



The National Ethnic and Multicultural
Broadcasters' Council

ANNUAL REPORT

2011-2012





NEMBC Executive Committee

President: Tangi Steen (SA)
Vice-President: Victor Marillanca (ACT)
Treasurer: Joe De Luca (NT)
Secretary: Cristina Descalzi (SA)
Werner Albrecht (ACT)
Nick Dmyterko (QLD)
Osai Faiva (NSW)
Nikola Nikolich (WA)
Luigi Romanelli (TAS)
George Salloum (VIC)
Ekaterina Loy (SA)
Irene Tavutavu (Qld)

Youth Standing Committee

Convenor: Ekaterina Loy (SA)
April Adams (QLD)
Kenneth Kadirgamar (NT)
Nikhil Wable (ACT)
Edgar Tan (Vic)
Hui Lin Tan (WA)
Joseph Vuicakau (NSW)
Alphonse Toussaint (TAS)

Womens Standing Committee

Convenor: Irene Tavutavu (QLD)
Luseane Astle (ACT)
Anthea Sidiropoulos (VIC)
Jaya Srinivas (NT)
Fipe Nasome (NSW)
Cristina Descalzi (SA)
Karina Ceron (TAS)
Dana Popovich (WA)

NEMBC Secretariat Staff

Executive and Policy Officer: Russell Anderson
Project Officer's: Hsin-Yi Lo & Rachael Bongiorno
Communications and Membership Organiser: Bec Zajac
Administration Officer: Clemmie Wetherall
Bookkeeper: Rod Borlase

Honorary Executive Director:

George Zangalis (VIC)

NEMBC Contact Details

PO Box 1144
Collingwood VIC 3066
Phone: 03 9486 9549
Fax: 03 9486 9547
Email: admin@nembc.org.au
Website: www.nembc.org.au

**The Annual Report was prepared by
Russell Anderson
Executive and Policy Officer**

President's Report	4
1. NEMBC Profile	6
2. Advocacy and Multiculturalism	7
2.1 Lobbying	7
2.2 Speaking to Government	7
3. NEMBC Strategic Plan	9
4. Submissions and Funding	10
5. Networking and Strengthening Profile	11
5.1 Sector Broadcasting Meetings	11
5.2 Making Connections	11
5.3 Partnerships	13
6. Communications	13
6.1. The Ethnic Broadcaster	15
6.2 Website	15
6.3 Annual Report	15
6.4 eBulletins	15
6.5 Other Publications	15
6.7 Marketing and Communication	15
7. Membership	16
8. Youth and Women's Activities	17
8.1 Youth and Women's Activities	17
8.2 Youth Activities	17
8.3 Youth Committee	18
8.4 'Engaging Youth' NEMBC Conference Workshop	18
8.5 3ZZZ	18
8.6 QLD Youth Media Forum 2012	18
8.7 Women's Activities	19
8.8 Advocacy and Networking on Youth and Women's Issues	19
9. New and Emerging Communities	20
9.1 Engaging Communities Booklet	20
10. Projects	20
11. Training	20
12. Digital Radio and New Technologies	20
13. Conferences	21
13.1 NEMBC Annual Conference	21
13.2 Other Conferences	22
14. Committees and Governance	23
14.1 Committee and Governance	23
14.2 NEMBC Sub-Committees	23
14.3 NEMBC AGM	23
15. Administration and Staffing	24
Financial Report	25

Malo e lelei (Greetings to you in Tongan)

I am pleased to present this Annual Report, which outlines the many activities of the NEMBC from July 2011 to June 2012.

When taking on this role as President, in November 2011, I saw in front of me a mammoth task. To help understand this task I want to draw your attention to the origin of a Tongan saying 'toa fotu loi'. When Tongans used to sail the seas from one island to another, they looked out for significant landmarks or signposts. On the island of 'Eua, 17.5km south-east of the main island of Tongatapu, one of the signposts are the Toa trees (Casuarina Equisetifolia).



The sighting of the Toa trees was used as an indication of the approximate distance and travel time taken to the island of 'Eua from Tongatapu. First time travellers, upon sighting the Toa trees, they would immediately assume that there were many trees on the shoreline; however, when they got closer they realised there were only a few trees, in fact 3 in total. Here lies the origin of the Tongan saying 'toa fotu loi' (fotu loi means deceiving); the Toa trees appear to cover an overwhelmingly large area from a distance, but in reality and at close proximity they do not.

What appeared initially to be a mammoth task of managing NEMBC's operations and governance practices, strengthening and building relationship with stakeholders, members, sector bodies, and ensuring that the Secretariat and various committees work collaboratively and autonomously, was in reality not that huge. Why? Because the staff and committee members have worked hard together and will continue to do so to make the unmanageable more manageable, the uncontrollable more controlled and the divergent more focused.

In the first six months of my Presidency (covered in this report), the NEMBC has been progressive in its approach and practices, professional in its business dealings internally and externally, productive and responsive through its evidence-based principles. I, at the helm, cannot undertake this role alone, but as a collective we are making a better impact in changing our cultural practices not only at an individual level as directors of the Board, but also at an organisational level as a progressive body. With the experiences that I have so far as President, my view of the future can be summed up by the words of American journalist William Allen Whyte 'I am not afraid of tomorrow, for I have seen yesterday and I love today'.

Core Functions and Activities

I would now like to briefly report on what we have achieved in terms of our core functions, strategic objectives and finances.

Lobbying and advocacy work are core functions of the NEMBC. After successfully lobbying for new funding from the federal government, the NEMBC is now evolving its strategies and broadening its lobbying activities. Funding Strategy Group meetings occurred to develop a whole of sector approach.

The NEMBC has been active in 'speaking to government', for example, the NEMBC provided a very thorough and detailed submission on multiculturalism to a federal government inquiry. The NEMBC followed this submission with a public hearing address and a supplementary submission. This work highlighted concerns that the NEMBC has about high levels of vilification in the mainstream media and how this is contributing to racism in Australia. Another core function is to grow our membership. This has been achieved, with an increase of 83 members from the previous year to reach a total of 613 members.

Our strategic plan has guided us in creating partnerships, running projects and improving our own governance. Partnerships have been created with training and multicultural organisations and this year we commenced a partnership with the Federal Human Rights Commission. Through partnerships, the NEMBC has helped to run successful training projects including the very visible eChamps at the NEMBC Conference. The Next Generation



The President's Report

Media (NGM) training stimulated young people to become involved in community broadcasting leading to a new program. A highlight was one of the young participants gaining employment as a CALD radio coordinator at 3CR. The NGM training created unique partnerships with the Centre for Multicultural Youth and SYN-Media (90.7 FM). SYN was so inspired by the project that they employed an Access Coordinator to generate more cultural diversity at their station.

Governance for the organisation has been improved with the development and finalisation of a Board Charter. The Board Charter was developed over three workshops. The workshops were an important process in creating a stronger and more focused Executive Committee. Professionalising the organisation has resulted in modernising work practices and recognizing Awards for the staff. This also minimises risk for the NEMBC.

Communications has improved; the Ethnic Broadcaster is receiving prominent contributions and creating in-depth analysis, serious discussion and debate. It is recognised as a serious journal, and is being mentioned in universities. Facebook, eBulletins and more recently Twitter have been used effectively to communicate with members, stay in touch with stakeholders and connect to politicians.

Financial Report

The NEMBC's finances are in good shape. The audit processes with Merit Partners went well, with the financial reports delivered on time. Merit Partners have been extremely professional. Our new book keeper Mr. Rod Borlase played a very active role in producing the financial reports and has been 'value adding' to the organisation.

The operations of the financial year for 30 June 2012 actually showed a \$6,351 surplus. However, while making a small surplus the 'Prior Year Adjustments' of \$30,659 meant a deficit of \$24,308. This Prior Year Adjustment breakdown is really about the NEMBC becoming more accountable and responsible in its finances. The breakdown of the deficit is to do with old invoices unaccounted, and because they are recorded as a surplus previously they need adjustment for this year. The other part of this deficit is a response to recognising our Award rates for staff and being responsible for back pays.

The deficit for the year is what is known as looking after a 'rainy day'. The NEMBC has been acting financially responsibly in the last four years by making a steady surplus for a rainy day. The NEMBC is always very prudent with its spending and is responsible and forward thinking to maintain a small surplus.

Working hard – together

On behalf of the Executive Committee, I wish to express my appreciation and acknowledgement of the work of the NEMBC Committees, Officers, Executive and Policy Officer and the staff of the Secretariat, and the Honorary Executive Director. I thank you for your contribution and valuable service to ethnic community broadcasting and to its peak body the NEMBC. Most of all, I thank you the members of the NEMBC, without whom we wouldn't be here today.

Malo 'aupito (Thank you very much in Tongan)

Tangi Steen
NEMBC President



1. The NEMBC Profile

Ethnic community broadcasters play a very important role in building and maintaining a harmonious and successful multicultural society. Broadcasters provide essential information and cultural services to communities across Australia. Recent surveys reveal that in an average week, the sector produces over 2,000 hours of ethnic radio programs and broadcasts in over 100 languages.

The key role of the NEMBC is to promote and represent the interests of ethnic and multicultural broadcasters in Australia, to advance the development of a harmonious multicultural society, and to eliminate racism. The NEMBC represents thousands of ethnic broadcasters throughout Australia. In every capital city there is a large ethnic community radio station, not to mention the dozens of community radio stations in urban and country towns that host ethnic and multicultural programs. There are 130 community radio stations that broadcast ethnic or multicultural programs. Not only does multicultural radio facilitate cultural and linguistic continuity and create a space for self-representation, belonging and inclusion in the community, but it also works towards strengthening multiculturalism and countering stereotypes.

The NEMBC develops policy and strongly advocates for multiculturalism and multilingualism. It lobbies the federal government for the funding of ethnic programming, training, and the development of women's and youth broadcasting and broadcasting for emerging and refugee communities.

The NEMBC's membership is made up of approximately 600 radio program groups, speaking over 100 different languages, within the 130 radio stations broadcasting multilingual programs around Australia.

The NEMBC also engages a large audience with its quarterly publication, *The Ethnic Broadcaster Journal*, which is distributed Australia-wide to stations, who then distribute it to the extensive membership. The Journal is distributed to over 600 organisations.

The annual conference provides an opportunity for the NEMBC to collaborate and communicate with its membership, making the NEMBC a truly representative peak body for multilingual and multicultural community broadcasting.

Community radio encourages a creative, representative and participatory media sector that provides an alternative to mainstream media and values community interests, needs and local culture. The NEMBC recognises this and actively supports the unique service of ethnic and multicultural community broadcasting.

