

NEMBC National Conference

Champions of Multiculturalism

sustaining ethnic community broadcasting



The Ethnic Broadcaster

Spring 2011 Edition – Journal of the National Ethnic & Multicultural Broadcasters' Council



Features

- People of Australia
- Australian Curriculum
- Social Media Feast
- NEMBC 2011 Conference
- Around the Stations



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We welcome contributions to The Ethnic Broadcaster, especially from NEMBC Members.

*Welcome to the journal of the
National Ethnic & Multicultural Broadcasters' Council,
representing and resourcing ethnic community
broadcasters across Australia.*

Contents

President's Pen	1
The People of Australia	2-3
The Australian Curriculum	4-5
Training for Community Broadcasters	6
NEMBC 2011 Conference.....	7
Conference Speakers.....	8-9
Conference Program at a Glance	10
Conference Workshops	11
Social Media Fest - Participate in the Conference...	12
NEMBC Multimedia Website	13
2011 NEMBC Annual General Meeting	14
Around the Stations	15-18
Membership Organisers Travelogue	19-22
Youth Broadcasting	23-25
Women Broadcasters.....	26
CBF News	27
NEMBC Membership	28



President's Pen

Dear Members,

Once again we are about to meet – this time in Launceston, Tasmania (Nov 26-27) for our Annual Conference and AGM. How quickly the year comes around. No sooner is the Conference over than work begins for the next one. Although the Conference is held in a different State or Territory every year this will be the first time that it has been held in Tasmania. The support given by the Tasmanian Government and our Tasmanian members to the holding of the Conference in Launceston is what persuaded delegates at last year's conference held in Canberra to choose Launceston as the location for this year's conference, which we expect to be at least as good as the best in the past - and certainly more "youthful".

The issues are many and difficult, but working together we have a better chance to be successful in finding the answers that lead us forward.

As you will notice, the theme for the Conference has been determined by the actual circumstances: that is, *placing the fundamental values and principles of multiculturalism and ethnic broadcasting on the national agenda.*

The NEMBC is extremely happy to have Professor Ghassan Hage as the key nota speaker at the Conference, among many other distinguished contributors. Professor Hage has published widely in the comparative anthropology of nationalism, multiculturalism, racism and migration. He is currently working on two projects: The experience and circulation of political emotions concerning the Arab-Israeli conflict among Muslim immigrants in the Western world; and 'The Politics of Negotiation' as a critical way of re-conceiving inter-cultural relations.

At the conference we will further advance the cause of multiculturalism by also inviting a representative from the Australian Multicultural Council.

This will be the first for Tasmania. It will bring to Launceston ethnic community broadcasters from around Australia and should have a very stimulating effect on non – English language broadcasting in Tasmania. For Tasmania it will be an opportunity to highlight the multicultural and diverse nature of the Launceston community.

The immediate economic benefits of the conference will be followed by longer term benefits as knowledge of Launceston and its vast array of attractions become known to broadcasters and their audience across Australia.

I would also like to take this opportunity to welcome to our Secretariat our new Administration Officer Clemmie Wetherall in replacement of Asahel Bush who is now pursuing his career in International Development.

Looking forward to seeing you in Launceston and I hope you will make every effort to represent your station or program to this all important National Conference.

Victor Marillanca JP
President

The NEMBC would like to thank the conference sponsors:



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THE 7 FM Multicultural
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The People of Australia



By any measure of demography, Australia's population has grown and transformed considerably. Since 1945, seven million people have migrated to Australia, including 700,000 humanitarian entrants. In less than a lifetime, post-war migration has transformed the face of our nation and propelled Australia forward.

Today, contemporary Australia embodies the success of this ambitious program – over a quarter of our population was born overseas and migrated to our shores. What is remarkable about this change is not the number of people who have chosen to come here, rather how quietly and peacefully millions have settled into our communities. Australia has experienced a seismic population boom but no upheaval.]

Over the decades, year in and year out, Australia's migration program, in conjunction with our settlement services, has worked to build the Australia of today. We have never been a nation born from a single ethnic origin and, while we speak one language our boundaries were not drawn to reflect a single linguistic group. While Australians identify with over 270 ancestries and speak more than 260 languages, we share a commitment to a common future through a citizenship framework that provides full membership to Australia and a collective identity expressed through shared values.

In announcing the Government's new multicultural policy, Minister Bowen reflected the belief that what made the Australian model of multiculturalism unique was a commitment to citizenship. Approximately 68 per cent of Australia's migrants take up citizenship. This is 20 percentage points higher than the OECD average, slightly lower than Canada's 75 per cent rate but well above the 48 per cent rate for the United States. For migrants that have been in Australia for more than 10 years, the figure climbs to 80 per cent. As the Minister articulated, Australian migrants are not invited as guest workers; they are invited to become part of our nation and to participate fully.

When new migrants come here, we recognise that it marks the beginning of our shared future and combined fortunes as Australians. Mostly, our migration program is framed in economic terms – imagined as skills lists calibrated to the needs of industry or a population level required to sustain our economy – but this scope is too narrow and ignores what it is that has made our migration program work. Arguably, Australia has been able to harness the industry and talents that migrants bring more effectively than any other country around the globe.

The spectacular success of Australia's migration program lies in the nexus between multiculturalism and settlement services. As a nation, we have sustained social cohesion through a commitment to membership, and this is unique. In Australia, what we offer is more than a job or safety – we offer a sense of belonging. Settlement in Australia is more than relocating; it's about being a part of a shared sense of nationhood.

The story of settlement in Australia is a tribute to the generosity of our national character and, by extension, the fulfilment of our country's democratic promise. It is this ethos that has enabled us to sustain our commitment to resettle humanitarian entrants and assist thousands of refugees to integrate in the community, many of whom have experienced torture, fled atrocities and languished for decades in camps.

Humanitarian entrants are the highest priority for government-funded settlement services because of their special needs and circumstances. This assistance is provided through our settlement services, which promote social cohesion and propel our prosperity. Settlement programs and services that support eligible new arrivals most in need include: the Adult Migrant English Program (AMEP), Humanitarian Settlement Strategy (HSS), Complex Case Support (CSS) and Settlement Grants Program (SGP). Our brand of multiculturalism is underpinned by these practical programs, which have built and sustained participation in our community.

The success of these programs to assist new arrivals in launching their new lives in Australia was born out of a recent study, which measured the contributions of humanitarian entrants. "*The Hugo report, Economic, Social and Civic Contributions of First and Second Generation Humanitarian Entrants*", affirmed that humanitarian entrants make a distinctive and significant contribution to Australian society and the economy.

The People of Australia

The report found humanitarian entrants:

- displayed stronger entrepreneurial qualities compared with other migrant groups, with a higher than average proportion engaging in small and medium business enterprises
 - filled labour shortages in low-skilled and low-paid occupations
 - were upwardly mobile between generations – with second generation humanitarian entrants having, on average, higher levels of post-secondary school qualifications than the Australian-born population
- and
- provided an important demographic dividend.

It also found that refugees have greater propensity to volunteer, both formally and informally, not only helping their own communities, but also the broader Australian community. Recognising the hardships humanitarian entrants overcome, the “*Hugo Report*” confirmed that refugees display remarkable resilience rebuilding their lives and contributing to Australian society. In embracing new refugees, we have reaped dividends with many making contributions to Australia and our way of life.

“*Hugo*” speaks to the value of resettlement – but what can we learn about the settlement needs of humanitarian entrants?

Another study recently released by the Department of Immigration and Citizenship is the “*Settlement Outcomes of New Arrivals report (SONA)*.” Commissioned in June 2009, it evaluated settlement services and, more broadly, the experience of new arrivals. The main focus of the research was on humanitarian entrants, using holders of Family and Skilled visa holders as benchmarks. Just over 20,000 humanitarian, family and skilled migrants were invited to participate in the study and more than 8,500 humanitarian entrants and migrants responded with 12-60 months experience of living in Australia.

Interestingly, what the “*Hugo Report*” showed was that from the Department’s vantage point, settlement was measured as something that could be quantified; measured through English milestones, capacity to access services, employment or social participation. For humanitarian entrants, however, the report confirmed

that settlement was more personal and did not fit neatly into their survey measures. For new refugees, settlement was measured emotionally; success was measured in terms of feelings of self-confidence, how in control of their life they felt, or how accepted they felt.

Humanitarian entrants who felt happy about themselves, who were confident about making life choices and who were treated well by their local community, felt they were settling. This is not to say the respective measures of success are mutually exclusive. Gaining employment is critical to feeling self-confident, language skills are critical to feeling connected, and social participation is critical to feeling accepted.

