojournalist and writer who has been publishing work in the Koori Mail since 2005. Based in Hobart, Tasmania, Jillian covers all kinds of community events, personal occasions, conferences, family photography and news and sports photography. Jillian's powerful images share stories through captured moments, contributing visual representation to our media sector.



# MEMBER SERVICES

First Nations Media Australia provides direct support for First Nations media organisations as requested as part of its core business, sometimes working intensely with individual organisations and sometimes providing resources and framework support for organisations to build capacity independently. Some of the services we have provided to members this year include information on funding and income generation opportunities; recruitment and HR support, particularly for management roles; intensive governance and industrial relations support for individual organisations; updated policy templates (there are 41 organisational policy templates available on our website); advice on resources for staff wellbeing support; individualised member support via phone and email throughout the year; support for licensing applications and renewals and tailored policy support in response to emerging issues. Professional development through online and in-person learning and networking opportunities and other examples of our member support activities are expanded on below.

## COVID-19 RESPONSE

A primary focus for our team from March to June 2020 was supporting our members and the broader industry to respond quickly and effectively to the COVID-19 pandemic. First Nations media organisations across the country did an incredible job in keeping communities safe from the virus through providing up-to-date essential health, travel and service information. First Nations Media Australia's role as the sector peak body was threefold: supporting our members to keep their own teams safe and continue providing essential broadcasting services; ensuring access to accurate information from Government in written and audio formats; and providing support for members as businesses to respond to the financial and operational challenges associated with the pandemic. To do this, First Nations Media Australia provided policy support, shared information on resources available, provided advice on best practice for the management of personnel, equipment and shared workspaces and called each member to discuss their needs and understanding of resources. We arranged for the Health and Wellbeing Branch Manager at NIAA to give a briefing direct to members and have provided consistent updates throughout the pandemic. We set up a dedicated website hub for reliable information, adaptable for local broadcast and a dedicated channel on indigiTUBE for COVID information, available for rebroadcast and public view.

We engaged business expertise to guide a Business Health Check webinar series, providing advice and information on how organisations could respond to financial and governance pressures. We secured emergency funding from the Commonwealth Government for small equipment to facilitate safe broadcast practices and produce additional COVID-19 related content. We also secured funding from the Northern Territory Government to get messages through to communities across the NT.

The COVID-19 pandemic presented a huge risk for our communities. But our members are accustomed to responding to crisis, whether it be fire, flood, cyclone or pandemic. We are very proud of the work each of our member organisations did during these extraordinary times. First Nations Media Australia is working with the Judith Neilson Institute for Journalism and Ideas and the University of Melbourne to develop a study on the impact of First Nations media during the pandemic, drawing on case study examples from Wilcannia River Radio, PAW Media and 3KND. This report will be released in 2020-21.

Over 5 weeks from mid-March to April, 32 First Nations media organisations published a total of 1,299 social media posts relaying COVID-19 information across Facebook, Twitter and Instagram and producing 23,401 shares and re-tweets.



# LEARNING AND NETWORKING

First Nations Media Australia hosts online catch-ups with the sector approximately every six weeks to discuss emerging issues and cross-sector support mechanisms. This is also a forum for member networking and collaboration. We visit members in person whenever a member of our team is traveling (which up until the past few months has been frequently). We have a member outreach structure that allows us to connect with members over the phone regularly. These activities continue to provide continuous feedback on our members needs and the actions they require of us as their peak body and provide an opportunity for guest speakers, cross-industry engagement, education and support activities for members. Highlights in this space for 2019-20 included:

- Guest speakers from the National Indigenous Australians Agency at a number of Industry Huddle events throughout the year.
- Presentations and discussions with Dean Linguey (Community Broadcasting Foundation), Glen Brennan (KPMG), Selwyn Button (ORIC) and funding source discussions.
- A business health check webinar series featuring advice from Darren Godwell (i2i Global), Anthony Beven (Grant Thornton Australia) and Glen Brennan (KPMG) to support organisational responses to the COVID-19 pandemic.
- Stan Grant sharing his experiences and advice on reporting on trauma with members to support media coverage of Black Lives Matter.
- Sue-Ann Hunter providing advice and discussion on managing mental health stress via webinar.
- These member support activities complement broader learning opportunities available to our sector through our industry partners at the CMTO, Technorama and the CBAA, as tailored discussions specific to First Nations media experiences. Training and skills development occurs through our events and projects as described throughout this report.



# IT SUPPORT AND WEBSITE DEVELOPMENT SERVICES

FNMA provided technical support for members both onsite and remotely this year with daily contact with members for on-call technical support. Some of the highlights in this area for 2019-20 included assisting PAW Media to plan and install their new IP Wheatstone desk, along with a complete network and server overhaul. Our Technical Coordinator, Ben Pridmore provided CAAMA technical support for six live video music performances outside broadcasts – helping audiences attend events that where attendance was restricted due to COVID-19. Remote support was also provided to TSIMA with migrating email hosting to the cloud, installing new servers and network configuration. PAKAM's network was upgraded with new servers, routers and switches. These were installed and configured remotely by the FNMA team.

Other technical projects included creating and managing an archiving system, piloted by three member organisations with the scope of more organisations coming on board in the near future. indigiTUBE went through even more development and the technical team supported development of an online judging platform for panel to recommend First Sounds feature artists.

We created a streaming service for member organisations to use free of charge. This server now meets the industry standard for streaming which wasn't the case for most of our members before. In 2019-20 we scoped and designed a remote monitoring system in consultation with relevant members and experienced industry professionals to help members operating remote services resolve technical issues and monitor broadcast outputs with reduced travel requirements (and operational costs). Funding was secured for this project to roll out in 2020-21 to 36 sites.

# REMOTE INDIGENOUS MEDIA FESTIVAL

Traditional Owners from the Kaurareg nation welcomed over more than 150 delegates from 34 organisations to the 20th Remote Indigenous Media Festival on Waiben (Thursday Island) in the Torres Strait from 22-27 September. Delegates travelled from every state to participate in a jam-packed 5-day program included a wonderful opening cultural feast and traditional welcome performance, industry forums, stakeholder meetings, nightly cinema screenings, a visit to nearby Hammond Island, and a closing night concert 'Torres Strait History Through Song'. Six concurrent skills workshops covered Podcasting (CMT0); News Production (CMT0); Cinematography (AFTRS); Archiving Skills; Digital Story Telling; and Music Production over a three day period.

While the focus of the Remote Indigenous Media Festival was learning and sharing, there were plenty of opportunities for networking and developing partnership relationships between media organisations. Remote media workers and support teams shared information about training and industry development activities, connecting with audiences through new technology, storytelling in a digital age and sharing a preserving community collections, a particularly urgent issue of focus for media practitioners. Delegates engaged directly to ask questions of Representatives from the National Indigenous Australian Agency, the Coalition of Aboriginal and Torres Strait Islander Peak Organisations (Coalition of Peaks), Bureau of Meteorology, AIATSIS, training organisations, screen agencies, funding bodies and community media supporters.