The community radio sector has become a major producer of locally relevant and special interest programming (Indigenous, Ethnic and Radio Print Handicapped (RPH)) that would otherwise have to be provided by the ABC and/or Special Broadcasting Service (SBS) at a much greater cost. A simple comparison of the relative cost structures in Non-English Speaking Background (NESB) radio production between SBS and the community radio broadcasting sector drawn from a 2006/07 Community Broadcasting Foundation (CBF) report illustrates this point: SBS received \$21 million and ethnic community radio services received \$2.7 million in 2006/07. Ethnic community broadcasters produced 80% more programs than SBS. The average cost for a single program on SBS was over fifteen hundred dollars while an ethnic community radio program costs under \$40.

The Strength of Community Radio

The community radio sector fulfils an enormous role in the media sector in Australia—approximately 7.5 million Australians tune in to community radio each month. Being such an accessible form of media, community radio is a powerful medium for communication and representation. The 2008 McNair National Listener survey shows that:

- 27% of Australian radio listeners (4.5 million) listen to community radio in a typical week. Community radio has an estimated monthly national radio audience reach of more than 7 million and national television audience reach of 3.6 million.
- 78% of long-term licensed stations are located in rural, regional and remote areas.
- 150,000 Australians financially support free-to-air community radio services as subscribers or members.
- 4% or 716,000 Australians listen to community radio exclusively.
- Since 2004, community radio listenership has increased by 20%
- Despite the huge disparity in the resource base of the community radio sector and its national and commercial counterparts, the community radio sector achieves a collective national average weekly audience that is 60% of that of the ABC & SBS combined and 42% of that of the commercial radio sector.
- There is considerable potential to develop community radio listenership further as only 71% of Australians aged 15 or above are aware of community radio.

¹ 'Community Radio National Listener Survey' McNair Ingenuity Research, Sydney, July 2008. For more information www.cbonline.org.au



2. Advocacy And Multiculturalism

2.1 Lobbying

The NEMBC carried out a vigorous campaign in support of the sector's claims and more specifically, for an increase in content funding. The outcome of this campaign included a significant increase in funding for program making and the establishment of a new content development fund. The NEMBC has spent time and effort to explain, and indeed stand up for, the honoring of the sectors joint submission to the Government. In the process of lobbying the NEMBC was able to involve many of its affiliated stations and members as well as important sections of the broader multicultural communities and politicians from political parties.

A significant gain for the NEMBC during the recent campaign has been the recruitment of 'Ambassadors', leading Federal politicians from both sides of Government who have given their support to NEMBC lobbying activities. The NEMBC also took steps to engage with the ALP, the Coalition parties and the Greens to discuss their platform and policies on community broadcasting and particularly ethnic and multicultural broadcasting.

The December 2011 Labor Party Conference was attended by the Honorary Executive Director (HED) and with the support of Ambassadors and others, motions were put forward to include a stronger wording for ethnic and multicultural broadcasting in the Labor Platform for community broadcasting.

Sector collaboration saw the re-forming of the Funding Strategy Group (FSG) which held meetings on 18th May and then again on the 25th and 26th of June. The FSG are the meetings of the sector bodies: CBAA, AICA, RPH, CMA and for the first time, the Australian Community Television Association (ACTA) joined the group. The FSG plans the activities and submission to lobby and influence the federal budget. A Sector Submission is prepared by the group and sent to government in August each year. The NEMBC put together its part of the 'bid' asking for \$2.35 million, additional funds which consisted of:

- **Content Funding:** Additional funding support is sought for specialist content production of \$1.8 million — this is the shortfall from the previous Sector Funding Submission (SFS) for \$2.3m for Ethnic Community Broadcasting.
- **Digital Spectrum:** Funding support is sought for expansion of programs to broadcast on the digital spectrum: \$200,000 annually.
- **Refugee and New Emerging Communities:** Targeted and Content Funding support for Refugee and Humanitarian settlement and new and emerging communities \$100,000
- **Skills and Training Development:** Funding for ethnic specific broadcasting training \$250,000 annually.



2.2 Speaking to Government

Inquiry into Multiculturalism: The NEMBC's Submission to the Inquiry into Multiculturalism was completed in September 2011. The submission is a very comprehensive document worthy of a peak body, it's a very detailed and significant submission and policy document for the NEMBC. The submission is on the government website for perpetuity and can be viewed and downloaded at: www.aph.gov.au/house/committee/mig/multiculturalism/subs.htm

Parliamentary Public Hearing by Joint Standing Committee on Migration: Wednesday 26 October 2011, Parliament of Victoria, 55 St Andrews Place East Melbourne. As a result of the multicultural submission, the NEMBC was invited to attend the parliamentary hearing on the Inquiry into Multiculturalism. Russell Anderson attended as the Executive and Policy Officer (EPO) from the NEMBC and George Zangalis in his capacity as 3ZZZ Secretary. The hearing went well, there was a small presentation from George Zangalis and the full presentation and questions lasted for 45 minutes. While there were a number of important points raised about ethnic community broadcasting and the

need for it to be strengthened, the other significant issue raised was about how vilification in the mainstream media is creating a breakdown in social cohesion, and that while freedom of expression is important, there should be stronger use of the existing media regulations in holding those to account for spreading vilification — particularly tabloid commercial newspapers and radio 'shock-jocks' — against certain sections of the community. The Hansard report is available on: <http://www.aph.gov.au/hansard/joint/commtee/j404.pdf>

Natural Cultural Policy: – Department of the Prime Minister and Cabinet- Office of the Arts, 21st October 2011: The NEMBC made a submission to the Natural Cultural Policy, the main points in the submission were: a new National Cultural Policy needs to address the changes that have occurred in migration, recognise that there is growing diversity and respond with more opportunities for active and meaningful participation from diverse members in society.

2. Speaking to Government

Recommendations:

- Stronger recognition of the multicultural and multilingual community broadcasting sector as a positive vehicle for the dissemination and development of cultural and artistic expression in a multicultural Australia.
- Supporting community radio and public discourse from diverse voices will encourage active participation from all sections of society, innovation and economic productivity. It will reduce the marginalisation of cultural communities by supporting social cohesion in an increasingly diverse and cosmopolitan society.
- To increase and strengthen networking and distribution opportunities for artists and their work, providing improved communication and marketing opportunities.
- With the advent of new technologies there is a real opportunity to create a centralised music resource library. This would allow for language programs to share and network music and provide promotion of multicultural music from both established and new emerging artists

The Victorian Government invited the NEMBC for feedback on their state policy and the Honorary Executive Director, George Zangalis, was interviewed by them.

Malaysian Refugee Submission: The NEMBC was invited by the Standing Committee on Legal and Constitutional Affairs to formulate a submission on the ‘agreement between Australia and Malaysia on the transfer of asylum seekers to Malaysia’. The NEMBC submission was sent and on 11 October 2011, the report into our submission was tabled in the Senate Chamber. For more information, please follow the link to an online copy of the report available: www.aph.gov.au/Senate/committee/legcon_ctte/malaysia_agreement/report/index.htm

A Supplementary Submission was made to the Inquiry into Multiculturalism

that further highlighted the concern the NEMBC has about the high levels of vilification and flagrant attacks on refugees and asylum seekers in commercial talk-back radio and tabloid publications. This skewed coverage of Australian society in the mainstream media does not encourage the level of understanding and ‘equal dialogues’ between diverse communities, which are essential for a successful multicultural society. The Submission outlined high profile cases of racism in the Australian media and included in the Submission was the article from Professor Matthew Ricketson from the University of Canberra on the Finkelstein Inquiry. The main recommendations were:

- Cases of racism in the media should be: responded to in a timely manner, dealt with appropriately and indeed more severely, and especially when a case of racism reaches a large portion of the population. An overarching multicultural policy and appropriate processes should apply to make this a reality.
- The establishment of a new media regulatory body for all media platforms; both options suggested by the Convergence Review and the Finkelstein Report should be considered however the option proposed by the Finkelstein Report—a News Media Council funded by government with arms-length guidelines and safeguards—will mean a more accountable and sustainable new regulatory body.
- Codes of Practice need to be adhered to and media outlets should uphold high standards of reporting and act promptly to right any wrongs in their practices. An overarching multicultural policy should point to these standards and codes as being important in maintaining a harmonious and multicultural society.
- A multicultural policy should look at improving standards and media practices with a view to strengthening training on multicultural issues and developing better cross cultural communication. Once a breach has occurred most compliance requirements involve further training—prior training would be a more desirable approach.



3. NEMBC Strategic Plan

The NEMBC continues to work through its Strategic Plan and, each year, it has developed the Operational Plan based on its seven main objectives. The Executive Committee endorses the Operational Plan each year and this is included in the funding Sector Coordination Submission to the Community Broadcasting Foundation. Reporting on the Operational Plan occurs through the acquittal process with the CBF.

The seven Strategic Objectives, followed by the Strategies for achieving those objectives are:

1. Grow & provide quality services to NEMBC members

- Better Communications and Services
- Website and IT Development
- New IT development

2. Strengthen profile, presence & influence through alliances and networks

- Networking
- Partnerships
- Identify Funding

3. Grow development, research, policy and advocacy in multicultural broadcasting

- Advocacy
- Policy Development
- Research
- Projects - Establish new projects to build and grow the organisation

4. Provide leadership to our communities in new technologies

- Technology Leadership Role - Proactive in activities using new information and communications technologies
- Development and Research
- Information & Education

5. Professionalise NEMBC governance

- Develop a Board Charter
- Revise and improve the Constitution
- Board Professional Development - Provide professional development and governance training for Executive Committee
- Communications - Establish mechanisms that improve the effectiveness of governance communications
- Governance & Representation - Define the roles of state based representative and activities

6. Strengthen secretariat

- Procedures and Policies
- Update the Procedures and Policies Manual
- Work Place - Negotiate an Enterprise Bargaining Agreement
- Human Resources Development and improvement
- Staff Professional Development
- Secretariat Development & Planning - more opportunities for staff especially the EO for networking and visiting stations

7. Communications Strategy

- Improve the Branding and Public Image of NEMBC

4. Submissions and Funding

4. Project Funding & Submissions

The NEMBC's strategic plan identifies the importance of applying for funding to raise the profile of the NEMBC and develop the organisation's capacity to deliver a better service to the members. Submissions for funding involved:

Settlements Grants to Department of Immigrations and Citizenship (DIAC): The NEMBC is developing a number of policies so that it can re-apply for the Settlements Grant submission to DIAC. The four policies are: Client Service Charter, Risk Management, Code of Conduct and a Grievance handling feedback procedure. The application was made in February 2012.

AMRAP Ambassador: The NEMBC made an application on the 9 December 2011 for funding to the Victorian Multicultural Commission for the AMRAP Ambassador position.

Next Generation Media: This was a 7 month media project aimed at creatively engaging more cultural and linguistically diverse (CALD) young people in community broadcasting. Participants received training in Leadership, Introduction to the Media (including introduction to ethnic community broadcasting) and Radio Broadcasting. The project is unique in its collaborative approach in terms of the number of agencies involved, networking together and sharing resources, skills and expertise. Collaborating with the NEMBC in the project are the Multicultural Youth Centre and SYN Radio with support from 3CR and 3ZZZ. The successful grants were, City of Yarra \$11,000, The Ian Potter Foundation grant for \$30,000, TGAC for \$25,000 and EGAC \$15,000.