The report underscored how settlement for a new arrival is intimately personal and instinctively emotional. Success is belonging and feeling part of your community – success is not just about having a job in Australia, it is being Australian.

The genius of Australian multiculturalism has its roots in the citizenship model, which is supported by a sustained investment in the infrastructure of settlement. By creating the tools to participate, settlement has enabled us to maximise the human dividend provided by migration, namely skills and labour. It has provided opportunities for migrants and refugees to begin a new life, to gain jobs and language skills.

Multiculturalism has been part of our settlement story. In the context of unifying values and a citizenship framework, multiculturalism has enabled an acceptance of difference. When difference is only seen as a deficit, when we allow discrimination and expect assimilation, we deny the capacity to belong. Membership means acceptance – not blindly or without regard to our laws or core values, but acceptance that diversity adds strength. Migrants have helped to build Australia and now, whether you are a first or second generation Australian, indigenous, or newly arrived, we are all the people of Australia.

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

The Australian curriculum

What's in it for a multicultural society in a multilingual world?

As many of you know, a national curriculum is currently being written for all mainstream schools in Australia. How will this new curriculum help to maintain and promote Australia's cultural and linguistic diversity? How will it help young people develop the language and communication skills they need for life and work in our English language dominated, but globally intertwined, society? These are main questions I would like look at in this article.

Background

Over the past twenty years, education ministers in all states and territories have come to agree on a set of common goals for schooling and the key learning areas, which can be thought of as subjects or disciplines, that should be included. Given the number of separate education departments and different school systems, however, there were naturally differences between, as well as within, states and territories about what students were taught and the standards they were expected to reach.

The new curriculum will replace most of the curricula currently being followed in Australian schools. It will provide a common framework to guide what teachers should teach, the sequence for this teaching, and the achievement levels expected from kindergarten to year 12 level. That is not to say that the curriculum will be rigidly prescriptive. It does not mandate how schools should teach; they can still use materials and methods to suit their particular student and community situations. All schools will need to follow the same framework, however, which should allow for more interstate cooperation and enable joint development and sharing of ideas and resources. It will also make it easier for students (and teachers) who move interstate.

As it is developed, curriculum documents will be publicly available on the web. As a result, although it has been written primarily for teachers, the general community can also see what the curriculum says students in Australian schools should be learning at various stages of their schooling. The learning areas that have been written so far (English, Maths, History and Science) are already available online (see www.australiancurriculum.edu.au). There are glossaries to help readers understand the meaning of key terms. For example, the English curriculum has 14 pages of definitions explaining terms such as 'clause', 'comprehension strategies', and 'standard Australian English'.

How does the curriculum cater for our linguistically and culturally diverse society?

Many of the learning areas will include topics that relate to Australia's multicultural and multilingual past,

present and future. In addition, the curriculum specifies some knowledge and general skills that all teachers, no matter what area they are teaching in, should try to incorporate into their lessons. An understanding and appreciation of Aboriginal and Torres Strait Islander histories and cultures is identified as a cross-curriculum priority, while the development of intercultural understanding is one of seven general capabilities that should be considered in all learning areas.

Another cross-curricular aspect, which is not given as much prominence as the above, is the promise to develop a national document addressing the needs of students for whom English is an additional language or dialect (EAL/D). This document is still being written, but has the potential to greatly help students who arrive at school speaking other languages more fluently than English. Teachers of all subject areas are expected to know about this document and be guided by it. According to the Shape of the Australian Curriculum 2010, it will:

support the Australian Curriculum in each learning area by describing how language proficiency develops. It will allow all teachers to identify the language levels of EAL/D learners and to pay attention to their specific learning requirements when teaching the learning area. This will ensure equity of access to the language and learning of each curriculum for all learners¹.

What about teaching other languages?

The languages area of the Australian curriculum has yet to be written, but we have a good idea of what it will cover and how it will be organised through a draft 'shape' paper released for public comment at the beginning of 2011.²

This part of the curriculum has been one of the most difficult areas to deal with on a national level. One reason for this is the longstanding and widespread undervaluing of languages by the majority of Australians, who are often monolingual in English and quite content to be so. There has also been a lack of consensus about how many and which languages to teach, and at what year level to introduce them. This has made it easy for some school systems to not really treat languages as the key learning area they are meant to be. Differences in the availability and status of week-end and after-hours language schools and programs in states and territories also complicate the area, as does the fact that for some students the 'other language' taught in their mainstream school is, in fact, their family language.

The national languages curriculum will be based on the assumption that all students will study a language in

1. www.acara.edu.au/verve/_resources/Shape_of_the_Australian_Curriculum.pdf (accessed 28 June 2011).

2. See www.acara.edu.au/verve/_resources/Draft+Shape+of+the+Australian+Curriculum+-+Languages+-+FINAL.pdf

The Australian curriculum

What's in it for a multicultural society in a multilingual world?

addition to English from primary school to Year 8, and that they can continue to learn the same language up to year 12 level if they wish. It will provide a framework for teaching any language, but there will be specific curricula for eleven languages (French, German, Italian, Modern Greek, Spanish, Mandarin, Japanese, Korean, Indonesian, Vietnamese and Arabic) which will provide more guidance about the content and the number of hours needed to reach specified achievement standards. The curriculum will also include additional pathways and achievement standards for some languages to cater for students who already speak or write them when they enter school³. There will also be a special framework for Aboriginal and Torres Strait Islander languages.

The fact that the curriculum will be published online will make it easier for parents and interested members of the community to monitor the standard of language learning and teaching in schools. This, and the clear guidelines provided by the curriculum documents, should help school systems, states and territories that currently have rather piecemeal languages programs to improve on these.

³ It should be noted that some school systems and school programs already offer more than the number of hours the shape paper suggests for language learning at various year levels. The curriculum will allow for such programs to continue, with correspondingly higher achievement standards.

Where to from here?

The national curriculum has the potential to greatly help students in Australian schools to improve their proficiency and skills in standard Australian English and other languages, to communicate effectively across cultures, and to develop a greater understanding of the value and nature of our diverse Australian society. However, policy is one thing and what happens in practice is quite another. To what extent will the above potential be realised?

Why not keep an eye on the curriculum as it develops and starts to be used in schools? Let your colleagues and listeners know about it. If necessary, help raise any concerns about the curriculum and how it is being followed with your local school, education department or political representatives. We can all help to ensure that the Australian curriculum fulfils its aim to reflect and respond to our linguistically and culturally diverse society, and to equip our children with the knowledge and skills they will need for an increasingly globalised future.

Mandy Scott

**Visiting Fellow, School of Culture,
History and Language,
Australian National University
Education Advisor,
Canberra Multicultural
Community Forum**

Training for Community Broadcasters

Community Media Training – Learning from the Past

The Community Media Training Organisation (CMTO) was established following a decision by the Community Broadcasting Foundation (CBF) to close the National Training Project, the organisation that had initially taken the lead role in training for community broadcasting.

The new CMTO can benefit from a review of the National Training Project carried out by the Binary Blue consultancy and from research into the language of training packages carried out by Dr Lauri Grace.

The National Training Project

The CBF's National Training Project consisted solely of accredited training. Accredited training is provided by Registered Training Organisations (RTOs), which must comply with the requirements of the Australian Quality Training Framework (AQTF) and, in particular, three performance indicators. These are:

- Competency completion rate – this could be calculated for qualifications (e.g. certificates or diplomas) completed.
- Employer satisfaction – In the case of a community radio station this would need to involve the station's assessment of the value of the training.
- Learner satisfaction – this indicator would include trainees' perceptions of the quality of the training.

The Binary Blue report concluded that the National Training Project did not perform well against these indicators. Following the receipt of the Binary Blue report, the CBF closed the National Training Project.

A number of Registered Training Organisations carried out training for the National Training Project, but by far the majority of the training was run by the RTO established by the Community Broadcasting Association of Australia (CBA).

The Binary Blue report found that the CBA RTO had a very poor completion rate of 30% for broadcast training.

The Implementation Report (commissioned by the CBF and prepared by the DMW consultancy) told us that there was a big demand for management training.

However the Binary Blue report revealed that while 135 trainees enrolled in management training, not one of them had received a certificate (the full qualification) at the time the review was completed. Only six trainees had received a statement of attainment (for completing part of the course).

An indication of learner satisfaction may be derived from the drop in participation rates of trainees. According to the review, participation rates fell steadily in the first two years and sharply in the last two years.

Year	Trainees
2006-07	473
2007-08	434
2008-09	353
2009-10	86*

* figures for 2009-10 are incomplete

Training and language

Before the NTP was established, the NEMBC had run its own training program, the Australian Ethnic Radio Training Project (AERTP) and had become concerned at the complex language of the training packages. Funding for the AERTP had been discontinued and the NEMBC had argued for an element of non-accredited training to be included in the new National Training Project. This request was rejected by the CBF when the NTP began in 2006.