Feedback from the event has been overwhelmingly positive. The incredible work produced within the skills workshops can be viewed on our website. Local co-hosts, TSIMA 4MW coordinated a fantastic schedule of cultural activities, performances and a roster of families preparing meals for visitors to the island. This festival was our biggest yet in terms of attendance and activities. A short documentary about the event is available to view on indigiTUBE.



*"I really like the idea of doing feature articles. This has really empowered me. I hope to be a regular on IndigenousX."*

- Tania, 4KIG, News Production workshop participant.

*"I really enjoyed the cinematography workshop, I learned a lot about being prepared and having your equipment ready and to know your gear and how to operate it. Taking the time to learn how to use your gear is really important and getting a lot of shots of things that will be useful to cover your story."*

- Bonnie Levi, NG Media, Cinematography workshop participant

*"I learned something new about using our traditional sounds in ProTools, it was good to learn"*

- Duane, NG Media, Music for Film workshop participant.

*"I've had the opportunity of a lifetime - thank-you."*

- Brendan, TEABBA, Digital Storytelling workshop participant

*"I'm feeling a lot more confident now about working with cameras and I think I'll do a lot more of that in the future because I've got it down now."*

- Adam, PAKAM, Cinematography workshop participant



# First Nations Media and Communications in Australia



## First Nations Media Australia

Alice Springs NT, FNMA



## RIMOs and RIBS radio broadcasters

-  **Central Australian Aboriginal Media Association** NT 8KIN
-  **Ngaanyatjarra Media** WA, 5NGM
-  **Pilbara and Kimberley Aboriginal Media** WA, PAKAM Radio
-  **PAW Media and Communications** NT, 8PAW
-  **Pitjanjatjara Yankunytjatjara Media** SA, 5NPY
-  **Queensland Remote Aboriginal Media** QLD, Black Star Radio
-  **Top End Aboriginal Bush Broadcasting Association** NT, TEABBA Radio
-  **Torres Strait Islander Media Association** TSI, 4MW