State Based Forum: There is a policy to have regular state-based forums in each state and territory. These forums seek to bring broadcasters from a number of stations together to share and learn from each other and develop their skills and knowledge. This meeting opportunity also seeks to form a sub-committee in each state that can support the NEMBC Youth or the NEMBC Women's Committee representative. These state based forums would also be an opportunity for the NEMBC to widen its membership base and show that the NEMBC can work effectively with the local stations and provide broad services to its members. A grant application for \$4,000 was successful to hold a state based forum in Brisbane in early 2012.

eChamps accredited training project to train 10 multilingual broadcasters in social media. The eChamps operated as a team at the 2011 NEMBC annual Conference and were responsible for communicating and making the conference 'live' via Facebook, Twitter, a Blog and YouTube. This encouraged dialogue and discussion from others who could not attend the conference. The eChamps ran a workshop at their radio station in regards to digital, social media and multimedia.

A second eChamps submission was made to CBF but this time it focused on training eChamps from the regional and rural areas. Eight Rural eChamps attended the Queensland Youth Forum on the 14th of April; the eChamps were trained by Erin McCuskey from Yum Productions on how to use social media, blogging and podcasting. The eChamps acted as the roving reporters for the forum. They put their report and reflections onto the NEMBC blog page which can be followed through here: <http://nembc.org.au/nembcyouth12/>

These eChamps came from various backgrounds, including Chinese, Greek, Italian, Argentinian, Uruguayan, Swiss, Sudanese and Nepalese. Two of the 2011 eChamps, Aneel Mazhar and Tane Karamaina from Queensland were invited to speak about their experience as eChamps. They also spoke about multimedia opportunities at 4EB and how programmers can use social media to promote their radio programs. This was again a great project that addressed the need of young broadcasters on how to effectively use social media for their shows.

Lukuluku Special Projects Grant: A representative from each of the Tongan language programs will come together in Sydney for a one day training forum. They will be trained in understanding the relatively new multimedia platforms of podcasting and streaming and how to use an online facility (the NEMBC website) to upload and use the website as a communication networking tool. The Grant was not successful but an application was made for a Training Delivery Grant in 2012 and was successful.

Other grants which were developed and submitted, include:

News Digest Project: The application for a News Digest was submitted for an Online Development Grant on the 30 September. The plan was to employ one person to gather relevant news stories and email them to the stations/broadcasters in English. Cost associated would be \$25,000 salary and \$4,200 administration and \$800 for advertising the position. The grant was unsuccessful but the NEMBC has been asked to re-apply and ask for fewer funds with more focus on online development.

An automated Multicultural Online News Digest Project was thoroughly researched. The brief for the project was: A Multicultural News Digest that consists of an automated Blog and a news feed. The news feed sends out the 'highlights' of the day's news and allows hyperlinks back to the blog for more details. The news 'highlights' will be linked to Facebook and any other social media sites.

An Online Learning Aid for newly arrived communities and humanitarian refugees was developed and a grant made to OGAC. The training tool (a short 10 minute graphic animation and video to make it more accessible and engaging) was to assist service providers for recent arrivals in settlement in Australia. The training aid would be complimentary to the booklets produced by the NEMBC on the 'Value of Community Broadcasting'.



5. Networking And Strengthening Profile

The 2009 to 2012 Strategic Plan of the NEMBC is to 'strengthen its profile, presence and influence through alliances and networks'. The NEMBC continues to work corroboratively within the community broadcasting sector to advocate and create a positive environment for policy development and resource allocation. The NEMBC has been networking within the community radio sector, producing publications and has been presenting at, and attending many forums to advocate for ethnic and multicultural broadcasting.

While many of the forums that will be mentioned below were attended by the Secretariat in Victoria, the broader NEMBC membership and Executive Committee also meet and advocate within their own states, providing a national broad advocacy effect across Australia. This includes an Executive Committee member continuing to be actively involved in establishing an ethnic community radio station based in Darwin.

The NEMBC has an excellent working relationship with many like-minded organisations with reciprocal attendances at conferences, seminars, joint campaigns, events and festivals.

5.1 Sector Broadcasting Meetings

The NEMBC continues to be active within the Sector with the following meetings and activities:

Sector Project Consultative Committee (SPCC):

The NEMBC was represented at the Sector Project Consultative Committee (SPCC) meetings on September 2011 and 3 April 2012 in Sydney at the CBAA Offices. On 3 April main points were:

- AMRAP - refunding and projects
- CBOonline and the latest Stations Survey
- Report on the Digital Radio Project
- APRA Licencing: An additional agenda point was the new APRA licencing. David Sheils from APRA attended the meeting to explain the changes.

EGAC Meetings: The NEMBC reported to the EGAC meeting in October 2011 and again in April 2012. EGAC requested that guideline issues be investigated in relation to programs in regional stations to see if they could be given more support, which hopefully would give stations an incentive to work more effectively with their ethnic communities; that programs which played more music and less spoken content be funded, especially for aged communities. EGAC enquired whether the NEMBC had the capacity to do such research. Previous surveys of the sector have not had good returns, but other methods that could be considered include focus groups and rewards for participating. There may be scope for such research to be associated with regular NEMBC activities and mail outs.

An NEMBC and CBF introductory and planning meeting was held on the 23 March 2012 in Melbourne. This provided a good opportunity for the new Presidents, Peter Bachelor and Tangi Steen to meet. Points discussed were:

- Introduction and recent developments with the NEMBC and CBF
- Building better relations
- Communications and Consultation within the Sector
- Ethnic Grants Guidelines - particularly the latest inclusion of TV and online
- Funding Strategy Group (FSG) meetings
- NEMBC seeking direct funding

5.2 Making Connections: Forums, Meetings and Sector liaison

The NEMBC attended a range of meetings and was involved in a number of activities including:

The Scanlon Foundation presented their Mapping Social Cohesion report. Senator Kate Lundy opened the event and Professor Anthony Markus delivered a startling and slightly worrying trend of a movement, since 2007, towards a more xenophobic society – one that has less of a sense of belonging, more fear and more extremism towards issues such as 'boat people'. Around 60 people attended the event. The website has the full report <http://arts.monash.edu/mapping-population/>. Hard copies can also be ordered from the Scanlon Foundation.

UN Media Peace Awards: The NEMBC was an official judge for the United Nations Media Peace Radio Awards. Judging took place on the 25th of September 2011 and the NEMBC attended the dinner on the 21st of October 2011. The winner was the SBS program; 'Two Decades, Too Little, Too Late for Many: What became of the Royal Commission into Aboriginal Deaths in Custody'.

CBAA Judging Awards: The Executive Officer and President of the NEMBC were judges for the CBAA multicultural awards and the Youth and Women's Officer judged the CBAA Youth Awards.

Assisting Community Broadcasters: The Secretariat assists community broadcasters in a number of ways. For example, there was a request to start a Persian radio program in Sydney. The person had good contacts and a group had already received training from 2SER. The Secretariat spoke with Inoke Fotu Hu'akau from 2000FM and after a meeting the Persian group was able to establish a radio program.

AuSUD – Sudanese training Project with University of Melbourne and Centre for Advanced Journalism. The AuSUD is a 3 year ARC linkage project which is researching the media representation of Sudanese Australians as well as providing media training programs to increase the number of journalists from a South Sudanese background. Support from the NEMBC included:

5. Networking And Strengthening Profile

- Disseminating this opportunity for free journalism training for Sudanese Australians
- The NEMBC gave a number of presentations at workshops on community broadcasting at the training sessions so that participants can continue their media involvement after the project ceases.

The input from the NEMBC was well received and advice to interested participants has continued.

National Anti-Racism Strategy: The NEMBC explored ways to partner with the National Anti-Racism Strategy. A meeting was held with the Racial Discrimination Commissioner, held on 25 of May to discuss partnership and opportunities such as contributions to the Ethnic Broadcaster (EB) Journal and the participation in the NEMBC conference. The Australian Government committed to developing a National Anti-Racism Strategy as part of Australia's multicultural policy, "The People of Australia". The Strategy was launched in 2012 and implemented between 2012 and 2015. NEMBC will continue its involvement with the anti-racism strategies.

Youth participation in the National Anti-Racism Strategy: The NEMBC (the EPO, Ekaterina Loy and Edgar Tan) attended a roundtable discussion on youth engagement for the National Anti-Racism Strategy in May 2012. Youth engagement is a core area of focus for the National Anti-Racism Strategy. The aim of the Strategy is to promote a clear understanding in the Australian community of what racism is and how it can be prevented and reduced. The purpose of this meeting was to:

- Brief people on the progress of developing the National Anti-Racism Strategy
- Seek views about how to address the challenges of talking about racism with young people, and
- Identify an appropriate strategy for youth engagement which will achieve the aims and objectives of the National Anti-Racism Strategy.

MINDFRAME Roundtable Meeting in Canberra: 'Suicide Prevention Roundtable' 6 March 2012. Werner Albrecht NEMBC board member and ICMS broadcaster attended the Canberra Roundtable. At the March 2011 meeting of the Australian Suicide Prevention Advisory Council (ASPAC), the Minister for Mental Health & Ageing, the Hon Mark Butler MP, highlighted the issue of media reporting of suicide and the wider public discussion of suicide. Prompted by significant public discussion of these issues and following recommendations in the Senate Community Affairs References Committee report, The Hidden Toll: Suicide in Australia, to review the Mindframe guidelines for reporting suicide. The Minister has asked ASPAC to convene a roundtable discussion involving key stakeholders.

The objectives of the roundtable were to inform future activities around media coverage of suicide, including the implementation of the Mindframe project.

The NEMBC continues to explore linkages with SBS and met with the new Program Director at SBS, Mandi Wicks. Ms Wicks replaced Dirk Anthony who was very active in developing links with community broadcasting. The NEMBC looks forward to maintaining and strengthening those links with the public broadcaster. The NEMBC produced a submission for SBS's program review: The NEMBC received positive feedback from SBS about its submission (presented on the 30th of April). SBS took into consideration points which included a humanitarian and refugee criteria.

The NEMBC is exploring a partnership arrangement for developing a marketing and lobby campaign with Lee Hubber from Spots and Spaces. Meetings occurred to strategise which will lead to the Executive Committee considering the plan.

Victorian Ethnic Broadcasters' Forum ECCV: This was a forum held by the radio stations in Victoria at the ECCV. The aim was to gather Victorian ethnic broadcasters to meet and discuss what is happening around community radio stations and what are the outstanding issues that need to be addressed i.e. getting young people involved in community broadcasting and training issues. The NEMBC was represented at the Forum and was able to respond to many technical questions in relation to the sector and particularly lobbying and demographics.