However the NEMBC's concern at the language and bureaucracy of accredited training has been reinforced by research conducted by Dr Lauri Grace for her PhD thesis. Dr Grace writes of accredited training packages:

"From the outset, this project was firmly grounded in my own sense of disquiet and disjuncture as a VET practitioner with over ten years experience developing, delivering and evaluating learning and assessment in workplaces, vocational colleges and distance programs. In my experience, people who are confronted with Training Packages struggle to understand the language in which these texts are written. Many describe their experiences of this language in terms of identity, power and exclusion; they relate past experiences of marginalisation in schooling and describe current fears of inadequacy. Yet established VET approaches to language are generally silent on issues of power and exclusion, focusing instead on the (presumed deficient) language and literacy skills of individuals and groups who are excluded by these texts."

It is pleasing therefore that the new CMTO, as recommended by the Binary Blue report, has already accepted Pathways training – unaccredited training that can be used as a foundation for accredited training or stand on its own. Broadcasters will now have a choice between Pathways courses and fully accredited training.

This should give us the opportunity to include all broadcasters who want to learn and to respect all languages.

Darce Cassidy

Darce Cassidy has recently joined the board of the CMTO as the nominee of the NEMBC.



NEMBC 2011 National Conference

Launceston, Tasmania, 26-27 November

2011 NEMBC National Conference

Champions of Multiculturalism

sustaining ethnic community broadcasting

Grand Chancellor Hotel • Launceston Tasmania • 26-27 November

The NEMBC is pleased to announce that its national conference for 2011 will be held in Launceston, Tasmania on the 26th and 27th of November at the Grand Chancellor Hotel.

This year's conference will showcase the *Champions of Multiculturalism* – all those who shape Australian society and make this country vibrant, diverse and harmonious. It will explore how leadership, policies, active grassroots communities and a unique ethnic community broadcasting sector have played a pivotal role. The conference will feature leading voices on multiculturalism in Australia and provide a valuable forum for discussion and policy development on important issues affecting ethnic community broadcasting. The NEMBC is pleased to announce its keynote speaker, Ghassan Hage, and presenters Samah Hadid and Steve Ahern – see the next page for details.

Venue & Accommodation

The conference will be held at the Grand Chancellor Hotel in downtown Launceston:

Hotel Grand Chancellor

29 Cameron Street, Launceston TAS 7250

Phone: (03) 6334 3434

Email: reservations@hgclausceston.com.au

Accommodation is available at the Grand Chancellor at a discounted rate for conference delegates – \$145 per night for a deluxe king or deluxe twin room, or \$160 including breakfast.

Delegates should contact the hotel by phone or email and quote 'NEMBC Conference' to make their booking. Make sure to book your accommodation early as rooms are limited.

Alternative options for accommodation include:

Batman Fawcner Inn – ph: (03) 6331 9951
Budget accommodation with rooms starting at \$85 and dormitory beds from \$26 per night.

North Lodge Apartments – ph: (03) 6331 9966
Self-catering budget apartments. 1 bedroom apartments from \$125 and 2 bedroom from \$165 per night.

Key Conference Dates

Friday 11 November	Late registrations close
Saturday 26 November	NEMBC 2011 Conference and Gala Dinner
Sunday 27 November	NEMBC 2011 AGM

Conference Registration

Registration forms will be distributed to radio stations and can be downloaded from the NEMBC website.

Forms can be sent to the NEMBC by email, fax or post. Payment can be made to the NEMBC by cheque, money order or direct electronic payment (EFT). See the registration form for all the details.

Special Subsidies this Year

NEW OFFER

The NEMBC is offering a special subsidy of not 50% but 75% for the cost of a return economy/budget airfare, see below for details. .

Travel Subsidies

The NEMBC provides members with travel subsidies to help with their costs of travel to and from the conference.

- The amount of the subsidy will be 75% of the cost of a return economy/budget airfare.
- Subsidies are available for a maximum of three people per station, provided that at least one is female, one is under the age of 30 or one is from a New & Emerging Community.
- Subsidies are only available to official station delegates who have been authorised by the governing body of the station or umbrella group.
- Subsidies will only be paid after the conference on presentation of receipts to the NEMBC Secretariat.

For More Information

Contact the NEMBC on (03) 9486 9549 or visit the NEMBC website for the latest conference information, program and registration forms: www.nembc.org.au



NEMBC 2011 National Conference

Launceston, Tasmania, 26-27 November

Champions of Multiculturalism Conference Official Opening



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

First elected to the Senate for the ACT in 1996, Kate began fulltime work at the age of sixteen as a labourer removing asbestos from building sites. Her political awareness grew on the job and she became a workplace delegate for the Building Workers Industrial Union (BWIU/ later the CFMEU). Kate began work as a full-time union organiser in 1986, working extensively in occupational health and safety, sustainable industry development, and later communications and information technology. The following year she was elected as Vice President of the ACT Branch of the BWIU and became the first woman to ever hold an executive position in the traditionally male dominated union. In 1988 she joined the executive of the ACT Trades and Labour Council and in 1993 became the youngest person and first woman elected as President of the Council.

In Opposition she held many portfolios including Information Technology, Sport and Recreation, Manufacturing, Consumer Affairs, Local Government and Health Promotion.



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

A former journalist and community activist, Cassy O'Connor is passionate about Tasmania's special places and its people. She is honoured to be the Minister for Human Services, Community Development, Climate Change and Aboriginal Affairs.

Cassy was born in Canberra and raised in South East Asia and on Stradbroke Island in Queensland. She moved to Tasmania in 1989 and worked as journalist and political advisor. She also found time to have four beautiful Tasmanian children. Cassy became a community activist in 2004 as the public face of the campaign to protect the Ralphs Bay Conservation Area at Lauderdale from a Gold Coast-style canal housing estate. She is determined that community and conservation should come first in Tasmania.

Cassy O'Connor was first elected to Parliament in July 2008 as the Greens member for Denison on count-back following the resignation of long serving Greens Member and Leader Peg Putt. Cassy was soundly re-elected at the top of the Denison poll in March 2010. On 19 August 2008, Cassy became the first person to be sworn in as a Member of the Tasmanian Parliament outside Hobart.

Conference Speakers



Prof. Ghassan Hage – Keynote Speaker

Ghassan Hage is the University of Melbourne's Future Generation Professor of Anthropology and Social Theory and a Fellow of the Australian Academy of the Humanities. He has published widely in the comparative anthropology of nationalism, multiculturalism, racism and migration. His work fuses approaches from political economy, phenomenology and psychoanalysis.

Professor Hage is currently working on two ARC supported projects: The experience and circulation of political emotions concerning the Arab-Israeli conflict among Muslim immigrants in the Western world; and 'The Politics of Negotiation' as a critical way of re-conceiving intercultural relations. He is the author and editor of many works including *White Nation* and *Against Paranoid Nationalism*. His most recent work is the edited volume: *Force, Movement, Intensity: The Newtonian Imagination in the Humanities and the Social Sciences*.



NEMBC 2011 National Conference

Launceston, Tasmania, 26-27 November

Conference Speakers



Judge Rauf Soulio, Australian Multicultural Council, Chair. (SA)

Judge of the District Court of South Australia

Judge Soulio is President of the Football Federation of South Australia and the current Chair of the Migrant Resource Centre of South Australia. He was recently appointed to the Council for the Order of Australia. He is on the Judging Panel of the Governor's Multicultural Awards program and Chair of State Government Sporting Advisory Committees. In 2003, he was appointed as Honorary Consul-General for Albania in Australia and is active in the Albanian community. Judge Soulio was the Deputy Chair of the Australian Multicultural Advisory Council until June 2011.



Samah Hadid – 2010 Australian Youth Representative to the United Nations

Samah is a 20-something human rights activist advocating for the rights of minorities, women and children on a national and international scale. She was selected as the 2010 Australian Youth Representative to the United Nations and completed a fellowship with the United Nations Office of the High Commissioner for Human Rights.

Samah has advised national governments and international organizations on youth policy, multiculturalism and human rights issues. Her advisory roles have included the Australian National Commission for UNESCO, Amnesty International's Diversity Steering Committee, Action Partner for Oxfam International Youth Partnerships, and member of the National Youth Roundtable. She was also selected as a participant to the Prime Minister's 2020 Summit and a member of the UN Expert Group on Youth.

Samah is a regular commentator on ABC24 newsmakers, ABC's Q&A program, and also published several opinion pieces for Fairfax media as well as co-authored the book, *The Future by Us*.



