

INDUSTRY FORUM 5

EMPLOYMENT AND SKILLS DEVELOPMENT

Facilitator: Pauline Clague, UTS



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Panelists/Contributors:

- Neil Turner, PAKAM
- Lisa Sweeney, AFTRS
- Gerry Lyons, 3KND
- Giordana Caputo, CMTO
- Tanya Denning, NITV
- Victor Weetra, Nunga Wangga

Summary:

How do we increase employment and career pathways in our sector, get more young people involved, and build new jobs and skills in a convergent era.

Purpose/ Key Outcomes:

- How to address the 90% Indigenous employment target
- Building our employment- what are the key areas and how to go about it? How do we get the funding-
- RTOs- where are the gaps from a career pathways and funding perspective;
- Skills/ Training needs – what is happening in

Topics for Discussion:

- Is the 90% indigenous employment target by 2020 achievable & how?
- How are career paths into middle and senior management to be built?
- How are industry standard wages to be sustained within the sector?
- What skills development is needed in a convergent digital era that is providing platforms that bring video, audio, multimedia together?
- Are the current training options meeting industry needs? Can they meet the 90% target?

Notes of Discussion:

Pauline Clague (facilitator):

- The First Nations media sector delivers to a niche market, it understands the Indigenous market very well. You are local and know your audience and community- No-one else can do what you do.
- First Nations media sector funded under IAS should be celebrated for having 79% Indigenous employment- this is a positive outcome
- ABC has reached 2.6% Indigenous employment Nationwide and 15% in NT, Screen Australia has as a part of its policy that only two of the three key creatives (66%) have to be Indigenous under Indigenous funding. But this is not attached to the whole crew, if that was the case these projects would sit closer to 5-12% Indigenous employment.

Victor Weetra, Nunga Wangga:

- Nunga Wangga is a good training space.

Tanya Orman, NITV:

- NITV is wanting to create more opportunity for Indigenous employment at all levels from legal to broadcasting to production

Giordana Caputo, CMTO:

- CMTO is funded by CBF to be responsive to training needs of sector
- Every year we do a training needs survey
- Trends- Shift to digital skills, more podcast training, and leadership and management skills
- CMTO can be as adaptive as you want, and we can roll out training and tailor to individual needs

Gerry Lyons (GMan), 3KND:

- Technology is big challenge
- If you want funding you need to demonstrate how it is for tomorrow's technology, not yesterday's
- To get young people involved, give them the new tech to work with and they will come back
- First level training is on the ground, hands on, not a degree or diploma

Lisa Sweeney, AFTRS:

- AFTRS courses can be funded by CBF as well
- They can be online delivered using Moodle system
- Focus is on content, not technology
- Radio production course- 6 weeks online, 5 hours a week
- We also have a longer content creator's course, develop talent -32 weeks online, Sylvia from TSIMA is doing course
- Learn to do a one hour program at end of course
- We understand Indigenous way of learning is unique, we have Indigenous trainers
- Also doing training for tomorrow's leaders

Neil Turner, PAKAM:

- I'm one of the 10% non-Indigenous, but we already exceed the 90% Indigenous at PAKAM; Until recently I was the only whitefella, all other staff were Aboriginal
- I made the move from EVT /PY Media to PAKAM 22 years ago
- Have I failed by not getting someone to take over my job after all these years?
- Local management skills are not there. We need to look at those roles- managers, producers and trainers are often whitefellas in remote organisations
- EVT policy was 'black hands on cameras', I still live by that policy today
- There is still a gap in management and technical area- very hard to get Indigenous staff in these areas
- We have to roll out new tech equipment- this requires the manager to have technical knowledge

Pauline:

- The new industries- archiving, web/PR person, techs, community journalists
- How to keep people working in community orgs

Victor:

- Adelaide is the only capital city without an Aboriginal radio station
- There is no spectrum available
- We're training up so we can start working once we get the full-time station

Tanya:

- The regional, remote, emerging initiative is our way of getting money out to remote orgs to provide employment opportunities and production skills development
- Want to work out how to keep consistent production from those orgs- keep people working
- We need to work better with education institutions, help people to stay in community to learn and then produce content

Giordana:

- Transferability of skills is critical in training– every org uses different platforms and software across the country
- Our focus is on content, how to tell stories, not as much about the technology
- Story has to exist in different places

GMan:

- BIMA has a training course here in Brisbane for techs, really good, but where else are techs learning?
- We need good branding to engage the community, get them wanting to work in our orgs
- Need a voice for the community, getting out and about in the community
- Our staff are often doing multiple roles, trainer, managers, techs, broadcasters- need to be multi-skilled
- Some people don't want to move up to being Managers, may just want to stay with broadcasting
- Dropout rate is high among trainees
- We're not community broadcasters, we're Aboriginal broadcasters, it's not based on volunteerism, but employment

Pauline:

- IRCA's role is to lobby for better award rates
- How do you both do your job and train people to shadow you?

Neil:

- I was the only whitefella out of 20 employees
- We can still only pay RIBS broadcasters \$20.87 an hour at 20 hours a week based on NJP program rates, not a viable job without the CBF funding as top-up
- Need a new RIBS employment package
- Some of our stations are already capitulating to the 90% employment rate. PRK has replaced its manager with an Indigenous manager who only has a couple of years of Batchelor training. It's very difficult to take on management role with limited training and experience.
- Need to bring people into assistant roles to learn on the job, but no funding for this.

Pauline:

- Doing budgets and computer work isn't sexy, how to get young people involved?

Lisa:

- We focus on helping young people to stay in community and do their work

- We ran the drone workshop at last year's festival in Irrunytju
- Dropout rates from studying is not just an ATSI issue. The dropout rates of white kids in uni is also very high, we need different models of training today.
- Older generation need to support kids to take on training
- Management jobs can be creative, leading creative teams, it's not just budget and pen pushing.

Giordana:

- The two Indigenous RTOs BIMA and Goolarri Media are working in a number of the First Nations radio stations, we try to fill gaps, not overlap. We also work with Indigenous broadcasters at community stations.
- CMTO approach is we come to you for pathways training, using your equipment
- We apply for CBF funding on behalf of orgs that want training
- Applications for CMTO training open in March- a trainer can come to you, not you come to us, or we can help train the trainer

Lisa:

- AFTRS also train to professional level, ready for work in mainstream media
- We have 2 Indigenous trainees of 13 in class (including ex Koori radio broadcaster)

Pauline:

- There is a relaunch of a women's cadetship program again at ABC. Do you think a quota of cadetships is important to help support the community?

Tanya:

- Management can be a sexy thing
- We at NITV have evolved, now we have 70% ATSI employment at NITV out of 60 employees
- We get \$15m funding, but leverage this to get other funding agencies to invest in projects- getting about \$24 million investment total
- About 5% Indigenous content on SBS
- I am Chair of Media RING- keen to get more cadetships, fellowships, scholarships etc, increase Indigenous employment in mainstream media too
- We need to look after people doing cadetships, build in cultural safety, not just send to city and leave to fend for selves

Dot (from audience):

- Training- We need to train people into management, but most people want to stay in the creative roles
- The knowledge transfer needs investment- this needs time for development

- Screen Australia has developed an initiative for First Nations producers
- CMTO training- need to be mindful of travel costs to conduct training in communities, often RTO loses out to deliver in remote communities under CBF funding model

Jodie, Ngaarda Media (from audience):

- We did Hipbone Sticking Out, John Pat story with Big Hart at Roebourne- they got a lot of funding but not much came to our community
- We want to teach our mob to produce our stories in our communities, to do it in our language, to include cultural awareness
- We have been trained until the cows come home, but then no follow up with employment
- Our histories are locked up in UWA which is no use to us
- Non-Indigenous people come to our communities, take all the facts and figures away
- Whitefella anthropologists: It's all about them, their career, their job, their super. We are trained and knowledgeable in our own rights, we are still fighting for country, training, jobs.