Community Languages Australia (CLA): Training sessions have been planned for language teachers on how they can engage more students in community language radio programs. The relationship between CLA and NEMBC has developed which has resulted in an increase in cross promotion of opportunities between the organisations.

Centre for Multicultural Youth (Sunshine office) – Unite for Justice Program: In light of the project partnership between NEMBC and CMY, the YWO was asked to run a media workshop with another CMY program, Unite for Justice. This program is for year 9 students in Melbourne's outer Western Suburbs, which have a large migrant population. The program covers: Leadership Skills and Styles, Communication Skills and Styles, Team Building, Conflict Resolution Values and Attitudes and Stereotypes. The workshop was well received and the YWO was asked to join the Youth workers Reference Group for the Western Region.



5. Networking & Strengthening Profile

5.3 Partnerships

A number of partnerships were developed:

Next Generation Media (NGM) Project has provided a unique partnership opportunity between the NEMBC, Centre for Multicultural Youth and SYN Media. The collaborative approach is rare in terms of the number of agencies involved, networking together and sharing resources, skills and expertise.

In fact, this is the first time such a coordinated approach has been applied to CALD youth, and therefore the results of the project will be shared with the community radio and multicultural sectors through a report outlining a model of best practice. As CMY is the leading state agency advocating for young people from refugee and migrant backgrounds, like the NEMBC, it has a wide state and national network through which to disseminate the report of the project. Through the report, at the conclusion of the project, Next Generation Media can be used as a model to be repeated on a national or state based level that can encourage community radio stations and community organisations servicing CALD youth to collaborate on a media project and share resources and expertise.

Next Generation Media has also proven to be an excellent tool to encourage networking and communication with Radio stations, community organisations and relevant government departments. The Youth and Women's Officer promoted NGM to the following Radio Stations and Organisations:

- Radio station liaison with: 3ZZZ, 3CR, 3SER, Plenty Valley Radio, Melton 979 FM, Sunshine and SYN Media and advertised nationally through email, Facebook and Twitter.
- Community Service Announcements were played on 3ZZZ, 3CR, SYN Media and 3RRR.
- Organisation liaison with: Footprints enterprises, MMYM, Fitzroy Learning Network, Spectrum MRC, Victorian Immigrant and Refugee Women's Coalition (VIRWC), RISE refugees, survivors and Ex-Detainees, Victorian Arabic Social Services, DIAC, Municipal Association of Victoria,

Multicultural Arts Victoria, Western Young People's Independent Network (WYPIN), Ethnic Communities Council of Victoria, Sudanese Lost Boys Association, African Think Tank, Homeground, South Eastern MRC, North Western MRC, New Hope Foundation, Department of Justice (Multicultural Unit), Islamic Women's Centre for Human Rights, City of Whittlesea (Youth Services), City of Monash, City of Yarra, City of Moreland, City of Maribyrnong, City of Darebin, Islamic Council of Victoria, Hotham Mission Asylum Seeker Project, Asylum Seeker Resource Centre, Australian Red Cross, Footscray Community Arts Centre and Centre for Poetics and Justice.

The LukuLuku Project: (details explained in training) was a partnership project concept between the NEMBC, 5EBI, 2000FM and 16 Tongan radio programs around Australia. A partnership will be developed with Diversitat for the Lukuluku project; Diversitat is the RTO in Geelong at the Pulse Radio.

Victorian Women's Lawyers: The Youth and Women's Officer assisted the Lawyers group linking in with community radio stations across Victoria which produce programs for newly arrived communities. This provides important legal information through the Migrant Legal Information Project. They are keen to strengthen this relationship with the NEMBC.

National Anti-Racism Strategy: The NEMBC explored partnership and 'enabling' opportunities with the Federal Human Rights Commission and partnership contributions will be the EB Journal and the participation in the NEMBC conference. NEMBC would explore how it could become an early enabler of the campaign.

6. Communications

The NEMBC uses a number of ways to communicate with members, organisations and the public.

The Ethnic Broadcaster journal has been a mainstay of communicating with members and organisations with at least three publications each year. The website has been used effectively in the last few years as a communication tool and more recently eBulletins are distributed on a regular basis. Social media tools such as Facebook and Twitter have been used recently to distribute information and the Annual Report has improved over the last three years to be a regular detailed report of activities to the members and interested organisations.

6.1. The Ethnic Broadcaster

The NEMBC's journal, The Ethnic Broadcaster (EB), is read widely, not only by ethnic broadcasters but also by a range of individuals and people from institutions who are interested in multicultural affairs and broadcasting. The style of the EB has changed over the recent years and has become a more in-depth, research and evidence based journal, calling on politicians, academics and experts to provide articles, while not losing the important community ethos and expression of ideas, with reports such as, "Around the Stations". This combination is going well and the NEMBC is receiving a lot of anecdotal evidence to show that the new format and style of the EB is successful. The 'Around the Stations', membership news, youth and women's pages and latest CBF updates are a regular fixtures in the journals. The last three EB Journals were produced, with the following features:

Winter edition 2011

The main theme 'Advancing Multiculturalism' explored the ongoing dialogue on multiculturalism through the "People of Australia's" announcement and use of submissions from the latest Inquiry into Multiculturalism. The main feature articles were from the United Nations Association of Australia and an article from Professor Graeme Hugo, University of Adelaide, on Refugee and Humanitarian Settlers, focusing on employment and skills. Other contributions were from: Refugees and Survivors and Ex-Detainees (Rise), Australian Immigrant and Refugee Women's Alliance AIVWA, and Visioning Justice provided an Anti-Racism article. The NEMBC provided information about their New and Emerging Communities Booklet, stories of new emerging communities and a digital update with a report about the national launch of digital radio.

Summer edition 2011:

Continuing with the theme of advancing multiculturalism, Senator Kate Lundy provided a feature article on the People of Australia. Mandy Scott from the Australian National University provided an article on the importance of language in the Australian curriculum and Darce Cassidy, board

member of the Community Media Training Organisation, gave an historical overview of radio training in the sector.

The Summer Edition provides a perfect opportunity to advertise all the details about the NEMBC Conference and AGM. The full conference program was provided with synopsis of all the keynote presenters, details of the workshops and information about other activities such as the 'digital feast' including the social media activities of the eChamps.

Extras in this edition were a detailed report from Communications and Membership Officer, Bec Zajac, about her visit to radio stations in NSW and there was an international report about Malaysia's first community radio station.

Autumn Edition 2012:

This edition featured a substantial array of highly knowledgeable and in-depth articles about multiculturalism, racism and refugees. Professor Ghassan Hage from the University of Melbourne's Future Generation Professor of Anthology and Social Theory focused on his presentation at the NEMBC Conference with a three page in-depth analysis of racism, multiculturalism and identity, and addressing issues of Racism and the concept of 'alter-racism'.

Dr Tim Soutphommasane from Monash University's National Centre for Australian Studies and Australian Multicultural Commissioner, also spoke at the NEMBC Conference and stated that politicians and media are focused on crude debates and rhetoric and lack depth in debating and discussing issues; resulting in a sharp loss of trust in government.

Amnesty international Director, Claire Mallinson addressed the issues of 'off-shore' processing, and the NEMBC ran an article from the UN High Commissioner for Refugees asking for Australians to remain calm, stating that there are a small number of refugees arriving in Australia compared to the thousands that can arrive in other countries in just one week.

The Scanlon Foundation provided a report by Professor Andrew Markus with research and data to show that racial prejudice is growing in Australia and that intolerance and rejection of cultural diversity can reach as high as 45% of the population.

Past and Future EB's

The EB will continue to report on members and station activities and provide information on policy, technology, training and funding. It will also feature discussions and reports on multicultural and social justice issues. All the EB Journals can be found on the NEMBC website: www.nembc.org.au/info_pages_nembc.php/pages_id/231

6. Communications

6.2 Website

The website continues to be updated and was used successfully to advertise the conference and AGM. Information posted on the website included: registration forms, the conference program and AGM forms. The NEMBC website has also hosted information about training opportunities, International Women's Day, the Australian Census, a map on how to find radio stations around Australia and job opportunities.

The youth 'Tune-In' section with podcasting and streaming is also hosted on the website. The website has been developed to encourage engagement with CALD communities and broadcasters from a number of community radio stations around Australia, through access to streamed community produced radio programs and podcasts available for download as well as facilitating an active multilingual online discussion forum.

6.3 Annual Report

Annual reports are becoming more detailed and provide an historic document to record the year's activities and act as a good record of the strength of the ethnic and multicultural broadcasting sector. The Annual Report is public, is distributed at the AGM and is available on the NEMBC website.

6.4 eBulletins

In line with the strategic plan and to improve communications with members, we have been producing e-Bulletins since February 2011. The e-Bulletins continue to be distributed regularly through the year. They have informed people about: the AMRAP music project, government submissions, training, the conference and AGM, completion of the Ethnic Broadcaster journals and NEMBC Awards. The NEMBC advertises other organisations' activities including the CBAA Awards and a national oral history project telling the life stories of generations of Australians ran by Monash and La Trobe Universities, along with ABC Radio National and the National Library of Australia. The e-Bulletins always have hyperlinks and create more activity on the NEMBC website and link to other organisations' websites.

6.5 Social Media networking

The NEMBC has an 'organisation' Facebook and Twitter page and each staff member has a work Facebook which is used to advertise activities. The Youth and Women's Officer is very active promoting NEMBC activities on Facebook and Twitter.

Since the Annual Conference NEMBC has established:

- A blog: <http://www.nembc.org.au/nembc11/index.php/echamps/>
- A twitter account: http://twitter.com/%40nembc_official
- A You Tube NEMBC Channel: youtube.com/the_NEMBC

NEMBC will continue to analyse access data to our social media and website as a way of informing future improvements and strategies.

6.6 Other publications

The NEMBC writes regularly for the CBAA magazine CBX in the 'Across the Sector' report. In the November edition of the CBX there was a report about the NEMBC activities in providing training and multimedia services in new digital content platforms, this included the eChamps, the new podcast and streaming service being offered by the NEMBC website, and the Women's 'Living Stories' project.

6.7 Marketing and Communication

The NEMBC is developing a marketing and communications strategy that will provide the NEMBC with more visibility and provide the opportunity for government and government services, NGO's such as Red Cross or organisations such as the AFL to have better access and availability to ethnic community broadcasting. The plan will provide more visibility for the NEMBC but will also strengthen the networks for organisations to provide information to ethnic community broadcasters and importantly for stations to receive more activity in sponsorship and promotions. The plan includes:

1) The NEMBC can provide

- Advertisements in the EB Journal
- Visibility at the NEMBC Annual Conference
- NEMBC Website: Advertisements, a page for podcasts and interviews
- Emails to individual broadcasters
- Use of social media tools: e-bulletins, Facebook and Twitter

2) The NEMBC can provide opportunities to present information sessions to communications departments about how ethnic community broadcasting works in Australia.