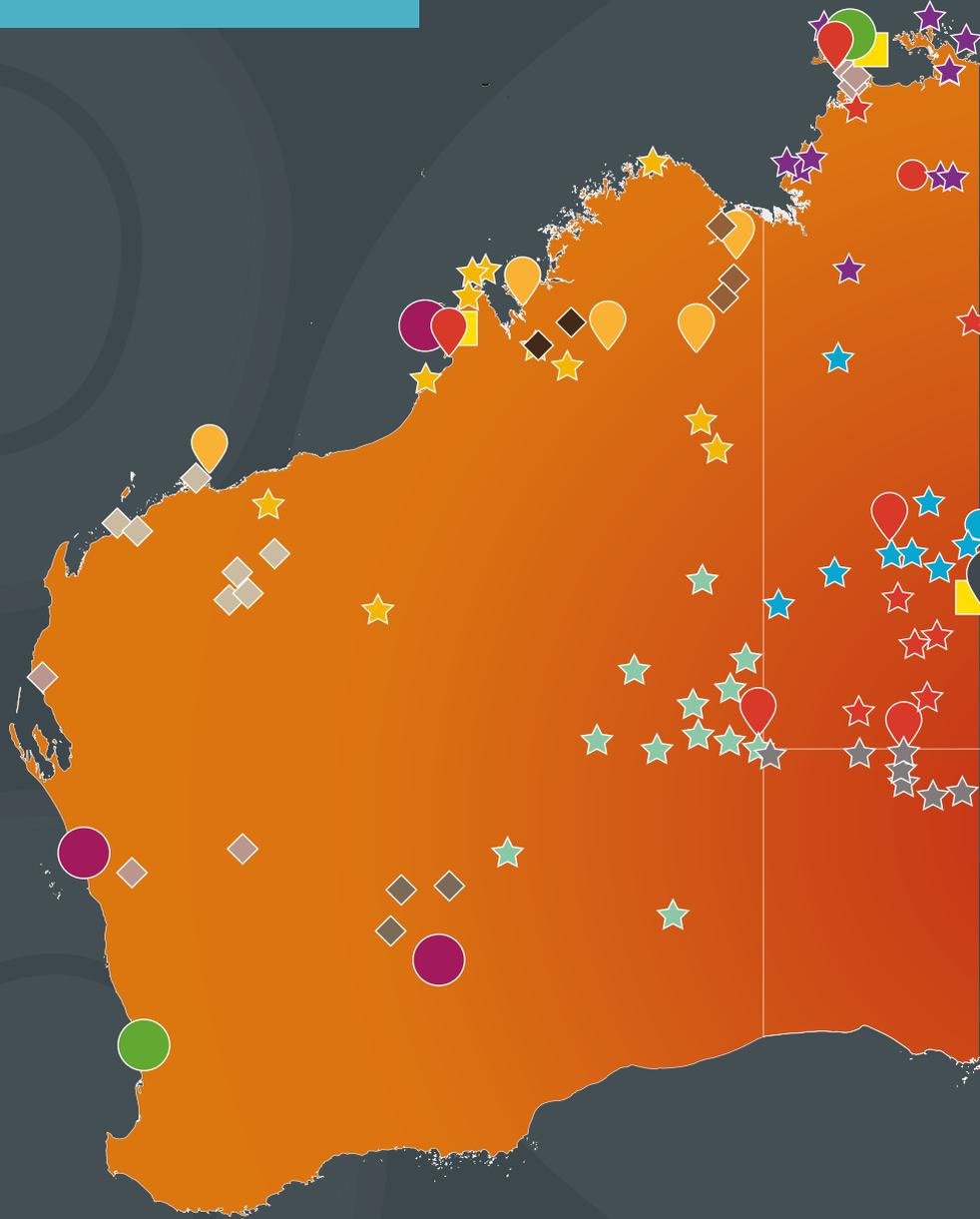
## Remote radio broadcasters

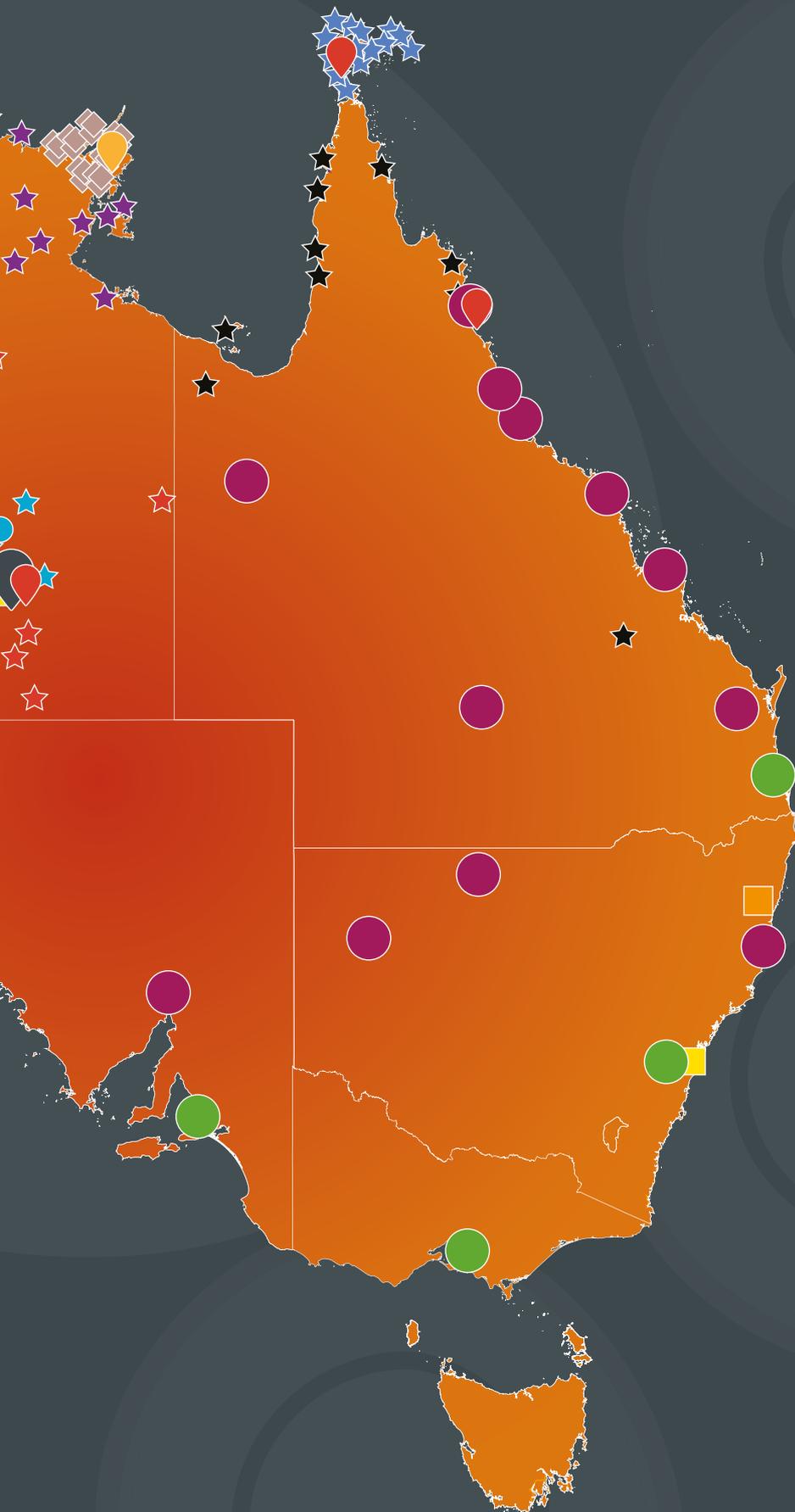
-  **Aboriginal Resource and Development Service**, Arnhem Land NT, Yolngu Radio
-  **Derby Aboriginal Media**, Derby WA, 6DBY
-  **Ngaarda Media Aboriginal Corporation**, Roebourne WA, Ngaarda Radio
-  **Puranyangu-Rangka Kerrem Aboriginal Corporation**, Halls Creek WA, 6PRK
-  **Wangki Yupurnanupurri Aboriginal Corporation**, Fitzroy Crossing WA, Wangki Radio
-  **Waringarri Media Aboriginal Corporation**, Kununurra WA, 6WR



## Urban radio broadcasters

- Aboriginal Broadcasting Australia**, Darwin NT, Radio Larrakia
- Brisbane Indigenous Media Association**, Brisbane, 4AAA/98.9
- Gadigal Information Service Aboriginal Corporation**, Sydney, NSW, 2LND/Koori Radio
- Noongar Media Enterprises**, Perth WA, Noongar Radio
- Nunga Wangga Aboriginal Corporation**, Adelaide SA, Broadcast through Radio Adelaide
- First Australia Media Enterprises**, Melbourne VIC, 3KND





### Regional radio broadcasters

**Bidjara Media and Broadcasting Company Ltd,**  
Charleville QLD, 4RRFM

**Bumma Bipperra Media,**  
Cairns QLD, Bumma Bipperra

**Central Queensland Aboriginal Corporation for Media,**  
Rockhampton QLD, 4US

**Cherbourg Aboriginal Shire Council**  
Cherbourg, QLD: Cherbourg Radio

**Goolarri Media Enterprises,**  
Broome WA, 6GME

**Mackay and District Aboriginal and Islander Media Association,** Mackay QLD, Murri FM

**Mid North Coast Indigenous Broadcasters Association,**  
Taree NSW, 2TLP Ngarralinyi



**Midwest Aboriginal Media Association,**  
Geraldton and Carnarvon WA, Radio MAMA

**Mt Isa Aboriginal Media Association,**  
Mt Isa QLD, 4MOB

**Muda Aboriginal Corporation,**  
Bourke NSW, 2CUZ

**Murdi Paaki Regional Enterprise Corporation,**  
Wilcannia NSW, Wilcannia River Radio

**Queensland Police-Citizens Welfare Association,**  
Palm Island QLD, Palm Island Radio



**Tjuma Pulka (Media) Aboriginal Corporation,**  
Kalgoorlie WA, Tjuma Radio

**Townsville Radio 4K1G Aboriginal and Torres Strait Islander Corp.,** Townsville QLD, 4K1G

**Umeewarra Aboriginal Media Association Inc.,**  
Port Augusta, Umeewarra Radio



### Television broadcasters

**Aboriginal Broadcasting Australia,**  
Darwin NT, Aboriginal TV Channel 4

**Goolarri Media Enterprises,**  
Broome WA, GTV

**Indigenous Community Television,**  
Alice Springs NT, ICTV

**National Indigenous Television,**  
Sydney NSW, NITV



### Print Media

**Koori Mail,**  
Lismore, NSW

# CONVERGE ALICE SPRINGS

CONVERGE Alice Springs was the 2019 national conference for the First Nations media industry, co-hosted by CAAMA. Over 164 delegates representing 48 organisations gathered on Mparntwe (Alice Springs) to learn, share and celebrate.