Steve Ahern OAM

Steve Ahern is an experienced broadcast manager, trainer and consultant. He is the author of the textbook *Making Radio*, a specialist in new forms of broadcast media, and an international trainer and consultant specialising in radio branding, programming, and multiplatform broadcasting. Before founding his own company, he was previously Director of Radio at the Australian Film Television & Radio School (AFTRS) and a senior executive at the Australian Broadcasting Corporation (ABC).

He was awarded an Order of Australia Medal in the 2009 Queen's Birthday honours list for his contribution to media and training in Australia.

Steve began his media career as a presenter, producer and announcer at various commercial and community radio stations in Australia, then joined the ABC where he managed radio and television operations. He was the founding consultant for South Africa's national television, radio and new media training school (NEMISA) and has developed training programs for radio and TV companies in India.

Esther Blank Deutsche Welle

Esther Blank is a foreign correspondent for German Radio, Television and magazines and Deutsche Welle's representative in Australia. For the past 10 years she has been responsible for Deutsche Welle's Internship programme in Australia.

Deutsche Welle is Germany's overseas broadcasting service, broadcasting in 30 languages, reaching nearly 90 million people via radio, TV or online. Deutsche Welle provides a European perspective for audiences around the world and promotes intercultural dialogue.

DW also runs DW-Akademie, a training programme for radio professionals from developing and transition countries. Fifteen hundred people from more than 60 countries work for Deutsche Welle. Deutsche Welle's English Radio Programme offers internships for young broadcasters from partner organisations all over the world. In Australia DW has a selection process of candidates for an internship.



Conference Program At a glance

SATURDAY 26th NOVEMBER

- 8.00 – 9.00am **Registration**
- 9.00 **Welcome to Country**
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.
- 9.45 **Plenary Session**
 Keynote Speaker Prof. Ghassan Hage, University of Melbourne's Future Generation
 Professor of Anthropology and Social Theory
- 10.20 to 10.45 **Morning Tea**
- 10.45 **Plenary Panel**
 Samah Hadid, Australian Youth Representatives to the United Nations
 Esther Blank, foreign correspondence for Deutsche Welle
 Judge Rauf Sulio, Australian Multicultural Council, Chair.
- 12.00 – 1.00 **Lunch**

1.00	WORKSHOPS		
	Q&A Championing Multiculturalism Interactive Panel	Engaging Young People	Funding and Grants: CBF and EGAC
3.00 - 3.15	Afternoon Tea		
3.15	A Multimedia Feast of presentations and conversations.	Mindframe 'Media and Public Speaking'	NEMBC Constitutional

- 5pm **Close of workshops**
- 5.15pm **Plenary Conclusion and Presentations of Workshops**
- 7.30pm **Conference Gala Dinner 'Albert Hall - Great Hall'**

SUNDAY 27th NOVEMBER

- 8.00 - 9.00 **Registration** for entering AGM (delegates will need to line up at the door and have their
 names checked and given voting cards before entering the AGM)
- 9.00 **AGM Opens**
 Please see page 14 for a full agenda of the AGM.
- 2 pm to 2.30 pm **Lunch**

This is an election year for the NEMBC for the Committees.

Please refer to the NEMBC website www.nembc.org.au to download nomination forms
 and view the full award eligibility and selection criteria. More information is available in this edition.

For more information contact the NEMBC on (03) 9486 9549 or email admin@nembc.org.au.

All nominations must be submitted by 5pm Saturday 26th November, 2011.



NEMBC 2011 National Conference

Launceston, Tasmania, 26-27 November

Conference Workshops Synopsis

Q&A Interactive Panel and Discussion on Championing Multiculturalism

There will be 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. This will be a 'live' session with the opportunity for people 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 is Tangi Steen Vice President of the NEMBC.

Engaging Young People

This workshop seeks to support 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).

The panel will present 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 radio stations. This workshop is for all broadcasters and management to support the engagement of young people at their stations and to sustain and enrich multicultural community broadcasting.

Funding and Grants

The community radio sector received an additional 3 million dollars, as announced 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. Come and hear about funding for the sector and hear from the CBF and EGAC about the grants process.

A Multimedia Feast - This workshop will be a two hour digital feast of presentations and conversations.

As the ethnic community broadcasting sector moves into the age of digital and multi-platform radio, international broadcast trainer Steve Ahern will show you how to create and publish multiplatform content in the new media world. The session will help you understand digital trends and why they are important, and will also show you tricks and tips for creating and repurposing content as easily and cheaply as possible.

The eCHAMPS will show 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. Get to know the eCHAMPS because they will return to their station to hold a workshop on social media.

Conference participants will be taken on a journey through the new NEMBC multimedia website and see the opportunity offered to language groups to share and listen to language programs across Australia. An easy to use navigational site allows language groups an easy process to upload podcasts and stream their radio programs. The website not only acts as a depository of radio programs but provides for interactive communication within that language community. See page 13 for more details.

Constitutional

The NEMBC has been working on further proposed changes to the NEMBC Constitution. A presentation and discussion on the changes will be delivered by Joe De Luca (Convenor of the Conference Sub-Committee). 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'. This 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.



Social Media Feast Participate in the conference from anywhere

Social Media Feast @ the NEMBC Conference

There will be a digital feast of social-media events and multimedia information at this year's NEMBC Conference. The eCHAMPS will be bringing the conference live to the internet with: Twitter, a Blog, Facebook and vod/podcasts. A digital workshop from Steve Ahern will show you how to create and publish multiplatform content in the new media world and the NEMBC will launch its TUNE-IN website for podcasting and streaming opportunities for its members (see the next page).

Input and participation in this year's conference can happen from anywhere around Australia. There will be an opportunity to ask questions during a live Q&A style discussion with a panel of guests and the NEMBC is looking to have tweets, blog questions or even vodcast questions so that members can have input from anywhere around Australia.

Traditional broadcasting is in revolution. Never before has the means to mass broadcast been more accessible to more people, and we need to be part of the transformation. Become part of the revolution and join this year's conference by getting online.

Join us on the following platforms.

Twitter – [@nembc_official](https://twitter.com/nembc_official)

Facebook – facebook.com/nembc

Vodcast us on YouTube – youtube.com/TheNEMBC

Blog and broadcast – www.nembc.org.au/nembc11

Web – www.nembc.org.au

Email – youth@nembc.org.au



This year at the NEMBC conference, we are starting an exciting and innovative project called 'eChamps'.

Applications were sent out in August calling for ten young multicultural broadcasters who wanted to be innovators and online champions in their community and community radio station. Applications are now closed and the NEMBC is in the process of selecting the ten unique multicultural broadcasters to be a part of this project.

The participants will have the opportunity to broaden and further their knowledge and skills in online and social media to promote their programs. They will be part of a team who will be responsible for communicating about the NEMBC conference via Facebook and Twitter and also encouraging dialogue and discussion from others. As well as the eChamps receiving practical experience in engaging with social media, they will also have the unique opportunity to network and meet many people from different backgrounds and organisations.

The participants will become 'Online Champions' in their communities, they will take their newly learnt skills and impart them to members from their community radio stations. Community radio stations will therefore also be a part of the new technological changes, and have the opportunity to enjoy the technological innovation.

New and social media is readily accessible and highly interactive, it is important that we ensure that multicultural communities will not miss out.

What's in it for your station?

The eCHAMP will run a workshop at your station on an element of training that you think your station needs in regards to digital, social and multimedia.

Our project partner is *yum productions* who are transmedia and community broadcasting explorers, they have previously assisted the CBLoggers for the CBAA's New Media Project in 2010.





NEMBC Multimedia Website

New NEMBC website

The NEMBC is proud to present an innovative new website, which embraces digital broadcasting technology and resources for NEMBC members and the broader community. The new website has graphic animation, an easier navigation style, is much more interactive and is easier to update for the NEMBC staff.

The most exciting aspect of the website is the possibility for podcasting and streaming radio programs for members. This website is the result of listening to the members requests for an information and resource hub for ethnic community broadcasting

Podcasting and Streaming

The most exciting new initiative is to provide members with the opportunity to share and listen to language programs across Australia. Members will be able to place their programs on the website. The programs could have been broadcast on their stations or could be extra content produced especially for the website.

The programs will be grouped by language and broadcasters will have the opportunity for a multilingual discussion forum.

The website will start with youth and women's programs due to support within those committees, but has the potential to open up to all ages and gender.

Each language group will be moderated by the authorised program administrator.

In order to upload programs, members will need to confirm that they have received radio training and understand the basics of media law when they sign-up. They will need to agree that they have sought agreement from their radio station. The NEMBC will also have a moderator to manage the members joining and the uploading programs.