3) NEMBC can help to develop networks for organisations to have contact with stations and community broadcasters, and can specialise in connecting your company with specific language programs.

4) Spots and Spaces - Lee Hubbar - can assist with processing paid sponsorship and lobbying for more activity for sponsorship and promotion.

7. Membership

The NEMBC has been successful in increasing its membership to 613 members.

A number of changes and improvements have been made in the last year. The NEMBC has changed its membership term from a calendar year to a financial year. This allows the Communications and Membership Organiser (CMO) to focus on visits to station to get new members from January to June and then start each financial year with invoicing and renewal of existing members.

There has been an increase in membership for the financial year for 2011-12. Last year there were 532 members and this financial year, 2011-12, there are 613 members. This is an increase of 81 members from the previous year. With more planned visits in January to June 2012 we hope that the next financial year's membership will grow even further.

A new strategy of contacting those stations with fewer ethnic radio programs has been successful with in an increase in station involvement with the NEMBC. The visit to NSW radio stations by the Membership Organiser in 2011 was very successful with all of the eight stations visited agreeing to join.

The plan for the Communications and Membership Officer (note the change of title in 2012) spent the first six months of 2012 visiting stations and invoiced stations in July 2012. The CMO visited Northern NSW and stations in Victoria have been visited. South Australia is also being considered for 2013. The CMO provided a detailed report to the Executive Committee and write-ups in the EB. Stations in Victoria that have been visited are:

- A trip to NSW was arranged between the 15th of May and 20 May to visit 6 stations in NSW.
- A weekend trip to 3GCR in Gippsland (9 members) on the 31 March to the 31 April.
- A weekend trip to 3BBB Ballarat (10 members) on 21-22 April. Meeting was early Sunday morning.

- Day trip to 3SER Cranbourne (15 prospective members - now joined) and the NEMBC was awarded a certificate from the station and on Wednesday 2 May, the CMO travelled again to the City of Casey Council and addressed the chamber and received an award from the Council. Present were representatives from all the ethnic broadcasters from 3SER and station manager Geoff Abblett. NEMBC gave a certificate of appreciation to the station and to the Mayor.
- Day visit to 3RPP Philip Island (8 members), met with ethnic representative and station manager Brendon Telfer and received a tour around the station. The new station is large, impressive and has received significant support from the community and the Rotary.
- A day trip to 3MDR Emerald (9 prospective members), met with station manager, President and ethnic representatives.
- CMO planned a week trip to Brisbane and Northern NSW to visit 2 BAY Byron Bay (3 prospective members), 2NCR Lismore (5 prospective members), 2NIM Nimbin (4 prospective members), 4BAY Thornlands (2 members) and 2TEN Tenterfield, and 4DDB Toowoomba and 2 COW in Casino still to confirm.

Please see the Winter and Spring Editions of the EB for the very positive and constructive work the Communications and Membership Officer has been doing during her trips to stations. This includes: visits to stations and the NEMBC received certificates of appreciation. This is something we could explore, give and seek certificates from other stations. Casey Radio has used these events as PR work and has successfully received from the Casey Council \$75,000 of annual funding for the next four years.

8. Youth and Women's Activities

8.1 Youth and Women's Activities

The Youth and Women's Officer (YWO) has played a strong role in assisting the Youth and Women's committees in policy and activities and developing relationships with other youth and women's organisations in the community sector. The YWO on a broader level has promoted the sector and the NEMBC through networking with stakeholders, speaking at workshops, developing new projects and continues to assist in government submissions.

Many of the core activities, such as the production of the EB Journal and the Annual Conference include strong representations of youth and women's topics and experiences. The Youth and Women's Officer continues to assist with these operational activities including Conference logistics supporting speakers, and organising the Gala Dinner, presentations and awards at the Gala Dinner.

In line with their strategic plan, the youth's and women's committee provide regular contributions to the EB. Articles covering Women and Youth topics in the Winter and Summer editions of the EB for 2011 were articles on; Young Media Makers, Domestic Violence Radio Plays from the Immigrant Women's Speak Out Association and Refugee Youth Media Forum.

8.2 Youth Activities

A highlight for this year in youth activities was the NEXT GENERATION MEDIA TRAINING (NGM)

Project Description: This project was designed to train and empower young people from migrant and CALD backgrounds to participate in community radio broadcasting, develop understanding about the media and build up their skills, confidence and enthusiasm to produce media with their own voices. We had 21 participants from diverse cultural backgrounds who participated in the project. The project also laid a foundation for participants to gain an Accredited Qualification.

Rationale: CALD youths are often misrepresented and underrepresented in mainstream media. This means that the wider community has very little understanding of their experiences, viewpoints, culture and communities. Misunderstanding can lead to adverse effects such as racism and discrimination. Therefore, this project aims to encourage and train CALD youths in get involved in media and to establish their own voices to educate the wider community.

Aims: Providing opportunities for CALD youths to participate in media; build leadership skills, develop critical thinking skills, educate and connect with the wider community about CALD youth issues, their culture and experiences being newly-arrived migrants, increase CALD journalists and empower CALD youths to establish their own voices.

Partnerships: NEMBC worked with SYN Media who provided a two week intensive radio training for participants. After the training, participants worked in groups to produce a one hour program for 12 weeks at SYN studios.

NEMBC also worked with CMY (Centre for Multicultural Youth) who provided Leadership Training for participants. The training was a three day course, taking participants through leadership workshops, how to work with people from CALD backgrounds, voice training and public speaking workshops.

Participants also received training from Maureen O'Keeffe who is the Manager of the Multicultural Hub. Maureen O'Keeffe provided Introduction to Media training, participants gained knowledge in critical thinking skills, the media in Australia and what makes quality news.

Mentoring: Journalists from SBS, ABC, 3RRR, Triple J and 3CR volunteered their time to mentor participants. In this way, participants received support and encouragement from professional journalists and gained some understanding on what it is like being a journalist.

Touring Around Radio Stations: The NEMBC organised participants to tour the ABC, 3ZZZ, SBS and 3CR to gain an understanding of the radio broadcasting environment and different types of radio stations available in Australia.

Graduation: A Graduation Night was organised and it was held on 4 of May 2012 at the House of SYN. Nineteen participants came and received their certificates for satisfactory completion of the training. Jo Curtin from CBF, Yvonne Kelly Acting CEO and Manager of Community Relations from the Victorian Equal Opportunity and Human Rights Commission (VEOHRC) came along to the night.

Outcomes: Positive outcomes came from this project; the tours around stations were well received by participants. Two of the participants now have set up their own program, a Hazaragi program, on SYN Media, called Tak. Adding to this, other participants expressed interest in continuing their participation in community radio. A job position at 3CR was advertised during the training and some participants applied for it. One of the participants was successful in getting the position. And lastly, after the project, participants have formed a friendship group on Facebook and are consistently in contact with each other. These positive outcomes show that this project had successfully met its aims.

Accredited Training: The NEMBC received a second round of funding from TGAC for the Next Generation Media participants to attend an Accredited Training course. The Accredited Training was a 2 day workshop where participants of the NGM training sat intensive refresher sessions so that they could receive accreditation certificates recognising their qualifications.

8. Youth and Women's Activities

8.3 Youth Committee

A strategic planning weekend was held from 13-14 August 2011. The Youth strategic plan is developed in line with the overall NEMBC strategic plan.

A new initiative of the NEMBC youth committee is that they are linking in with their respective state representatives from the Australian Youth Forum.

The YWO facilitated the call out for a Tasmanian representative and welcomed and inducted the WA youth representative.

Strategic Plan priorities includes:

1. Communication
2. Effective representation
3. Increasing youth involvement
4. Creating links and partnerships with relevant groups and organisations
5. Increasing listener engagement and interaction
6. Bringing new ideas to broadcasting
7. Strengthening advisory capacity
8. Increasing youth abilities in broadcasting
9. Youth committee conference workshop proposal

8.4 'Engaging Youth' – NEMBC Conference Workshop

The workshop at the 2011 Annual Conference supported the engagement of young people in various facets of multicultural community broadcasting. It included discussions around community engagement, training and youth leadership. The panel presented on: successful approaches to supporting your community through radio, as well as through broader community initiatives and partnerships, appropriate training tailored to the needs of young people, cross-mentoring between broadcasters, and increasing the decision-making capacity of young people at your radio station.

The workshop was facilitated by the NEMBC National Youth Committee and panel presenters included: Joseph Vuicakau, Jagdeep Shergill and Edgar Mirantz Tan, with Hui Lin Tan facilitating. This workshop was not only about supporting the voices of young people to be heard in their communities, but it will also shed light on effective ways all broadcasters and management can support the engagement of young people at their stations and to sustain and enrich multicultural community broadcasting.

8.5 3ZZZ

The YWO assisted 3ZZZ youth broadcasters to co-organise a pizza night and created the foundations for the establishment of a youth committee at 3ZZZ. This evening proved very successful with around 20 young broadcasters attending. The 3ZZZ youth convenor is now the new NEMBC Victorian youth representative and the YWO works with the VIC representative (as with all the representatives) to invigorate youth participation and representation in ethnic community broadcasting. Two follow up meetings have been organised since the inaugural pizza night in October.

8.6 QLD Media Youth Forum 2012

The QLD Youth Forum, Radio Active 2012, is a state based forum which was held in Brisbane on the 14th of April at 4EB radio station. With the assistance of 4EB, we set up this forum to provide CALD youths to come together, network, learn and develop strategies for improving youth access and involvement in community media. Journalists were invited to join the forum; Rhianna Patrick from the ABC gave a keynote presentation and others such as successful journalist Sinead Lee provided insights on what it is like being a journalist. This gave young people the opportunity to learn how to become inspired about community broadcasting and see that becoming involved in media can lead to becoming a successful journalist, and having accomplished journalists speaking to CALD youths is inspiring. There were almost 50 youth representatives attending the forum and participants were mostly from Brisbane, but others came from Cairns, the Gold Coast and Townsville.

8. Youth and Women's Activities

8.7 Women's Activities

Women's Committee

At the Women's Committee face-to-face meeting there were discussions about the achievements of the strategic plan, how everyone can work together in supporting women broadcasters as well as general broadcasting issues such as new technologies, new and emerging communities, and cultural and linguistic maintenance and development.

Participation at the 2011 NEMBC Conference:

The women's committee plan for the 2011 conference was enacted; this included having visibility at the conference, networking, and knowledge-sharing. The women's committee:

- Had an information table and 'talking post', held interviews with women and had the capacity to view and produce 'living stories' interviews to upload to the website.
- A lunch discussion session; and
- The committee addressed gender issues at the conference by playing an active role in workshops.