This year the program included three intensive 'pre-conference' workshops. Delegates arrived in Alice Springs in the days ahead of CONVERGE to participate in: a two day digital archiving workshop; a two-day 'Tech for the Non-Technical' workshop delivered in partnership with the CMTO, Technorama, CAAMA and local community broadcasters, 8CCC; and a one-day governance and financial management workshop delivered by ORIC.

The CONVERGE program got started on 27 November with a welcome event at CAAMA. Delegates enjoyed tours of CAAMA's newly updated studio facilities and music performances from The Williams Family and Warren H Williams.

The conference program rolled out over two days at the DoubleTree by Hilton. The diverse program included a keynote presentation from Larry Parr, Chief Executive of Te Mangai Paho in New Zealand, followed by FNMA updates, four member showcases, four plenary discussions - young broadcasters, truth-telling and national narratives, progress on media policy positions, funding and business development - and a series of 11 breakout workshop sessions focused on skills development in leadership, technical skills and projects, social media content, recruitment and HR, music production, Google News Lab training, archiving and more. The program included updates from Andrea Kelly from the National Indigenous Australians Agency (NIAA), the CBF's Ian Hamm and the Department of Employment alongside member showcase opportunities to learn from other media organisations. The full program can be viewed on our website.

## SNAPSHOT

- 164 delegates
- 48 organisations represented
- 6 plenary sessions with 19 speakers
- 11 breakout forums and workshops
- 5 trade stalls
- 4 member showcase presentations



# FIRST NATIONS MEDIA AWARDS

CONVERGE Alice Springs culminated in the 2019 First Nations Media Awards held at the Old Quarry outside Alice Springs on Friday 29 November. Kumalie Riley and the Tinkerbee Dancers welcomed guests to country against the spectacular backdrop of the MacDonnell Ranges.

Nineteen awards were presented to recognise excellence in content production across all media platforms and industry support. On the eve of CAAMA's 40th anniversary in 2020, two of the station's founders were acknowledged for their pioneering role in the establishment of Aboriginal and Torres Strait Islander broadcasting both in the central desert and rippling out across Australia. The First Nations Media Legend award went to John Macumba and Freda Glynn accepted the Lifetime Achievement Award with words of encouragement and strength for the 150 guests and the viewers tuned in live via ICTV and indigiTUBE. The Outstanding Achievement Award was presented to Wayne Bynder, for his continuing work in First Nations media organisations in the Kimberley region and across WA. The quality of award entries was truly exceptional this year with judges reporting that entries were of exceptional calibre and a credit to the sector.

It was a great night under the stars featuring Top End group Black Rock Band, Stuart Nuggett, the local Grannie's group known as the Everlastings and a welcome performance by the Tinkerbee Dance group.

The evening was broadcast live on ICTV and streamed via indigiTUBE. Acceptance speech videos are available to view on the FNMA facebook page.





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.



indigiTUBE has gained substantial traction in the last year with content contributions continuing to grow, along with traffic to the site. With the support of Community Broadcasting Foundation funding the indigiTUBE team expanded with Adam Dixon-Galea joining as Content Coordinator in March 2020.

The platform's profile increased significantly through the COVID-19 pandemic as indigiTUBE became known as a place for entertainment during lockdowns, a service for health messaging and a digital solution for live events.

In late 2019 indigiTUBE partnered with CBAA's AMRAP to create First Sounds, a series of compilations delivering new and emerging First Nations music to community radio. The music can be accessed on indigiTUBE along with other deadly tracks and music videos by these artists. The project has received awesome response from musicians, broadcasters and a wider national audience. We have featured 120 artists across the project reaching an audience of up to 6 million community radio listeners.

We now have an indigiTUBE curated playlist featured on Apple Music. indigiTUBE Handpicked is updated monthly with new music and the latest emerging voices coming from our First Nations community.

Throughout the year we have used the platform to feature event-related content such as NAIDOC Week and International Women's Day. We have added podcast series and debuted First Nations anime. In 2019 we particularly focused on language content during the International Year of Indigenous Languages. To extend this content, indigiTUBE is currently developing the pilot for the new Language and Culture Resource for schools due to be released mid 2021. It will consist of a curated collection of cultural audio and video content in language packages with tools to help teachers integrate the material into current curriculum. The Resource spans a wide range of language groups across our nations.

Throughout the year indigiTUBE received a number of upgrades to the platform, including the addition of an interactive map interface to identify the location of radio services as well as media organisations contacts, a 'request a song' tool, feature slider additions to promote live radio events, live streaming monitor system to alert of streaming faults and improve response times to rectify any issues and a dynamic 'recently added' channel. Together these upgrades make for a better user experience for the many visitors to the platform.

indigiTUBE has seen 70,000 total plays and 6,600 app downloads. Social media engagement includes 6,377 Facebook, 1,998 Twitter and 1,843 Instagram followers.

indigiTUBE is funded by the DoCA Indigenous Languages and Arts Program and is overseen by the indigiTUBE Steering Committee.

# FIRST NATIONS MEDIA ARCHIVING

In 2019-20 FNMA continued the Archiving Platform Project, funded by Indigenous Languages and Arts, with Project Manager Susan Locke. Aimed at identifying a culturally appropriate, affordable audiovisual archive platform for First Nations community media archives, we tested a range of cataloguing and community access platforms. Due to the different archive needs, budgets and capacity within the sector, Susan created an Archive Platform Options guide outlining relevant solutions. The outcomes were reported to the project's Steering Group and Expert Reference Group.

Stage 2 of the project involved setting up the First Nations Media Archive hub (archive.firstnationsmedia.org.au) using Mukurtu archive system and undertaking a trial with three pilot organisations - PAKAM, PAW Media and Umeewarra Media - from March 2020. FNMA also established a sector history collection on the hub.

Daniel Featherstone took over as Project Manager in 2020 following Susan Locke's retirement. However, Susan volunteered to help IT Coordinator Ben Pridmore set up the Mukurtu hub and trial sites and provide initial training to the three pilot organisations. The successful trial was extended from June 2020 to October 2020 due to the impact of COVID-19 restrictions, allowing time for a successful 7-month trial with over 1,000 media items (audio, video, photos) contributed to the various archives on the hub.

Beyond the Mukurtu trial, this project also sought to build archiving capacity within the sector. FNMA delivered archive skills workshops at the Remote Indigenous Media Festival 2019 and CONVERGE 2019 and five webinars on getting started with archiving. We also expanded our range of archive training resources and templates and made these accessible on a new interactive Archiving Resources Toolkit (toolkit.firstnationsmedia.org.au). We are working on two archive manuals and an accredited training skillset in digitisation for completion in late 2020. We further built our partnerships with archive institutions and universities to support future development and collaboration.