Creative Commons

The exciting concept of 'Creative Commons' will be used to allow sharing of programs. Creative Commons means the producer can allow their work to be passed on, used and even edited by other people. It works very simply. When the member uploads their podcast they can choose to give permission for (1) the whole program to be edited (2) only a certain section to be edited or (3) no editing at all.

The concept of Creative Commons aims to allow the sharing and growth of information as opposed to the old concept of copyright, which was to contain and control. In this way, the ethos of Creative Commons is similar to the cooperative ethos of community broadcasting.



How it Developed

The NEMBC received funding from the CBF to produce a new youth podcasting and streaming website. There have been two companies assisting with the development of the site, including a web and multimedia designer, Walkermmedia; and the content management system has been developed by Go Photo and Web. The content management system means that all the staff of the NEMBC will be able to upload text, pictures and information, thus keeping the website up-to-date and much more interactive.

2011 NEMBC Annual General Meeting

NEMBC AGM - 27 November 2011

This is an election year for the following positions: Executive Committee, Youth and Women's Standing Committees, and the Ethnic Grants Advisory Committee (EGAC). The NEMBC Constitution and procedures require that, for the purpose of attendance, voting and nominating for office rights, members must be:

- (a) Financial for 2011, not later than the 20th of November 2011, one week before the AGM.
- (b) Represent a program broadcasting regularly, in a language other than English, or a multicultural program that is under the control of an ethnic broadcaster.
- (c) Members are entitled to one vote for every five financial members, or part thereof: to be eligible

for voting rights a station must have at least three financial members of the NEMBC.

- (d) Only those members who have been nominated by their stations or umbrella organisations as voting members are eligible to nominate for Executive and Committee positions and to vote.

Please look at the NEMBC website for more details and a breakdown of the Committee positions. Committee nomination forms are available on our website. We hope that you will be able to participate in our conference and AGM.

Please note: for general access stations the member programs can come together and appoint their voting delegate(s). For further advice and assistance on this please contact the NEMBC secretariat.

Notice of 2011 NEMBC AGM

Sunday 27 November 2011, 9:00am
Grand Chancellor Hotel, Launceston, Tasmania

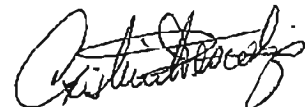
AGM Agenda 2011

9.00 AGM Opens

- 1) Minutes of the last AGM
- 2) Business arising from Minutes
- 3) Annual Reports:
 - a) Reception of annual report presented by the President
 - b) Reception of annual financial report.

- 4) Reception of annual report from subcommittees
 - a) Youth Committees Report
 - b) Women's Committee Report
- 5) EGAC Report
- 6) Constitutional amendments
- 7) Notices of Motion
- 8) NEMBC Elections
- 9) Appointment of Auditor
- 10) General business

16/10/11



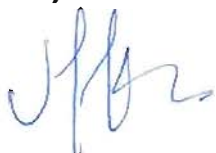
Cristina Descalzi
Secretary NEMBC

Important Notice Regarding Attendance at the AGM and Voting Rights

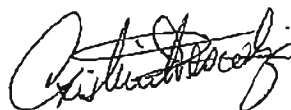
Delegates must be appointed by the 'governing body' of the station or umbrella organisation by a Letter of Appointment, signed by the relevant President, Secretary or Manager, stating the names and number of votes for each delegate.

A proforma Letter of Appointment can be found on the NEMBC website. This letter must be received by 5 pm the 26th of November 2011 by the NEMBC Secretary either in person or via mail to PO Box 1144, Collingwood VIC 3066, fax to (03) 9486 9547, or email admin@nembc.org.au.

For any assistance you may contact the NEMBC office or visit the NEMBC website.



Victor Marillanca
President NEMBC



Cristina Descalzi
Secretary NEMBC



Around the Stations



3ZZZ Pizza Night

Whenever a youth broadcaster steps into 3ZZZ, they often think to themselves that they are the only ones below the age of 30 at the station. They often think, "Are there any other young broadcasters in the stations?" 3ZZZ has almost 70 different programs and groups; it's virtually impossible to know who the other young broadcasters are.

With that in mind, a 3ZZZ Youth Broadcasters Pizza Night was organised with the aim of bringing together young people from the station, as well as those who are interested in finding out more about ethnic and multicultural youth broadcasting. Kindly, the station offered to provide the pizza!

At first, I was really afraid that no one would turn up or that the only people who would turn up would be those I already knew from the Polyfonix (Multicultural Youth) program. However, to my amazement, more than 20 people turned up for the pizza night! There were

broadcasters from a wide variety of groups, including the Indian, Romanian, Nepalese, Turkish, Greek, Spanish, Sudanese programs and of course, Polyfonix.

After everyone's tummies were filled with pizza and drinks we sat down to discuss youth involvement at 3ZZZ. A few broadcasters expressed concern about not being able to be on-air due to the lack of airtime. Others felt they had tired themselves out as they were not able to find "new blood" to assist them and they had been working on their programs week after week.

It was then decided that we should have a meeting, either on a monthly or bi-monthly basis, formal or informal, to discuss and share ideas with each other about how we can move forward and overcome problems as a group.

Overall, the 3ZZZ Youth Broadcasters Pizza Night went well and I would like to thank everyone who made it possible by contributing in any form and by attending.

Edgar Mirantz-Tan

Broadcast Night at 1CMS 91.1FM

On 17 September, ACT multicultural station 1CMS held their annual broadcast night. All broadcast groups were invited and over 100 people attended as well as some of our local politicians. Our PNG presenter, Gemo Virobo acted as MC together with Nikhel Wable of the Hindi program.

We enjoyed a buffet meal that provided for different dietary requirements and took advantage of the opportunity to meet broadcaster colleagues who we usually don't get to see. Entertainment was provided by a duo of very much appreciated didgeridoo players and three lovely young ladies in costumes topped off the evening with some samba dances.

The official part of the evening included the awarding of Certificates of Appreciation for various volunteer broadcasters. Heinrich Stefanik, Jacques Petit, Jim Saragas and Diana Rahman were honoured as major contributors to the establishment of the station. It was



Diana Rahman - now presenting an Islamic program at a special station for Ramadan

a fun evening and we thank the organizers, the EBC Committee, and especially Gaby, Werner and Gemo, for their hard work.

Marianne Peterson



Around the Stations

TCR Turns Ten!

The Tongan Community Radio of South Australia Incorporated (TCRSAInc) is celebrating its tenth anniversary! It only seems appropriate that we wind the clock back, and reflect on our beginnings...

TCRSAInc was established on 21st October 2001 as part of Adelaide's ethnic community broadcaster, SEBI 103.1FM. The organisation would not be standing tall and proud today had it not been for the financial support of Community Benefit SA and the guidance of the staff at SEBI at that early stage.

For a year or so, TCRSAInc was allocated a half-hour timeslot at SEBI. This half-hour program covered news from Tonga, Tongan communities around the world, sports, and our own community. The program also featured the soothing sounds of the South Pacific, playing more of the traditional Tongan tunes.

In 2003, TCRSAInc secured extra air time for itself and a supplementary youth program. To this day, the Tongan Youth Radio program, TYRadio, is broadcast at 3:30pm on Fridays on SEBI for half an hour, followed by a full hour of Tongan news, sports and music. The full hour program also features a spiritual reflection segment once a month.

The Tongan Youth Radio group also travelled to other community radio stations with Tongan programs in Canberra and Sydney after being awarded the Tony Maniceros Award in 2005. A couple of years later these lucky broadcasters travelled for work experience at A3Z (Tonga's equivalent of Australia's ABC) for a couple of weeks in Tonga.

Over the years, both programs have featured interviews with a number of special guests, including:

- Lord Lasike (Speaker, Tongan Parliament) [TCR, 2011]
- Lord Tu'ivakanou (Minister for Sports, Recreation Events, Tongan Parliament) [TCR, 2010]
- Grant Lupton (CEO, South Australian Metropolitan Fire Service) [TCR, 2009]
- Jesse James Motuliki (Singer) [TYR, 2011]
- Tara Naige (Australian Youth Ambassador to Tonga) [TYR, 2007]
- Seini Taumoepeau (Singer) [TYR, 2005]

Currently there are 10 active members of TCRSAInc who continue to produce and present programs each week. Over the past 10 years, about 20 members have been trained in community broadcasting and use the skills they have acquired as volunteers in other fields.