Living Stories Project: The Living Stories Project is now online. This project is ongoing and it presents an opportunity for women broadcasters to share their work and stories of women from all cultures and in all languages with the rest of Australia. This project gathers interviews as edited radio features, which will be broadcast on community radio and made available online through the NEMBC women's website. The stories will be presented as short podcasts, which can be listened to, as well as re-broadcasted on community radio programs around Australia. The stories include reflections, memories and experiences from women of diverse cultures in a number of different languages. The project was widely publicised through NEMBC email networks, the EB magazine, Facebook and Twitter as well as networks of other organisations including, CBAA, National Network of Immigrant and Refugee Women and Spectrum Migrant Resource Centre.

International Alliance of Women Roundtable

Sheila Byard the Convenor for the Status of Women from the United Nations Association of Australia contacted the Youth and Women's Officer to assist with the Melbourne Board of the International Alliance of Women Round table that will take place in October 2012. The Youth and Women's Officer will work in conjunction with the VIRWC. The Project Officer was asked to assist in:

- Connecting them with 3ZZZ broadcasters who would be interested in covering the event
- Assist VIRWC media interns in advice on interviews, recording, reporting etc.

8.8 Advocacy and Networking on Youth and Women's Issues.

Liaison/networking included:

- **Ethnic Community Council Victoria (ECCV):** The YWO attended the ECCV youth committee meeting and provided material about multilingual community radio for the ECCV's policy submission to the National Cultural Compact.
- **Victorian Multicultural Commission:** The YWO participated in, and provided information to the Victorian Refugee Youth and Media forum, organised by the Victorian Multicultural Commission (VMC), Multicultural, and Multifaith Youth Network (MMYN) and the Ethnic Youth Council. Two participants of the MMYN will also participate in the NEMBC run Next Generation Media training project.
- **Centre for Culture, Ethnicity and Health:** The YWO met with project workers and provided them with a greater understanding on how they can utilise multilingual community radio in their work. This will be an ongoing relationship.
- **Immigrant Women's Speak Out Association (NSW):** The YWO assisted with the promotion of a series of multilingual Radio Plays produced by the Immigrant Women's Speakout Association and SBS Radio. This included emails, an article in the EB magazine and radio plays being available on the website.
- **Hobart MRC and Launceston City Council:** Liaised with Hobart MRC youth group and Youth committee of the Launceston City Council to promote the NEMBC conference and encourage participation.
- **Melton FM:** The YWO provided resource material support to Melton fm.
- **Multicultural Arts Victoria (MAV) and Footprints enterprises:** MAV provided 5 tickets to a special workshop facilitated by international hip hop star and humanitarian Emmanuel Jal. The YWO invited broadcasters from Melton FM, 3ZZZ and 3CR. This was an inspiring opportunity for young broadcasters to see a former Sudanese 'lost boy' overcome hardship, advocate for peace and achieve success in the arts.
- **The Multifaith Multicultural Youth Network (MMYN)** provides advice to the Victorian Government, through the Victorian Multicultural Commission and the Office for Youth. The MMYN is comprised of 25 young people from a range of faiths, cultures, ages, geographical locations and life experiences. The YWO attended the Youth and the Media forum organised by MMYN and Ethnic Youth Council (EYC) in August 2011. Since then YWO has passed on media opportunities and relevant publicity material about community radio.
- **International Student Conference.** The YWO attended the Conference on International Students, hosted by Melbourne University on the 20 July. This provided a good opportunity for networking. The NEMBC could become more involved with the student network and promote ethnic community broadcasting through the international students services.



9. New and Emerging Communities

11. Training

9.1 Engaging Communities Booklet:

• **Engaging Communities Booklet:** The Resource booklets for service providers and radio stations to better support and more effectively engage with new and emerging communities to broadcast were completed. The Engaging Communities project is a manual, which encourages a more coordinated approach to recruiting and supporting broadcasters from emerging and refugee communities. This important booklet will be a tool for community radio stations around Australia to better access or perform outreach to new emerging and refugee communities.

The NEMBC has been working with a number of newly arrived refugee communities as well as settlement service providers to assist these communities to start broadcasting. The Liberian community is one of the groups which it has been in contact with for just over a year and they have recently put in an application to broadcast on 3CR. This community preparation was crucial for the community to gather an understanding of what's involved, apply for funding and recruit broadcasters. 3CR has also informed the NEMBC that this round of applications from new and emerging community language groups is the largest they have seen in 6 years, demonstrating the increasing need for this service for new and emerging communities.

• **East Web:** The YWO linked up the Liberian community with Eastweb for grants for their new program on 3CR Radio, which has been approved.

10. Projects

The NEMBC operates a number of projects, in brief they are:

- **eChamps** (formally called Multi Media Multicultural Champions) commenced with the contracted employment of Erin McLuskey from Yum Productions and was in operation at the NEMBC Annual Conference.
- **Multi-Media Website 3C** – Connect Create Collaborate – or 'Tune In' the position was advertised, interviews were held and Erin McCuskey has been contracted as Yum Productions to run the Multi-Media project for the NEMBC website.
- **Next Generation Media** ran an extensive recruitment campaign for youth training positions and ran a summer school from mid-January for 3 weeks.
- **AMRAP Ambassador:** The AMRAP Ambassador has continued on a volunteer basis and there are over 100 artists now approved for the website. Broadcasters can apply and receive the music on: <http://www.amrap.com.au/apply-for-airit-account.html>

The NEMBC continues to lobby for the restoration of training that is specific to ethnic and multicultural broadcasting.

NEMBC is playing an active role in training projects. By the end of 2011-12 financial year, the NEMBC would have run training projects that have trained more than 50 multilingual broadcasters. While these projects are mentioned in more detail throughout this report, in brief they are:

- Next Generation Media – training 25 ethnic youth.
- eChamps – training over 10 ethnic radio programmers at the NEMBC Annual Conference.
- Rural eChamps – will train 10 youth multilingual broadcasters from rural areas.
- Tune-In – will train dozens of youth in podcasting and streaming
- Lukuluku Project – a successful funding grant for this project, which we hope to run in 2012, will train 16 Tongan broadcasters as train-the-trainers to education a larger amount of Tongan broadcasters in podcast and streaming.

The NEMBC encourages multilingual radio stations and programmers to apply for training grants. The NEMBC works with a number of RTOs. Yum Productions is contracted to the NEMBC to work on its multicultural training projects, Radio Adelaide is working on the Next Generation Media project and partnership opportunities are being explored with Diversitat in Geelong. The NEMBC responds to requests from the CMTO and has a nominated representative on the CMTO board.

12. Digital Radio and New Technologies

The NEMBC keeps abreast of digital issues and provides information to its members and radio stations. This was evident in the NEMBC conference in Launceston with; the eChamps activities, and a workshop on digital and multimedia broadcasting.

Articles in the EB journal deal with issues on digital broadcasting. The Winter Edition of the EB had a digital update with a report about the national launch of digital radio and the previous edition has a feature article about the launch of community digital broadcasting in Victoria.

The NEMBC also keeps informed through the meetings of the Sector Project Consultative Committee (SPCC), receiving information about the progress of digital broadcasting from the Digital Radio Project.

SBS 'World News Radio' requested an interview with the NEMBC about the effects of digital broadcasting over the last three years. Peter Rowheder, someone who knows about this issue, became the spokesperson for NEMBC and gave an interview on the 26th of July 2012.

11.1 NEMBC Annual Conference

The NEMBC 2011 Conference was held in Launceston, Tasmania from the 26-27 of November at the Grand Chancellor Hotel.

The conference theme was the **Champions of Multiculturalism** - all those who shape Australian society and make this country vibrant, diverse and harmonious. It explored how leadership, policies, active grassroots communities and a unique ethnic community broadcasting sector have played a pivotal role. The conference featured leading voices on multiculturalism in Australia and provided a valuable forum for discussion and policy development on important issues affecting ethnic community broadcasting.

The conference once again provided fruitful discussion, a sharing of ideas and experiences, and an opportunity for broadcasters to be informed of recent developments and ideas.

The Opening Ceremony

Distinguished guests who officially opened the conference included:

Official Opening Speeches

Senator the Hon Kate Lundy - Parliamentary Secretary for Immigration and Multicultural Affairs and Parliamentary Secretary to the Prime Minister.

Hon Cassy O'Conner, MP -- Minister for Community Development, Tasmanian Government.

Keynote Speakers

Prof. Ghassan Hage, University of Melbourne's Future Generation Professor of Anthropology and Social Theory

Plenary Panel

Samah Hadid

Esther Blank foreign correspondence for Deutsche Welle

Tim Soutphommasane, Australian Multicultural Council, Chair.

Workshops

Workshops held in the afternoon included:

- *Q&A Interactive Panel and Discussion on Championing Multiculturalism*; This was an opportunity for conversations, comment and questions during a Q&A style discussion with a special panel of guests from multicultural organisations and the community broadcasting sector. People had the opportunity to ask questions via tweets, our blog or even vodcast questions so that members from anywhere around Australia can have input. Moderating the Q&A was Tangi Steen Vice President of the NEMBC.
- *Engaging Young People*: This workshop supported the engagement of young people in various facets of multicultural community broadcasting, including discussions around community engagement, training and youth leadership. The workshop will be presented by the NEMBC Youth Committee including: Joseph Vuicakau, Jagdeep Shergill and Edgar Mirantz Tan, with Hui Lin Tan (facilitator).
- *Funding and Grants*: The community radio sector received an additional 3 million dollars, in the last federal budget, specifically for content development. \$700,000 has been given to the ethnic sector; to top-up the hourly rate. Another 1.5 million has been given to a new Content Development Fund. The CBF and EGAC explained the grants process in this workshop.
- *A Multimedia Feast* : Steve Ahern taught delegates how to create and publish multiplatform content in the new media world. He also explained digital trends and why they are important, and taught tricks and tips for creating and repurposing content easily and cheaply. The eCHAMPS demonstrated how social-media works and how they have made the NEMBC conference a 'live' event using social media tools such as Twitter, YouTube, a Blog and Facebook.

- *Constitutional:* The NEMBC worked on further proposed changes to the NEMBC Constitution. A presentation and discussion on the changes was delivered by Joe De Luca (Convenor of the Conference Subcommittee). The proposals include: changes to board composition by having a representative from each state elected to the board; simplifying the text so that it is clearer that the convenor of the Standing Committees are co-opted onto the board; having a limited 8 year term for an Executive Officer.
- *Mindframe:* A workshop on the new media guide from Mindframe 'Media and Public Speaking'. The guide prepares people with direct experience of mental illness, as a consumer or a carer, to be confident and media-aware spokespersons. The resources and accompanying training provides them with practical tips and information to develop and present personal stories for both the mainstream and multicultural media. This guide won the 2011 Mental Health Matters Awards.

The Gala Dinner

The Gala Dinner was the highlight of the conference for many people. The main purpose of the dinner is to recognise and award outstanding ethnic and multicultural programming. As well as the awards, delegates were also entertained by a local choir, the boys from Skid Row Radio impressed everyone with their Fijian dance performance and the Lyrical Seeds rap crew got everyone out of their seats for a dance. There was an excellent buffet showcasing local produce.