**3 Pilot Sites Contributing To The Hub: PAKAM, PAW Media & Umeewarra Media**

**Over 1,000 Content Items Added To The Mukurtu Hub And Counting....**

**7 Training Opportunities To Support Digitising Media Collections Delivered This Year.**

**52 Training Resources And Templates Available To All Media Organisations To Support All Stages Of The Archive Process.**

## 6 Steps for Developing First Nations Community Media Archives



**1**

### Plan



- Develop a Cultural Plan
- Develop a Collection Management Plan
- Significance & Preservation Needs Assessment
- Develop Collection Policies
- Develop a Disaster Management Plan

**2**

### Prepare



- Prepare to count and catalogue collection
- Select archive platform or database system
- Set up archive storage
- Prepare for community access

**3**

### Catalogue



- Store and label media items
- Audit the collection
- Expand to full catalogue

**4**

### Digitise



- Prepare and learn to digitise analogue media
- Identify priorities
- Digitise analogue items
- Add data to catalogue
- Conserve damaged or fragile items

**5**

### Share



- Learn to use Mukurtu community access platform
- Upload media to platform and add metadata
- Show users how to use Mukurtu access platform
- Share content to other platforms / audiences

**6**

### Preserve



- Review plans and policies
- Manage risk to collection
- Ongoing training
- Add new content
- Source content from other collections

See the [FNMA Archiving Resources Toolkit](https://toolkit.firstnationsmedia.org.au) for online guides, learning resources and templates for each of the 6 Steps at:

[toolkit.firstnationsmedia.org.au](https://toolkit.firstnationsmedia.org.au)

# INDIGIMOB

Our digital leadership project, inDigiMOB began the 2019-20 year on the back of discussions held at the Indigenous Focus Day in Alice Springs on 27 June. Over 90 delegates came together to discuss key obstacles to digital inclusion, appropriateness of technology and programs and provide input into the policy needs at a state and national level to address these challenges. The outcome of the day was the development of a Policy Action Plan outlining a six-part Digital Inclusion Strategy which underpinned the inDigiMOB team's work throughout the year.

Now, halfway through its fourth year, inDigiMOB delivers training and digital mentor support in 21 sites in the NT, working with five partner organisations – Tangentyere Council, PAW Media, ARDS, Anindilyakwa Land Council and CatholicCare NT.



## INDIGIMOB HIGHLIGHTS:

**9240 workshop participations to date (on track to reach 10,000 total participations later in 2020)**

**Impacting 2,177 individuals**

**Employing 122 Digital Mentors**



Steve Tranter, Devris Hasan and Anna McLean joined the inDigiMOB team this year as Digital Mentors and Project Coordinators to help manage digital inclusion training in remote NT communities. We said goodbye to Milly Hooper and Sonja Peter.

A highlight of the project this year was our involvement in the Indigemoji app project, which was launched in November and shot straight to number 1 in the app store. The emoji stickers have been warmly received and are proving a great way to engage Aboriginal and Torres Strait Islander people in digital technologies.

The inDigiMOB team is currently working with Telstra to re-shape the delivery of the digital inclusion project beyond 2020, informed by an ACCAN research project which examines community perspectives/aspirations of digital inclusion in Central Australia and Top End communities.

The inDigiMOB team has developed new resources on communications technology hints and tips, such as online banking with a mobile phone, online safety and scam awareness, how to block people on your phone, how to transfer money, how to share photos and how to set a passcode on your device. Each of these resources can be viewed on indigiTUBE. A broad range of inDigiMOB skills and awareness resources can



# INDUSTRY ENGAGEMENT

First Nations Media Australia has built good working relationships with First Nations media organisations, peak bodies, broadcasters, regulators, government and funding bodies to expand our partnerships, impact and knowledge of the industry. Our events have proven a good opportunity to bring together our membership, government agencies and industry stakeholders to increase communication and partnership opportunities within the sector.

Despite COVID-19 related travel restrictions curbing our ability to visit as many members and partners as we would have liked in the latter part of the 2019-20, like all organisations we continued working alongside our partners via teleconference and online video meetings with increased frequency to ensure relationships remained strong. We were able to travel to see a number of stakeholders in person in the first part of the 2019-20 year, including:

Sydney (Sector Roundtable meetings and multiple stakeholder meeting trips); Melbourne (CBAA Conference), Canberra (multiple trips); Darwin (Northern Australia Digital Connectivity Forum) along with many local meetings and teleconferences from our base in Alice Springs. FNMA representatives gave presentations at the CBAA Conference in Melbourne, Technorama, held online in 2020, the AIATSIS' Shared Solutions Symposium and Progress Australia's Virtual Progress conference in partnership with Gadigal Information Service (Home of Koori Radio) and the ABC.

We visited the following member organisations through the year: TSIMA/4MW, 3KND, Umeewarra Media, NITV, ICTV, CAAMA, Koori Radio, 3CR, Ngaanyatjarra Media, PAW Media and PAKAM. We also met with representatives from numerous other organisations at CBAA conference in November 2019, including Indigenous producers and broadcasters from community radio stations.

**FNMA works closely with organisations in the following spheres to collaborate on complementary work and represent the interests of the First Nations media sector:**

**Broadcasting:** CBAA, CBF, NEMBC, RPH Australia, CMAA, ICTV, NITV/SBS, ABC, the Bureau of Meteorology, ACMA, BuzzFeed, APRA and Media RING.

**Digital inclusion:** Telstra, ACCAN, NbnCo, NT Library, Desert Knowledge Australia, Batchelor Institute, Tangentyere Council and numerous community organisations.

**Training:** CMTO, Goolarri Media, Batchelor Institute, Charles Darwin University and other RTOs.

**Archiving:** NFSA, AIATSIS, NT Library, NSLA, Wadey and University of Melbourne.

**Research:** University of Melbourne, McNair YellowSquares, Jumbunna Institute for Indigenous Education and Research

**Professional support:** FNMA has a pro bono partnership with Gadens Lawyers in Melbourne to assist with legal advice for FNMA and to assist our membership. Gadens hosted our Board meeting in Melbourne in February. We have also benefitted from the expertise of Jawun secondees, Charlotte Morgans from the University of Melbourne's School of Culture and Communication and Reggie Chu from Commonwealth Bank of Australia.

## REPRESENTATION

FNMA has representation on a number of Advisory Boards and Committees, including:

- Coalition of Aboriginal and Torres Strait Islander Community-Controlled Peak Bodies (Coalition of Peaks)
- Community Broadcasting Sector Roundtable
- NAIDOC 2020
- Public Information Reference Group (for NT Government COVID-19 response)
- ACCAN Advisory Group
- NT Library Advisory Committee.

## DEVELOPING NEW OPPORTUNITIES

FNMA shares information about funding opportunities to member organisations and via our newsletter each month and our social media networks. We actively seek out new opportunities to advance industry strategies and projects. FNMA is a member of the Strategic Grants Hub to identify industry funding opportunities.