While TCRSAInc values its opportunities to broadcast weekly, it does not limit itself to broadcasting activities alone. The executive committee and the members have been (and continue to be) involved in a number of projects that transcend the four soundproof walls



Rubina Carlson



Rubina Carlson, Christina Folauhola, Ailini Steen and Lynda Latu



Ailini Steen



of the studio – for example, the affiliated Mahutafea Women's Group responded to community needs by running weaving workshops for the City of Port Adelaide Enfield; the Papai-fa Dancing Group performs traditional Tongan dances at community festivals.

TCRSAInc also plays a strong role within the SEBI family. TCRSAInc works with the other Pacific Island broadcasters (Maori, Samoan, Fijian, Cook Islands, PNG) to present Pasifika during the SEBI radiothon. Pasifika is a dinner-dance fundraiser that celebrates Pasifika culture through serving traditional food (cue hangis, plgs, lu pulu and pineapple pie) and performing exciting warrior dances and hulas.

Over the past ten years, TCRSAInc has become a tight-knit community of broadcasters and fundraisers; weavers and dancers; families and friends; Tongans and Australians. May there be many more occasions for celebration!

Rubina Carlson,
Adelaide, SA



Around the Stations

The first Tokelauan program

4EB welcomes the Tokelauan Community to community radio. Tokelau is a small island in the Pacific with a population of approximately 1400 people with a much larger number of people from the island now living in New Zealand and Australia. The community held a launch for the program which was well attended by Tokelauans living in and around Brisbane. The launch featured traditional song and dance, formal and informal speeches and a feast. This was the first gathering that had brought together the communities from the Gold Coast, Sunshine Coast, Logan and Brisbane.

There were heartfelt speeches of hope and gratitude as a number of people stated that with this program there was now an opportunity for the island to become recognised by the wider community and for those in the community to stand tall and be proud to speak and promote the Tokelauan language and culture. One woman thought that she may have to leave Australia as she had no connection to Tokelau but due to the launch and the weekly program she now had communication with other people in the



Sieni Falani-Esekia

community and news from Tokelau and Australia in her first language.

The first Tokelauan program broadcast in Australia was broadcast at 1.30pm on Monday the 10th of October on 4EB FM.

Peter Rohweder
Manager 4EB



“Yes She Can” at 1CMS

The Multicultural Women’s Radio program “Yes She Can” was successfully launched at CMS radio (91.1FM, Canberra) on the 8th of August. The launch was attended by ACT Chief Minister Katy Gallagher, her Excellency the High Commissioner of India in Australia, Mrs Sujata Singh, and the Honourable Senator for the ACT, Ms Kate Lundy.

Katy Gallagher welcomed the initiative which aims to share information and provide a place for women’s voices to be heard. The women’s team hit the point, said Katy Gallagher, by calling the program “yes she can,” which underscores its important role.



The launch was followed by a short broadcast, during which guests shared experiences as successful professionals, but also as mothers.

“Yes She Can” has been possible through support from the ACT government and CMS radio and can be listened to every Thursday from 4 to 5pm on 91.1FM in the Canberra region. Feedback, comments and suggestions womensradio1@gmail.com

Nazreen Hafesjee & Joelle Vandermensbrugge



Around the Stations

Tesselaar Tulip Festival

On the weekend of the 23rd-25th of September, the 3ZZZ Dutch program had a three day stand at the Tesselaar Tulip Festival's "Dutch Weekend" in Silvan Victoria. On Friday, it was a very cold, windy day with rain and not many people came. Saturday was also freezing cold but people came anyway. Sunday was a very pleasant day. We gained a total of 17 new members as well as some renewals. Even though it is always hard work and a very long drive for all of us, we had a lot of fun!

Ena Lewis
3ZZZ Dutch Convener



In photo from left to right: our Dutch team committee: Dorith Candy, Ena Lewis, Harry Lijnders, Ron Nolte and Tim Timmermans.

Malaysia gets its First Community Radio Station

Bario Radio, the first community radio in Malaysia, will broadcast in the Kelabit language from November 2011. The non-profit radio station will be managed by eBario Sdn Bhd, the operator of the award-winning eBario rural telecentre.

On September 21st 2011, The Universiti Malaysia Sarawak (Unimas) organised a dialogue in Miri to discuss the station's policies and practices. The discussion was participated in by the promoters and supporters of Bario Radio from Bario and Miri. The World Association of Community Radio Broadcasters, AMARC was represented by Suman Basnet, Regional Coordinator for Asia-Pacific.

Suman spoke about the state of community radio in the Asia Pacific region with a focus on best practices and challenges. The dialogue was aimed at stimulating public debate among the stakeholders on policy formulations and related practices that would allow further applications of community radio stations in Malaysia. It aimed at initiating momentum for the wider deployment of community radio stations in Malaysia as a means of achieving national development goals.

According to Professor Alvin Yeo, Director of Unimas Institute of Social Informatics and Technological Innovations, the station will reach out to people in remote areas in Sarawak initially around Bario. Professor Ye mentioned that Bario community radio would create awareness among policymakers on the need of Malaysia's indigenous people, particularly the Kelabits, to have their own media to overcome their

vulnerability and marginalisation. "The dialogue will raise awareness and understanding of guidelines for implementation among potential adopters of community radio stations," said Yeo.



Bario Radio has received support for initial establishment from the International Fund for Agriculture Development and Centre of Excellence for Rural Informatics. The station will mainly broadcast in the Kelabit language and will be managed by community volunteers. The license to broadcast to Bario Radio was granted under a new policy by the Malaysian Communications and Multimedia Commission (MCMC).

Please visit www.ebario.org for further information.

AMARC is an international non-governmental organization serving the community radio movement in over 110 countries, and advocating for the right to communicate at the international, national, local and neighbourhood levels. AMARC has an International Secretariat in Montreal. It has regional sections in Africa, Latin America and Asia Pacific and offices in Johannesburg, Buenos Aires, Brussels, and Kathmandu. For more information, please contact Suman Basnet, Regional Coordinator for Asia-Pacific, suman_basnet@asiapacific.amarc.org or visit www.asiapacific.amarc.org.

AMARC

Membership Organiser's Travelogue:

Hitting the Road with the NEMBC

By Bec Zajac, Membership Organiser

This July, I was lucky enough to take my first 'NEMBC membership trip' to New South Wales' East Coast. I'd been looking forward to the trip since I started the job as the Membership Organiser, not only because it would be an opportunity to pack my bags, leave my desk and computer behind and head out for a week away from Melbourne's winter, but because it would give me a chance to meet face-to-face the people I email every day, hear their fascinating stories, and talk to them about how to be further involved with the NEMBC.

Before I left, I had romantic visions of myself as a cross-country salesman, road-tripping across New South Wales with a suitcase full of NEMBC membership forms or flying in a little plane over Sydney Harbour doing skywriting and throwing 'Ethnic Broadcaster' magazines out the window. But, once I got down to the nitty-gritty of trying to schedule visits with 15 stations, spread between Wollongong and Newcastle, I realised the reality would be a little less glamorous; as you may expect, there is no Flight

Centre or STA travel agent that specialises in Ethnic Broadcasting trips. However, after some careful planning and lots of help from Google maps, I was on my way.



View from my plane, landing in Newcastle.

Day One: 2NUR FM, University of Newcastle

My trip was to begin at 2NUR in Newcastle and looking down from the plane window to see the view right next to the airport landing strip of a beautiful empty beach, I knew this was going to be one "week at work" that would be pretty special. At 2NUR, I met with the management team and ethnic rep, Joop who has run the Dutch program for over 25 years. Joop, a funeral director by trade, had just driven 3 hours from work to the station; it was a good reminder of the kind of volunteer commitment ethnic broadcasters make. Wayne, the Station Manager pointed out that many of their



2NUR: Joop De Wit, Dutch Broadcaster, Bec Zajac, Jane Klein, Program Committee Chair

ethnic broadcasters drive long distances to do their shows, which they are squeezing in between heavy work schedules, families and other volunteer commitments. But, Joop said, he does it because he knows it "makes people feel good," and he is assured of that every night when he gets dozens of phone calls, not just from the Dutch community, but from general listeners who tell him they love the music he plays.

As the afternoon came rolling in, it was time for me to venture into the infamous Sydney traffic. Being stuck in peak hour gridlock ended up being the perfect opportunity to sample some of those lovely tunes Joop had mentioned as well as other ethnic broadcasts in the area, keeping me seriously entertained as I wined over Sydney's hills and bridges into the city.