13.2 Other Conferences

The NEMBC attends other organisations conferences including:

- CBAA Conference Gold Coast 17-20 November 2011: The NEMBC President and the Executive Officer attended the CBAA Conference in Hobart. A number of ethnic stations representatives were also in attendance.
- FECCA Conference held 17-18 of November in Adelaide. The issues of ethnic broadcasting were raised at the FECCA Biannual Conference and at the Ethnic Community Council of Victoria's 2011 AGM, whose new chairman, Joe Caputo, has been and remains a strong advocate and occasional broadcaster for Ethnic Community Broadcasting. At the FECCA Conference, the NEMBC's support for a Federal Government Act on Multiculturalism, similar to that of Victoria, was very well received with the Federal Government promising to look into it. The NEMBC is committed to playing a major role in the progression and legal consolidation of multiculturalism.

14. Committees and Governance

14.1 Committees and Governance

In the last year the NEMBC has made significant gains to finalise a Board Charter—the NEMBC Executive Committee Charter. After three intensive workshops during the last two years and considerable discussion and debate at Executive Committee meetings, the Board Charter will be a public document available on the website. The Board Charter has been a positive process for ‘professional development’ and training for the Executive Committee. The Charter has: defined the role of the Executive Committee and governance structures; established a Code of Conduct; developed a number of Schedules including: Values and Behaviours, Governance Protocol, Deed of Confidentiality, and, a detailed Delegation Policy. More schedules will be developed over time. During the process of establishing the charter, other policies have been developed including a risk assessment and a Complaints Procedure. The Complaints Procedure is on the NEMBC website.

The NEMBC Executive Committee has met four times since June 2011 and continues to perform its governance role making decisions between AGMs. During that time, it established Sub-Committees, approved new policies, worked on a board charter (with a meeting in September), and worked on constitutional changes. The four Executive Committee meetings, since June last year, were:

- September 3-4th 2011 in Melbourne
- November 24th 2011 in Launceston
- February 25-27th 2012 in Melbourne
- May 26th - 27th 2012 in Melbourne

14.2 NEMBC Sub-Committees

The NEMBC has three sub-committees: a new Governance Sub-Committee, a Board Charter Sub-Committee, and a Conference Sub-Committee.

• **Governance Sub-Committee:** It was agreed to combine the Ethnic Grants Guidelines Review Sub-Committee and the Constitutional Subcommittee as the members of these committees are identical and they can meet to address both committee’s issues. Members previously of EGGR-SC and ConSC were: Tangi Steen (Convenor), Joe De Luca, Luigi Romanelli, George Zangalis and Joelle Vandermensbrugge and Russell Anderson.

• **Board Charter Development:** The first Board Charter Workshop was held with almost all of the Executive Committee, on the 27th of May. A second was held on the 24th of September and another meeting is planned for the 24th of February, 2013. A lengthy draft document has been produced. Sub-committee members are Tangi Steen (Convenor), George Salloum, Cristina Descalzi, Jagdeep Shergill, Joe De Luca and Russell Anderson.

• **The Conference Sub-Committee** completed its work after the Annual Conference in Launceston 2011 and a new Committee will be formed at the February 25th-26th 2012 meeting. Members previously were: Luigi Romanelli (Convenor), Joe De Luca, Mahendra Pathik, Cristina Descalzi, Tangi Steen, Werner Albrecht and Russell Anderson.

14.3 NEMBC AGM

The NEMBC’s AGM was held on the 27th of November in Launceston 2011.

The Executive Committee is now: Ms Tangi Steen – President – SA, Victor Marillanca – Vice President – ACT, Cristina Descalzi – SA, Joe De Luca – NT, George Salloum – VIC, Nick Dmyterko – QLD, Nick Nikolich – WA, Werner Albrecht – ACT and Osai Faiva – NSW. Co-opted members are Luigi Romanelli – Tasmania, Ekaterina Loy – SA (Convenor Youth Committee) and Irene Tavutavu – QLD (Convenor of the Women’s Committee)

NEMBC Standing Committees elected were:

• **The Youth Committee** was elected at the AGM and the committee met briefly to appoint a convenor. The committee consists of: Ekaterina Loy – SA (Convenor), Kenneth Kadirgamar – NT, Edgar Tan – VIC, Hui-Lin Tan – WA, Alphonse Toussaint – TAS, Nikhil Wable – ACT and April Adams – QLD.

• **The Women’s Committee** was elected at the AGM and the committee met briefly to appoint a convenor. The committee consists of: Irene Tavutavu – QLD (Convenor), Luseane Astle – ACT, Cristina Descalzi – SA, Anthea Sidiropoulos – VIC, Dana Popovich – WA, Jaya Srinivas – NT and Fipe Nasome Howard NSW.



15. Administration and Staffing

15. Administration & Staffing

Improving workplace standards: The procedure to ascertain Awards for the staff was processed and Job Descriptions, Resumes and Work Appraisals were sent to Corrs Chambers Westgarth, for pro-bono advice on classifications. All staff now have their Awards recognised.

The NEMBC Secretariat staff consists of the Executive and Policy Officer, Russell Anderson employed since April 2008, the Youth and Women's Officer, Rachael Bongiorno, employed since July 2008 (departed May 2012), the Administration Officer Clemmie Wetherall employed October 2011, and Membership Officer Bec Zajac employed since March 2010. The previous Administration Officer Asahel Bush left the NEMBC in early October 2011. Asahel was successful in finding a job in his career path in international development.

Hsin-Yi Lo (a broadcaster at 3CR) was employed part-time to assist with the Conference in 2011 and also provided temporary administration assistance in the Administration Officers position. Hsin-Yi assisted with many of the operational issues which included booking Executive Committee flights for the conference.

Hsin-Yi Lo then applied and was the successful applicant for the Project Officer position and started on the 12th of June 2012.

Contracted to the NEMBC is Erin Mccuskey from Yum Productions to work on the eChamps Project and as a Multi-Media Officer for the Tune-In project, to provide training and outreach to develop and facilitate engagement with the online multilingual website hosted by the NEMBC.

The Secretariat has been exploring other funding options to re-employ Anthea Sidiropoulos as a music Ambassador and develop a library of ethnic musicians and put groups on the AiriT website. The project also needs to broaden to other states that need assistance and musicians supported. There also needs to be a broader awareness campaign for members to make use of the AiriT site.

In November 2011, a new bookkeeper Rod Borlase, from the company 'Take it 2 the Limit', was employed. After eight years of service Denis West left the NEMBC.

**The Annual Report was prepared by
Russell Anderson
Executive and Policy Officer**



**National Ethnic and Multicultural Broadcasters' Council
ABN 82 932 609 229**

**Financial Report
For the Year Ended 30 June 2012**



Financial Report

CONTENTS

	PAGE
COMMITTEE'S REPORT	2-3
INDEPENDENT AUDITOR'S REPORT	4-5
STATEMENT OF COMPREHENSIVE INCOME	6
STATEMENT OF FINANCIAL POSITION	7
STATEMENT OF CASH FLOWS	8
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS	9-14



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

COMMITTEE'S REPORT

Your committee members submit the financial report of the National Ethnic and Multicultural Broadcasters' Council Inc. for the financial year ended 30 June 2012.

COMMITTEE MEMBERS

The names of committee members during the financial year and at the date of this report are:

President: Tangi Steen SA
Vice-President: Victor Marillanca ACT
Treasurer: Joe De Luca NT
Secretary: Cristina Descalzi SA
Werner Albrecht ACT
Nick Dmyterko QLD
Osai Faiva NSW
Nikola Nikolich WA
Luigi Romanelli TAS
George Salloum VIC
Ekaterina Loy SA
Irene Tavutavu QLD

PRINCIPAL ACTIVITY

The principal activities of the Council during the financial year were to:

- 1) promote and represent the interest of ethnic and multicultural community broadcasters throughout Australia in Radio, Television and other electronic media;
- 2) advance the development of a harmonious multicultural society in Australia through broadcasting; and
- 3) assist the efforts of all broadcasters to achieve a quality service for their communities.

There have been no significant changes in the nature of those activities that occurred during the financial year.

OPERATING RESULTS

The Council is a not for profit organisation. The net deficit incurred for the year was \$24,308 (2011: net surplus of \$15,892).

REVIEW OF OPERATIONS

The Council is responsible for advocating for multiculturalism and ethnic community broadcasting.

National Ethnic and Multicultural Broadcasters' Council Inc.

SUBSEQUENT EVENTS

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Council, the results of those operations or the state of affairs of the Council in subsequent financial years.

The Committee Members declare that:

- a) the accompanying financial report, being a special purpose financial report, is drawn up so as to present fairly the state of affairs of the Council as at 30 June 2012 and the results of operations for the year ended on that date;
- b) the accounts of the Council have been properly prepared and are in accordance with the books of account of the Council;
- c) there are reasonable grounds to believe that the Council will be able to pay its debts as and when they fall due; and
- d) the accounts have been made in accordance with Australian Accounting Standards and other mandatory professional reporting requirements to the extent described in Note 1 to the financial statements and the Associations Incorporations Act 1991 (Australian Capital Territory).



Tangi Steen

President

Date: 8/10/12



Joe De Luca

Treasurer

Date: 8/10/2012



Financial Report



Tel 61 8 8982 1444
Fax 61 8 8982 1400

Level 2
9-11 Cavenagh Street
Darwin NT 0800

GPO Box 3470
Darwin NT 0801

www.meritpartners.com.au

Independent Auditor's Report to the Members of National Ethnic Multicultural Broadcasters' Council Inc.

We have audited the accompanying financial report, being a special purpose financial report, of National Ethnic Multicultural Broadcasters' Council Inc. (the "Council"), which comprises the statement of financial position as at 30 June 2012, the statement of comprehensive income, statement of cash flows, a summary of significant accounting policies, other explanatory notes and the Committee's report.

The Responsibility of the Committee for the Financial Report

The Committee of the Council is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report are appropriate to meet the financial reporting requirements of the Associations Incorporations Act 1991 (Australian Capital Territory) and are appropriate to meet the needs of the members. The Committee's responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud and error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Merit Partners Pty Ltd
ABN 16 107 240 522

Liability limited by
a scheme approved
under Professional
Standards Legislation.



Financial Report

Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Auditor's Opinion

In our opinion, the special purpose financial report gives a true and fair view of the financial position of National Ethnic Multicultural Broadcasters' Council Inc. at 30 June 2012 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements and the requirements of the Associations Incorporations Act 1991 (Australian Capital Territory).

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial statements which describes the basis of accounting. The financial report has been prepared for distribution to members for the purpose of fulfilling the Committee's financial reporting requirements under the Associations Incorporations Act 1991 (Australian Capital Territory). As a result the financial report may not be suitable for another purpose.