FNMA has developed relationships with a number of communications agencies to support our members capacity to access supplementary revenue for the production and distribution of messages. We have connected members directly with new business opportunities through Think-HQ, 33 Creative and Initiative Media, as well as new funding opportunities.

We co-presented to government media buying personnel with Spots & Space and continue to advocate for First Nations media organisations as a primary channel for messaging to First Nations audiences. Our efforts have directly led to income for our members including sponsorship campaigns for Northern Territory based members relating to the easing of biosecurity zone restrictions. We connected relevant members with Telstra, 33 Creative and ThinkHQ to deliver production and messaging services. We secured emergency response funding through the NIAA for our members to provide essential services during the COVID-19 pandemic.

We continue to build relationships with philanthropic organisations, working alongside the Community Broadcasting Foundation in this area. In particular, we have been seeking funding for mental health support for workers in our industry under significant pressure in 2019-20.

First Nations Media Australia secured funding from the ACMA to develop a content sharing platform in 2020-21 and build capacity for regional and remote journalism in our sector. This funding will support the centralised coordination of the project, with further funding sought to support cadet journalists. This initiative builds on our sector's Call for Action 4 to help develop skills and the sharing of local stories in the sector. It will support collaboration and develop a Business Plan to support a sustainable First Nations news production and sharing model.

# SECTOR LEADERSHIP ACTIVITIES

First Nations Media Australia continues to ensure the interests of the First Nations media sector are represented in all areas of policy development. Representatives from First Nations Media Australia met with elected representatives in Canberra, Sydney and Adelaide to support the objectives of our members, in particular the industry's 9 Calls for Action.

In addition to meeting with many Ministers and Advisors in 2019-20, we have worked closely with the Commonwealth departments including National Indigenous Australians Agency, the Department of Infrastructure, Transport, Regional Development and Communications and the Department of Education, Skills and Employment. We have strengthened our relationship with the Northern Territory Government and presented to the Commonwealth Department of Finance, as well as Universal McCann to raise awareness of the messaging services available through our membership. This has included traveling to Canberra three times throughout the year to hold a total 26 meetings with elected representatives.

# COMMUNICATIONS

Our communications activities include:

## REGULAR UPDATES

- 17 x FNMA Newsletters emailed to 1,348 subscribers.
- 19 x indigiTUBE updates emailed to 1,874 subscribers.
- 4 x Stakeholder update emailed quarterly to 305 contacts.
- 23 x member updates and consultation invitations.
- 4 x webinar invites emailed to members and industry contacts.
- 15 x FNMA media releases emailed to 348 contacts.

Regular member meetings and updates held online, as outlined on pages 10-11.

During the months of April to June we maintained at least weekly contact with members, relaying information relevant to the pandemic to support organisational and media responses.

## SOCIAL MEDIA

- FNMA Facebook page increased from 4,522 to 7,319 followers.
- FNMA Twitter account increased from 3,770 to 4,367 followers.
- The IndigiTUBE Facebook page increased from 5,311 to 6,334 followers.
- indigiTUBE Twitter page increased from 1,836 to 1,977 followers.
- The inDigiMOB Facebook page increased from 309 to 663 followers.

At the request of members, we have also established a private First Nations Media Industry Group to facilitate a safe space for internal sector discussion which currently has 92 members. We are using these communications channels in different ways to amplify and support the content the First Nations media sector is delivering.

Our social media sites showcase hundreds of photos from the 2019 Remote Indigenous Media Festival, CONVERGE Alice Springs, the 2019 First Nations Media Awards and amplifies our members work to a national audience.

To promote the sector, FNMA sends out media releases and conducts television, print and radio interviews on key issues.

# OUR MEDIA MATTERS

Our Media Matters remained the sector-wide awareness campaign for the First Nations media sector this year. Participation in the campaign expanded from our members to their audience communities with some pleasing outcomes. Member organisations utilised the campaign as a means of community engagement and reported a high level of validation for their work as a result. Members were able to customise the campaign to suit their local needs. Some members have been prolific in sharing their materials for broader sector promotion.



# CLOSING THE GAP

In January 2019 FNMA became a member of the Coalition of Aboriginal and Torres Strait Islander Peak Organisations (Coalition of Peaks). This is a group of 50 Aboriginal and Torres Strait Islander community-controlled organisations working across all sectors who have signed a Partnership Agreement on Closing the Gap with all levels of Government. Our Chair, Dot West was our representative on the Coalition of Peaks until January 2020 when she handed over to CEO, Catherine Liddle to represent the sector in discussions and decision-making on a new National Agreement on Closing the Gap. Throughout the year FNMA has participated in the formulation of this historic partnership and, together with our members, contributed significantly to successful consultation processes around the development of the new framework - ensuring Aboriginal and Torres Strait Islander people are informed of the partnership processes.

Within the Coalition of Peaks, FNMA had input into the development of new targets areas. We have advocated for access to information as a primary requirement for Aboriginal and Torres Strait Islander people to make informed decisions about their own lives- via both digital inclusion and culturally relevant media. We define communications in this context as digital inclusion; access to appropriate online services; telecommunications access; access to relevant news, information services and emergency warnings; and appropriate delivery of media and information services.



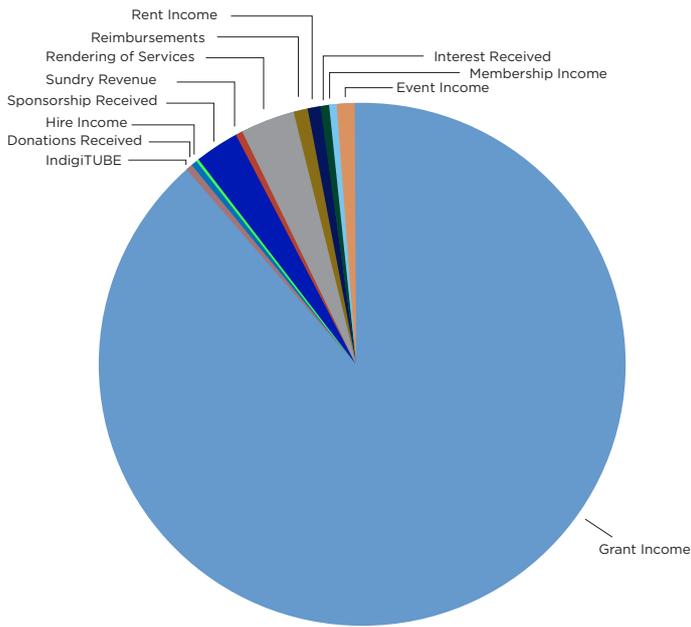
# POLICY SUBMISSIONS

FNMA engaged in the development of a range of policies, submissions and responses in 2019-20. Discussion papers and submissions to consultations processes have included responses to:

- Federal Budget - Pre-Budget Submission 2020
- Protection of Indigenous Knowledge in the Intellectual Property System consultation paper
- Communications & Closing the Gap discussion paper
- The Future Delivery of Radio Services in Australia - ACMA forum and response to issues paper
- Response to the ACMA's Five-year Spectrum Outlook 2020-24
- Productivity Commission Indigenous Evaluation Strategy issues paper
- Joint response with the CBAA to the ACCC's Concepts Paper on a Mandatory News Bargaining Code
- Joint response with the CBAA to the ACCC's Exposure Draft on News Media and Digital Platforms Mandatory Bargaining Code
- Regional Connectivity Program Discussion Paper - response to DoCA discussion paper
- Inquiry into Pathways and Participation Opportunities for Indigenous Australians in Employment and Business - response to Indigenous Affairs Committee issues paper
- Responses to CBF draft documents and consultation processes.

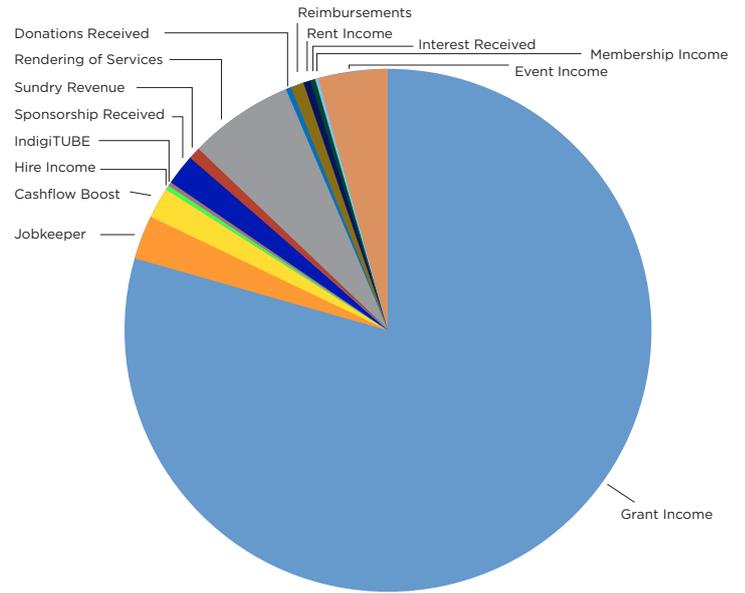


# FINANCIALS



**Income 2019 \$2,474,099**

Income Summary 2019	Amount	%
Grant Income	\$2,202,668	89.00%
Jobkeeper	-	-
IndigiTUBE	\$7,000	0.30%
Cashflow Boost	-	-
Donations Received	\$6,800	0.30%
Hire Income	\$1,941	0.10%
Sponsorship Received	\$72,282	2.90%
Sundry Revenue	\$8,835	0.40%
Rendering of Services	\$89,334	3.60%
Reimbursements	\$20,281	0.80%
Rent Income	\$14,400	0.60%
Interest Received	\$17,339	0.70%
Membership Income	\$2,018	0.10%
Event Income	\$31,201	1.30%
<b>Total income</b>	<b>2,474,099</b>	<b>100.00%</b>

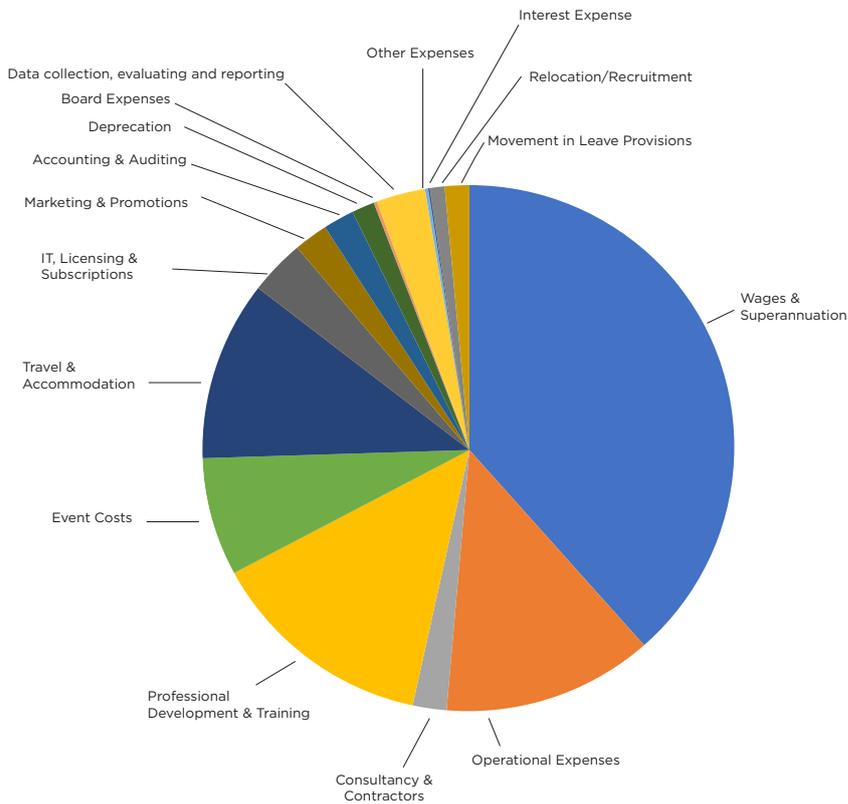


**Income 2020 \$3,180,810**

Income Summary 2020	Amount	%
Grant Income	\$2,528,817	79.50%
Jobkeeper	\$84,000	2.60%
IndigiTUBE	\$3	0.00%
Cashflow Boost	\$62,500	2%
Donations Received	\$1,503	0.00%
Hire Income	\$4,138	0.10%
Sponsorship Received	\$72,091	2.30%
Sundry Revenue	\$18,449	0.60%
Rendering of Services	\$216,234	6.80%
Reimbursements	\$29,560	0.90%
Rent Income	\$14,412	0.50%
Interest Received	\$8,578	0.30%
Membership Income	\$4,240	0.10%
Event Income	\$136,285	4.30%
<b>Total income</b>	<b>3,180,810</b>	<b>100.00%</b>