Membership Organiser's Travelogue:

Day Two: Eastside FM, Paddington and 2SSR FM, Sutherland Shire

I kicked off my Sunday morning with a drive down Oxford Street. On this party street, most were asleep this early on a weekend but not at 2RES Eastside Radio. A little door on the side of the town hall and a walk up some stairs brought me into a very cosy studio where I had the pleasure of meeting the wise and wonderful, Vikram. Vikram is at the helm of a giant team of 60 broadcasters that make up the "Voice of India," which runs for not 1 hour, not 2 hours but 9 hours every Sunday on 2RES and is a mix of music, news, talkback, and politics. When asked the secret to its success, Vikram said that it is the "diversity, flexibility, open mindedness, and variety" of the show. He elaborated, "all Indians, Bangaldeshis, Pakistanis, Australians are our audience... Everybody's welcome, your voice, your music." Vikram became involved in radio when he was having some personal struggles and a friend told him that, "music will unwind your stress." 23 years later, it's still doing the trick.

After stopping for lunch at what Vikram recommended as the "best Indian in Surrey Hills," I headed down south to Gymea where out the back of the local TAFE, I came to the studios of 2SSR. I was welcomed there by Macedonian broadcaster, Mile and Maori broadcaster, Anne, who both interviewed



Mile Vilevski, Macedonian Broadcaster

me on their programs about the NEMBC. Like many community broadcasters, they chat to their listeners as if they're talking to old mates and when they interviewed me, it felt like I was being welcomed into an intimate gathering of friends in a living room.

Mile explained that he sees his role in the community as a "problem solver". He tries to pinpoint areas of concern, conflict and confusion and through research and dialogue, create a conversation where a solution can be found. As the Macedonian community has, what Mile describes as, "a very complex identity and history, with lots of division in sports, religion, and politics," it is not an easy task. "I have to be really sensitive and be very careful and objective," he said calmly. Like many ethnic broadcasters, Mile is not afraid of a challenge and he continues covering all kinds of issues, no matter how controversial. As I left his studio, he played a clip from the Macedonian parliament and I was sure he would be receiving many passionate call-ins from listeners later that night.

Day Three: 2NBC FM, Peakhurst and 2WKT Highland FM, Bowral

Day three began with a quick visit to 2NBC, located at the top of the Narwee Baptist Church where I met with the long-time Station Manager, Paul. He explained that the listeners in the ethnic communities were definitely some of their most passionate and engaged audience members who call in often to give feedback. "It's a really good way for people to stay in touch with their local community," Paul said. And as a manager he really works hard to make sure the biggest communities in their licensed area are represented with programming.

It was then time to go off-the-beaten-track with a visit to 2WKT, run out of an old country house in the small rural community of Bowral where I had the opportunity to meet all the station's ethnic broadcasters. They explained to me how they saw their roles as "story tellers" in their communities and indeed, they had great stories to tell. Paul McCann, Irish broadcaster talked to me about his experience arriving in Australia as a new migrant from Belfast in the seventies. It was the first time he "didn't have to look over his shoulder" but also the first time he "stood out like a sore thumb," and felt completely "ostracized." Paul explained that when his family got here most Australians didn't want to hear their stories of war and trauma and it was in the Irish community that he found a place. "Having people like yourself where you can be heard can mean the difference between sanity and insanity," Paul explained, and it was that spirit that brought him to community radio and his program of Irish stories and songs.



2WKT: Ines Ryde, Spanish Broadcaster, Inge and Karl Kroeger, German Broadcasters, Bec Zajac, Paul McCann, Irish Broadcaster

Membership Organiser's Travelogue:



Wow fm Ethnic Broadcasters

Day Four: 2GLF FM, Liverpool, VOX FM Wollongong, and WOW FM, Penrith Valley

The first stop of the day was at 2GLF, which has one of the biggest contingents of ethnic broadcasting in the area, where I met with "guru" of community radio, Carol. I asked Carol about how 2GLF managed to have such a wide variety of voices represented through their programming and she described to me all the amazing efforts 2GLF put in to outreach, "Through job fairs, outside broadcasts and festivals, we make sure to have as many of the communities in our demographic as possible on board." Carol explained how, without their local programs, ethnic community groups would really not have access to a lot of essential information, "not just information about their individual communities, but about their local community as well; information about council events and local job services are all provided through our ethnic programming... Not to mention," adds Carol "the material from people's home countries, which really works to counter the isolation felt by those who've moved here."

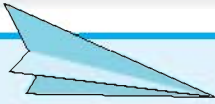
Then it was time for a pleasant long drive down South to Wollongong to visit VOX, which is run out of a lovely converted home. At the studios of VOX, I met with representatives from the 23 ethnic programs. Carmel, the Vice President of the station, described how their ethnic broadcasters offer a "real service" to the very multicultural community of Wollongong. "We currently have programs representing a wide range of communities," she said, "and for a lot of people here, especially new

migrants or older people, it's the only radio they can listen to. They really rely on it."

It was very late by the time I arrived "Way out West" to 2WOW so I wasn't sure if many people would be in attendance at our meeting but to my surprise, when I got to the studios, located above the local library, there were 15 people already there, with more rolling in by the minute. Dr Gayed, one of the original founders of 2WOW, explained to me that they started the station years ago because they specifically knew they needed more ethnic representation in the area. And now the station has 15 shows, all of whom were represented at the meeting talking together over tea and biscuits.

The ethnic rep at the station, Mona explained that it had been very hard for her when she moved from Egypt and so she wanted new migrants to "benefit from her experience". Mona's show is for all of the Arabic speaking community and she uses it to share information that would be taken for granted by someone who's lived here their whole life. On her show, Mona talks about the essentials - helping people find work and housing, explaining how to get to a doctor's appointment and access council services - but she also uses her program to work on broader social problems, such as police harassment, drug use and problem gambling in the community. In a time of great difficulty for the Arabic speaking community, Mona creates dialogue and opens up the lines of communication. She gave me a hug and a 2WOW shirt and sent me on my way!

Membership Organiser's Travelogue:



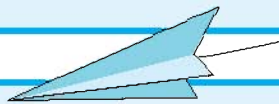
Day Five: 2000FM Burwood, 2NSB North Shore FM, and 2MWM Radio Northern Beaches

Day five began with an important visit to 2000FM, the full-time ethnic station in New South Wales, with 42 ethnic programs, where I met with Inoche, President of the station. Inoche talked to me about all the impressive broadcasting training he was initiating at the station, "We are coordinating formal training to allow people to get their Certificate Four in broadcasting, to professionalise their skills, and do more than just the basic level." Inoche explained that, "just as important as the formal training is the informal training we provide to familiarise broadcasters with the culture of the station and the way we operate."

Then it was up North to 2NSB North Shore to meet with Station Manager, Yvette, Grants Coordinator, David, and the new Ethnic Liaison, Graham. 2NSB have recently started an outreach program to really expand on their ethnic programming schedule at the station. Graham

explained that his position had been created in order to act as a bridge between the ethnic broadcasters and the rest of the station and to "really make sure they are getting all the training necessary to create a smooth transition onto the programming grid." With Armenian and Nepalese programs new this year, things were going well.

The last stop for the day was at the back of the Belrose Bowling Club where I found the studios of 2MWM and chatted with Station Manager, David and broadcaster, Pino. Pino talked about the two shows he does: a 60s and 70s music show in English, followed by a 60s and 70s music show in Italian. Pino says that, not only does he not mind doing them for free but "he would pay to do them", he loves it so much. David added that, in the area, "We have a sizeable population of people with an Italian background, which goes back many decades. We have the largest Tibetan population in Sydney in the Dee Why area and sizeable Tongan and Brazilian populations. Such programs give a voice to those communities and are a great source of pleasure."



Last Day: 2RSR Radio Skid Row, Marrickville and 2SER, Ultimo

Rushing to the airport on my final day, I managed to squeeze in two final stops. The first was at 2RSR Radio Skid Row set amongst the active grassroots community of Addison Road where I met with the fabulous Fipi, President of 2RSR. Fipi talked about the way the ethnic broadcasters act as "media centres" for their individual communities. "If there is any message that an organisation needs to get out to the community, that organisation will come to Skid Row... our broadcasters have partnerships all over the city," Fipi explained. She also described how important the ethnic broadcasters are to the station as a whole, "If we need anything done at the station, we talk to our ethnic broadcasters first and then everyone else follows... They really bring the station together!"

The second stop of the day was with Melanie, Station Manager at 2SER. As a university station, 2SER has a special interest in educational broadcasting. Through their programs, they aim to educate listeners and "respond to the social, cultural and educational needs of the diverse Sydney community." Of course, ethnic programming is a big part of that unique mission, and Melanie talked to me about all the many ways that

2SER's ethnic programs are an essential part of the station.

As I took the plane home, I thought of the NEMBC map of Australia, with all the dots on it that mark the community radio stations across the country. Now, each of those dots represents a story I've heard, a community I've met, a broadcaster that plays an integral role in their community - providing settlement services, mediating civic debates, and opening communication around important social issues. And then I thought about all those other dots yet unvisited; it was time to start planning my next trip away!