A handwritten signature in black ink that reads 'Merit Partners'.

Merit Partners

A handwritten signature in black ink that reads 'Aminul Islam'.

Aminul Islam
Director

Registered Company Auditor
Fellow of the Institute of Chartered Accountants in Australia

DARWIN

Date: 16 October 2012



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2012

	NOTE	\$ 2012	\$ 2011
Revenue	2	510,764	504,495
Gross Profit		<u>510,764</u>	<u>504,495</u>
Administration Expenditure		(530,667)	(482,412)
Depreciation		(4,405)	(6,191)
Operating Surplus / (Deficit)		<u>(24,308)</u>	<u>15,892</u>
Other Comprehensive Income		<u>-</u>	<u>-</u>
Net Surplus / (Deficit)		<u>(24,308)</u>	<u>15,892</u>

The statement of comprehensive income is to be read in conjunction with the notes to the financial statements



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

**STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2012**

	NOTE	\$ 2012	\$ 2011
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	3	\$335,070	\$377,993
Trade and Other Receivables	4	\$45,675	\$25,409
TOTAL CURRENT ASSETS		<u>\$380,745</u>	<u>\$403,402</u>
NON CURRENT ASSETS			
Property, Plant and Equipment	5	\$11,723	\$10,497
TOTAL NON CURRENT ASSETS		<u>\$11,723</u>	<u>\$10,497</u>
TOTAL ASSETS		<u>\$392,468</u>	<u>\$413,899</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	6	\$111,697	\$107,221
Provisions	7	\$8,707	\$10,306
TOTAL CURRENT LIABILITIES		<u>\$120,404</u>	<u>\$117,527</u>
TOTAL LIABILITIES		<u>\$120,404</u>	<u>\$117,527</u>
NET ASSETS		<u>\$272,064</u>	<u>\$296,372</u>
EQUITY			
Retained Surplus	8	\$272,064	\$296,372
TOTAL EQUITY		<u>\$272,064</u>	<u>\$296,372</u>

The statement of financial position is to be read in conjunction with the notes to the financial statements



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2012

	NOTE	\$ 2012	\$ 2011
Cash Flows from Operating Activities			
Cash receipts in the course of operations		533,013	477,379
Cash payments in the course of operations		(586,802)	(475,615)
Receipts from Interest Income		16,497	19,852
Net cash provided by / (used in) operating activities	9 (b)	<u>(37,292)</u>	<u>21,616</u>
Cash Flows from Investing Activities			
Fixed asset purchases		<u>(5,631)</u>	<u>(10,892)</u>
Net cash used in investing activities		<u>(5,631)</u>	<u>(10,892)</u>
Net Increase / (Decrease) in cash and cash equivalents		(42,923)	10,724
Cash and cash equivalents at 1 July 2011		<u>377,993</u>	<u>367,269</u>
Cash and cash equivalents at 30 June 2012	9 (a)	<u>335,070</u>	<u>377,993</u>

The statement of cash flows is to be read in conjunction with the notes to the financial statements

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

NOTE 1 STATEMENT OF ACCOUNTING POLICIES

The significant policies which have been adapted in the preparation of the financial report are:

Basis of Preparation

In the opinion of the Council, National Ethnic and Multicultural Broadcasters' Council Inc. is not a reporting entity. The financial report is a special purpose financial report which has been drawn up as a special purpose financial report for distribution to the members and for the purpose of fulfilling the requirements of the Associations Incorporations Act 1991 (Australian Capital Territory).

The financial report is presented in Australian dollars and is prepared on the accruals basis and is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The preparation of a financial report in conformity with Australian Accounting Standards, as applicable, requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstance, the result of which forms the basis of making the judgments about carrying values and assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates. These accounting policies have been consistently applied by the Council.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the year in which the estimate is revised if the revision affects only that year, or in the year of the revision and future years if the revision affects both current and future years.

There are no significant judgments made by management in the application of Australian Accounting Standards that have significant effect on either the financial report or estimates with a significant risk of material adjustment in the next financial report.

Principal Activities

The council operates as a non-profit organisation promoting and supporting ethnic and multicultural broadcasting in Australia.

Non Current Assets

The carrying amounts of all non current assets are reviewed to determine whether they are in excess of their recoverable amount at balance date. If the carrying amount of non current assets exceeds the recoverable amount, the asset is written down to the lower amount. In assessing the recoverable amounts, the relevant cash flows have not been discounted to their present value.

Income Tax

No provision for income tax has been raised, as the entity is exempt from income tax under division 50 of the Income Tax Assessment Act 1997.

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 1 STATEMENT OF ACCOUNTING POLICIES (CONT'D)

Property, Plant & Equipment

Property, plant & equipment are included at cost less, where applicable, any accumulated depreciation. All fixed assets are depreciated over the estimated useful lives commencing from the time the asset is held ready for use. The gain or loss on disposal of all fixed assets is determined as the difference between the carrying amount of the assets at the time of disposal and the proceeds of the disposal, and is included in the operating surplus of the council in the year of disposal.

Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employees benefits that are expected to be settled within one year have been measured to the amounts expected to be paid when liability is settled. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Comparative Figures

When necessary, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

Grants Received

Grant revenue is recognised at fair value of the consideration received net of the amount of goods and services tax (GST) payable and is recognised when the grant provided is receivable.

Goods & Services Tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST). Receivables and payables are stated at cost with the amount of GST included. The net amount of GST receivable from, or payable to, the ATO is included as a current liability or current asset in the balance sheet.

Impairment

The carrying values of the council's assets are reviewed at each balance date to determine whether there is an indication of impairment.

Trade and Other Payables

When grants are received, an undertaking is signed by the council ensuring that funds will be disbursed only to approved applicants and any excess funds will be refunded to the grantor. Accordingly, due to the undertaking being a legal document, enforceable at law, a liability arises as the funds are either owed to approved applicants or the grantor. This liability is categorised as a grant committed included in Payables.

Standards that are in Existence but not Effective

The council have considered accounting standards issued not effective at the date of this report and believe that there will not be any material adjustment to the report as a result of the application of these standards.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

	\$ 2012	\$ 2011
NOTE 2 SURPLUS / (DEFICIT) FROM OPERATIONS		
Operating Surplus / (Deficit) has been determined after:		
Revenue from Continuing Operations		
Annual Conference Registrations	17,486	15,945
Other Annual Conference Sponsorship and Grants	14,445	14,929
CBF Sector Coordination Grant	317,739	309,130
CBF and Other Project Funding	130,347	142,271
Membership Income	14,250	2,368
Investment and Interest Income	16,497	19,852
Total revenue from continuing operations	<u>510,764</u>	<u>504,495</u>
 NOTE 3 CASH AND CASH EQUIVALENTS		
Bendigo Bank	32,802	60,746
Bendigo Bank Term Deposits	301,768	315,836
Petty Cash Float	500	1,411
Total cash and cash equivalents	<u>335,070</u>	<u>377,993</u>
 NOTE 4 TRADE AND OTHER RECEIVABLES		
Trade and Other Receivables	43,095	16,736
Prepayments	2,580	4,759
GST Refund	-	3,914
Total trade and other receivables	<u>45,675</u>	<u>25,409</u>



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 5 PROPERTY, PLANT & EQUIPMENT

	\$	\$	\$
	FURNITURE & FITTINGS	OFFICE EQUIPMENT	TOTAL
COST			
Balance at 1 July 2011	62,746	44,735	107,481
Acquisitions	855	4,776	5,631
Disposals	<u>(54,650)</u>	<u>(16,426)</u>	<u>(71,076)</u>
Balance as at 30 June 2012	<u>8,951</u>	<u>33,085</u>	<u>42,036</u>
DEPRECIATION AND IMPAIRMENT LOSSES			
Balance at 1 July 2011	(61,906)	(35,078)	(96,984)
Depreciation charge for year	(247)	(4,158)	(4,405)
Disposals	54,650	16,426	71,076
Balance as at 30 June 2012	<u>(7,503)</u>	<u>(22,810)</u>	<u>(30,313)</u>
Net Book Value at 1 July 2011	<u>840</u>	<u>9,657</u>	<u>10,497</u>
Net Book Value 30 June 2012	<u>1,448</u>	<u>10,275</u>	<u>11,723</u>

	\$	\$
	2012	2011
NOTE 6 TRADE AND OTHER PAYABLES		
Tony Manicaros Trust Account	30,435	30,435
Trade and Other Payables	11,544	11,517
Sundry Accruals	1,193	11,284
Payroll Liabilities	27,454	8,951
GST / BAS Payable	4,681	-
Superannuation Payable	3,844	1,477
Grants and Projects Committed	<u>32,546</u>	<u>43,557</u>
Total trade and other payables	<u>111,697</u>	<u>107,221</u>

NOTE 7 PROVISIONS

Current Employee Entitlements	<u>8,707</u>	<u>10,306</u>
Total provisions	<u>8,707</u>	<u>10,306</u>



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

	\$ 2012	\$ 2011
NOTE 8 RETAINED SURPLUS		
Retained surplus at the beginning of the financial year	296,372	280,480
Net surplus (deficit) attributed to members of the council	<u>(24,308)</u>	<u>15,892</u>
Retained surplus at the end of the financial year	<u>272,064</u>	<u>296,372</u>

NOTE 9 CASH FLOW INFORMATION

(a) Reconciliation of Cash

Cash	33,302	62,157
Term deposits and cash at call	<u>301,768</u>	<u>315,836</u>
Total cash and cash equivalents	<u>335,070</u>	<u>377,993</u>

(b) Reconciliation of cash flow from operations with operating surplus / (deficit)

Operating surplus / (deficit)	(24,308)	15,892
Non-cash flows in operating statement		
Depreciation	4,405	6,190
Changes in Assets and Liabilities		
Decrease / (increase) in receivables	(22,445)	(12,234)
Decrease / (increase) in prepayments	2,179	-
Increase / (decrease) in creditors and payables	4,476	9,361
Increase / (decrease) in provisions	(1,599)	2,407
Net Cash Flow used in Operating Activities	<u>(37,292)</u>	<u>21,616</u>

NOTE 10 FINANCIAL INSTRUMENTS

(a) Interest rate risk exposure

The Council's exposure to interest rate risk is presently limited to its cash assets. Cash assets represent funds held in cheque and business management accounts during the period and these funds earned interest at rates ranging between 0% to 6.15%, depending on account balances.

(b) Credit risk exposure

Credit risk represents the loss that would be recognised if counter-parties fail to perform as contracted.

The credit risk on financial assets of the Council which have been recognised on the Statement of Financial Position is generally the carrying amount, net of any provisions for doubtful debts.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 11 ASSOCIATION DETAILS

The registered office and principal place of business of the Council is

National Ethnic and Multicultural Broadcasters' Council Inc.
Suite 1 / 288 Brunswick Street
Fitzroy VIC 3065