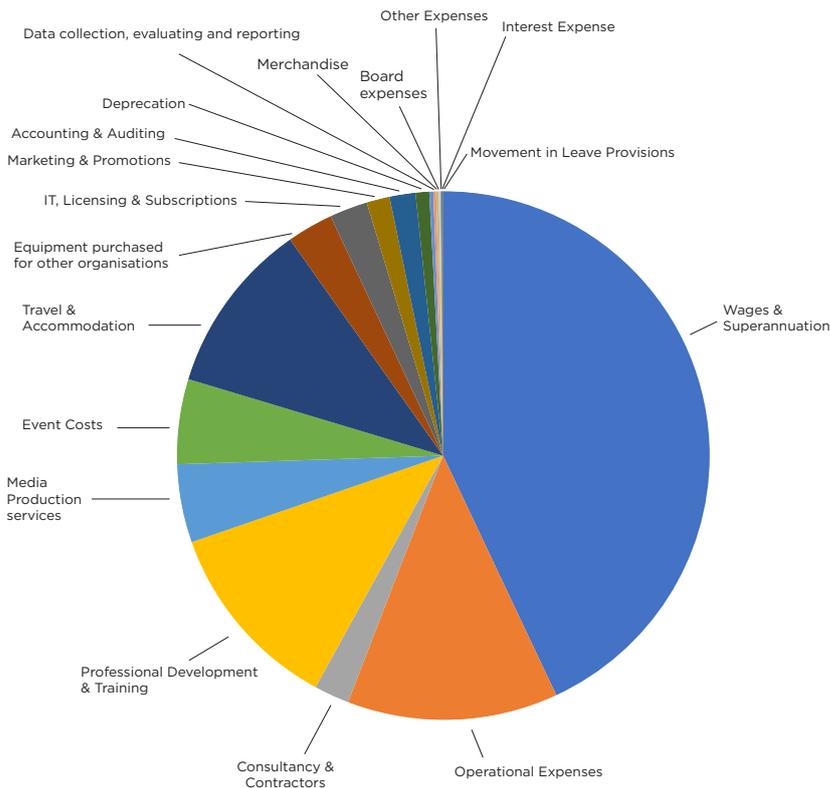
## Income/ Expenditure since 2009





### Expenses 2019

Expenditure Summary 2019	Amount	%
Wages & Superannuation	\$932,665	38.9%
Operational Expenses	\$313,240	13.1%
Consultancy & Contractors	\$49,461	2.1%
Professional development & training	\$334,443	14%
Media production services	\$0	0%
Event Costs	\$146,504	7.3%
Travel and accommodation	\$266,798	11.1%
Equipment purchased for other organisations	\$0	0%
IT, Licensing & Subscriptions	\$80,920	3.4%
Marketing and promotions	\$51,179	2.1%
Accounting & Auditing	\$46,354	1.9%
Depreciation	\$33,549	1.4%
Merchandise	\$0	0%
Board expenses	\$4,191	0.2%
Bad debts	\$480	0%
Data collection, evaluating and reporting	\$72,440	3%
Other expenses	\$4,097	0.2%
Entertainment	\$0	0%
Interest expense	\$2,427	0.1%
Legal fees	\$0	0%
Relocation/Recruitment	\$21,820	0.9%
Movement in leave provisions	\$36,114	1.5%
<b>Total Expenses</b>	<b>\$2,396,682</b>	<b>100.00%</b>



### Expenses 2020

Expenditure Summary 2020	Amount	%
Wages & Superannuation	\$1,247,479	52.1%
Operational Expenses	\$371,228	15.5%
Consultancy & Contractors	\$62,810	2.6%
Professional development & training	\$339,312	14.2%
Media production services	\$140,164	5.8%
Event Costs	\$151,733	6.3%
Travel and accommodation	\$305,673	12.8%
Equipment purchased for other organisations	\$80,625	3.4%
IT, Licensing & Subscriptions	\$66,593	2.8%
Marketing and promotions	\$40,496	1.7%
Accounting & Auditing	\$45,787	1.9%
Depreciation	\$23,559	1%
Merchandise	\$7,103	0.3%
Board expenses	\$5,552	0.2%
Bad debts	\$5,499	0.2%
Data collection, evaluating and reporting	\$2,015	0.1%
Other expenses	\$402	0%
Entertainment	\$178	0%
Interest expense	\$131	0%
Legal fees	\$23	0%
Relocation/recruitment	\$0	0%
Movement in leave provisions	(\$14,456)	0.6%
<b>Total Expenses</b>	<b>\$2,881,924</b>	<b>100.00%</b>

#### Auditor's Independence Declaration under the Corporations (Aboriginal and Torres Strait Islander) Act 2006 to the Directors of Indigenous Remote Communications Association Aboriginal and Torres Strait Islander Corporation

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2020, there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations (Aboriginal and Torres Strait Islander) Act 2006 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

*Perks Audit* *P Hill*

Perks Audit Pty Ltd  
Suite 7, 4/8 Gregory Terrace  
Alice Springs NT 0870

Peter J Hill  
Registered Company Auditor  
Director

Dated this 30<sup>th</sup> day of November 2020

## FNMA BOARD 2019-20

Chairperson	Dot West
Deputy Chair	Naomi Moran
Director	Nelson Conboy
Director	Tanya Orman
Director	John 'Tadam' Lockyer
Director	Vince Couthard
Director	Jenni Enosa
Director	Jennifer Howard (November 2019 to March 2020)

## FNMA STAFF 2019-20

OUR STAFF TEAM THIS YEAR INCLUDED:

Catherine Liddle	CEO November 2019 ongoing
Daniel Featherstone	General Manager to February 2020, Archive Project Manager ongoing
Jennifer Nixon	Operations Manager
Stephanie Stone	Member Service Officer
Claire Stuchbery	Policy & Stakeholder Engagement
Ben Pridmore	Technical Coordinator
Myers Sandy	Technical Trainee/inDigiMOB
Jacinta Barbour	Events Officer until April 2020
Roy Monaghan	Industry Development Officer until November 2019
Mikayla Friday-Shaw	Administration Officer
Jaja Dare	indigiTUBE Coordinator
Adam Galea-Dixon	indigiTUBE Content Coordinator
inDigiMOB Project Manager	Ben Smede
inDigiMOB Team	Devris Hasan Steve Tranter Myers Sandy Metta Young Anna McLean
Susan Locke	Archive Project Manager until December 2019

We were pleased to welcome Jacinta Barbour back to the team in April 2019 as our Events & Member Services Officer. Jacinta managed the Remote Indigenous Media Festival and CONVERGE before leaving us again in April 2020. Mikayla Friday-Shaw joined us as a part-time Administration Trainee and Myers Sandy joined us as a Technical Trainee, splitting his time between support for peak body operations and inDigiMOB. In October we welcomed Catherine Liddle as our new CEO. Catherine completed a three-month handover with outgoing General Manager, Daniel Featherstone (supported by a Northern Territory Government Aboriginal Workforce grant).

Daniel is now managing our archiving project, continuing the work Susan Locke had been doing prior to her retirement in December.





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