Neil:

- You can make your own productions. PAKAM can help you.

GMan:

- We don't want to keep training people without jobs to go to.

Panel Bios:

Neil Turner BA Hons. Dip Ed. TAE

- Ten years co-ordinator of Pitjantjatjara Yankunytjatjara Media Association 1985 -1996.
- Fluent speaker and interpreter of Pitjantjatjara/Yankunytjatjara.
- Pilbara and Kimberley BRACS Co-ordinator / PAKAM Manager 1996 – present
- Producer of “BRACS – Fighting Fire with Fire” 1995, “Nyawa Kulila Wangka – Look, Listen Speak” 1997, “Kurrarikatjanu” 2013, “Tjawa Tjawa” 2015, “First School at Middle Beach 2016”, “Whirlpool” 2016 and numerous other community television productions for both PY Media and PAKAM 1985 – present.
- Writer of National Report on the Broadcasting for Remote Aboriginal Communities Scheme for NIMAA 1998.
- Member of NITV Working Group 2005-6.
- Recipient of the Mr McKenzie memorial award for Contribution to Remote Indigenous Television 2014.
- Secretary of ICTV 2015 - present

Lisa Sweeney: AFTRS Program Leader, Radio

Lisa Sweeney began her media career in newspaper journalism and moved to radio a few years later following a stint as a comedy performer.

Lisa's first role was as a helicopter traffic reporter at 2UE. She stayed with the station for many years and worked on the production teams of some of the biggest names in the radio industry including Alan Jones and John Laws. She was also a prime time newsreader and editor. Lisa then joined the ABC, where she worked in various news roles before moving into management. She managed radio stations at first, then moved back into news where she managed radio and television news across the country including the flagship 7PM TV News in each state plus all the radio news output - 500 journalists in 50 locations.

Lisa joined the Radio Division of AFTRS as Head of Radio in 2011.

Gerry Lyons, aka Gman, had a long tenure as the Radio Manager at CAAMA in Alice Springs, working in live broadcasting and training in remote communities. Gerry moved to Alice Springs in the mid-1980s and was also a volunteer at community radio station 8CCC in Alice Springs, before he was engaged permanently as Program Manager and drive time announcer at CAAMA. He was recognised as Centralian of the Year for his work in remote radio in 2016. He is currently Station Manager for 3KND in Victoria.

Giordana Caputo is the CEO of the Community Media Training Organisation, a registered training organisation which delivers nationally recognised qualifications to community broadcasters in Australia. Giordana specialises in the delivery of outside broadcast and features production training. An experienced broadcaster, producer, journalist and trainer, Giordana delivers training for stations in NSW, including Koori Radio. She is the current Executive Producer of the CBAA's National Features and Documentary Series and a former station manager of Brisbane's 4ZZZ.

Tanya Denning Orman has nearly a 20 year career in the Australian media spanning subscription and free-to-air television development, production and broadcast. Most recently Tanya has held the position of Channel Manager for Australia's Indigenous channel National Indigenous Television (NITV) a division of Special Broadcasting Service Corporation (SBS). Tanya manages a team of 50 + staff to deliver all aspects of the channel. She is responsible for the growth of and day to day management of NITV including editorial oversight, broadcast operations, programming, production, commissioning and NITV-produced news and current affairs programs. A core achievement of Tanya's work at SBS has been to successfully lead NITV through a period of rapid change, from a small subscription-based channel into a respected and trusted national free-to-air media brand within a challenging climate of changing technology and emerging platforms.

She started out in community radio. I grew up in Central Queensland – I am Birri and Guugu Yimidhirr from North Queensland – passion for journalism, passion and Karaoke

Victor Weetra, Nunga Wangga

Victor Weetra is a Narunga Man from Point Pearce who has been working in radio since 1998. Victor is currently producing and panelling for Radio Adelaide 101.5 Nunga Wangga and Yarnin' Country. Currently completing cert 4 in audio production. Victor is passionate about radio, music and stories.