Youth Broadcasting

Social Media and Community Radio

More and more Australian community radio stations are jumping on the social media bandwagon and are seeing the benefits of creating social media pages to complement radio programs. They are using websites such as Facebook, Twitter and Myspace to interact with their listeners, expand their listener base, gain support from the community, announce events, post shows, fundraise, celebrate ethnic language and culture and much more.

Social media is not only changing the way media organisations around the world produce and present content but also how audiences engage with content, programs and media organisations. Since radio is by far the most intimate form of traditional media, the highly interactive nature of social media complements the work of radio stations and allows them to make connections and build relationships with listeners which are more personal and engaging than ever before.

Mobile devices such as smart phones and tablet computers give users quick and easy access to social media, so radio listeners can engage with their favourite radio station or program from wherever they may be in the world. Requesting a song via a paid text message or phone call is becoming less heard of as social media is making 'content on demand radio' free, simple and accessible. By using Facebook or Twitter accounts to discuss the topics on your radio program, listeners who have missed the show can still see what has been discussed on the program and can continue the conversation online long after the on air show has finished.

Social media is also a lot about sharing. Via social websites, broadcasters can share news, information, commentary, video, music etc. with listeners who then pass this information on to their online friends and networks. Not only can listeners share content amongst themselves, but they can also supply broadcasters with content and ideas for future radio shows. It has been found that digital offerings complement and strengthen listener engagement; the longer listeners follow a particular radio show's social media activity and the amount of times they recommend the show's page to other social media users, the more listeners are engaged with that show.

There are many benefits of using social media in community broadcasting to complement ethnic language and cultural programs. For many ethnic and cultural broadcasting groups the use of social media is a great way of appealing to young and new listeners, interacting with their community and communicating information relevant to their group instantly. It is also



a great way to maintain the presence of your group or program in between radio shows. With some radio stations offering online streaming, rss feeds and podcasts, ethnic broadcasting groups can upload and promote their shows via social media pages during off-air time, while sites which allow users to interact via short messages or updates, such as Twitter, are smart, free and easily accessible avenues for conversation and interactivity between broadcasters and listeners when the show is on air.

Most importantly, social media is the way generation Y and Z interact. It is an excellent way to reach out to listeners in the under 30 age group. Melbourne community radio stations such as 3RRR, PBS 3ZZZ and 3CO are pioneers in using social media to appeal to younger audiences.

Even though Tweets and Facebook updates may not be for everyone, more and more community radio stations are offering social media training opportunities to broadcasters wishing to engage with listeners online. There are also hundreds of websites offering groups and organisations free tutorials and tips on how to use social media.

Always keep in mind that the golden rule for a successful social media presence is to be interactive not just informative!

Cristina Masala
Broadcaster Romanian Language Program
3ZZZ Radio

Youth Broadcasting



"Working Title" participants getting hands-on film-making experience.

"Working Title": A media and mentoring project by C31 and SYN

At first, everyone thought "Working Title" was an odd name for a youth project. A media and mentoring project, dedicated to multicultural youth should have a catchy name, one that grabs people's attention and gets them excited! "Working Title" was different; we wanted our young people to get excited for sure, but we were also hoping that they would be committed, creative, compassionate and curious about the world around them. And this is exactly what we got!

A few months ago, "Working Title" was just an idea. An opportunity for young people of diverse cultural and faith backgrounds to be mentored by media professionals; to pick up the basic skills of filmmaking; and to create short documentaries that would be aired on our very own community TV broadcaster, Channel 31. We planned and planned and came up with some great project partners: The Office of Multicultural Affairs and Citizenship, SYN Media and the very new and exciting Youth Worx jumped on board and Working Title was born!

Every Saturday, for three months, ten young people came to be trained and guided through the ins and outs and ups and downs of documentary filmmaking in order to come up with two ideas that they would then research, produce, shoot and edit all on their own. "Working Title" is much more than filmmaking training; it's about creating connections, building relationships with, and learning from like-minded

people, and picking up the skills that can give our young people a voice of their own.

As members of a multicultural society, we understand that we are all a "working title," constantly evolving and adapting, negotiating multiple facets of identity and juggling the values of our cultural heritage and those of our new home in Australia. But a project like this has brought together ten young people, so very diverse in faith and culture, who have worked together to create a work of which they are all very proud. They have found a creative outlet through which they can explore and express both their passions and their concerns. In this, they have also learned to be real listeners (as all documentary filmmakers should be), sensitive to and appreciative of other people's point of views and opinions.

Their very first attempt at creating television will be airing on Channel 31 in October and this will be a great chance to hear them speak about their experience and all the challenges they have faced and overcome!

Working Title was funded by the Victorian Government's Office of Multicultural Affairs and Citizenship.

Watch Working Title on C31 on Sunday October the 23rd at 8pm.

Vessal Seffal



Youth Broadcasting

Young Media Makers Project

The Young Media Makers Project (YMMP) is a media and film program for young people to be seen and heard through film and media. The project aims to use film as a means of creative expression for young people, to tell their stories in new and innovative ways, and to provoke thought about young people's issues amongst the wider community.

The project was facilitated by filmmaker Amie Batalibasi and was supported by the Australian Council for the Arts and the Yarraville Community Centre. It was targeted towards young people living in Melbourne from diverse backgrounds and ran from February to August 2011. At weekly workshops, about twenty participants were engaged in film workshops and learnt filmmaking fundamentals including scriptwriting, storyboarding, camera operation, sound recording and editing. It was a chance for these young people to have access to people and equipment that they might not have had otherwise.

Film professionals came to talk with the group and share their industry knowledge. Each participant came up with an idea for a film and pitched it to the class. Then everyone voted for the top five films to be developed and brought to life on the big screen. Participants then worked in crews to write, direct, film, act in and edit the short films.

The five films made were premiered at ACMI in Melbourne and are a testament to the hard work that all participants put into the project. The short films are as diverse as the YMMP participants and talk about stories and issues important to them. They are:



- **Half Full:** A young man at home on an ordinary day, watches television and begins to think about the bigger picture. (Narrative)
- **Australian:** Mareng is a young person from Sudan. Say Nay is a young person from Burma. They both have their own story about coming to Australia and becoming Australian. (Documentary)
- **Speed:** One party, one night, one pill - A young party-goer discovers that one small decision can have big consequences. (Narrative)
- **The Minister's Approach:** This film looks at how government immigration policy and the decisions of one politician, can affect people and the community. (Narrative/Mockumentary)



RADIO PLAYS ABOUT DOMESTIC VIOLENCE IN 9 LANGUAGES

A project of Immigrant Women's Speakout Association & The Law and Justice Foundation

Australian women experience domestic and family violence in alarming numbers. Over a third of Australian women have experienced violence from their current or former partner.¹ Women from all backgrounds can be victims and survivors of domestic violence, however, it is women from culturally and linguistically diverse (CALD) backgrounds who are among the most vulnerable to violence in a relationship.² Research indicates that CALD women are less likely to disclose their experiences of domestic violence to the Police and when they do, it is at a later stage of the relationship.³ These women often do not know that domestic violence is illegal in Australia and they are less likely to know their rights.

This lack of knowledge can be attributed to one of the main components of domestic violence perpetrated against CALD women. The methods of control used against CALD women usually involves limiting their access to information and services, restricting their social networks and creating misinformation about Australian law in order to instil fear. This controlling behaviour means that CALD women often do not know where to find help or do not seek help at all as they fear the consequences for their standing in their communities or their visa status in Australia. Research has also identified 4 main categories of reasons for non- or under reporting of sexual violence experienced by CALD women: personal, cultural and religious, informational/language and institutional/structural.⁴

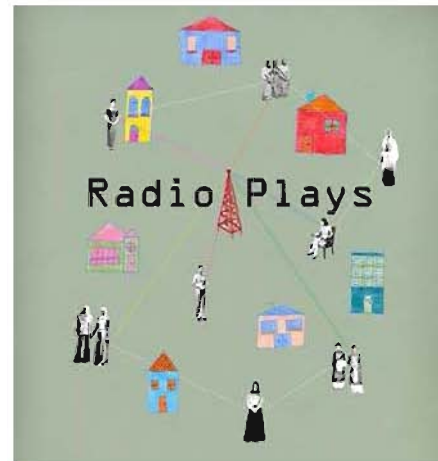
Community organisations have traditionally approached this problem from a certain angle: they believe that they should publish information pamphlets in a multitude of languages. However, what these printed resources cannot do is reach women who are literate in their own language – women who can speak but cannot read. Immigrant Women's Speakout Association (IWSA) has developed a set of audio plays in response to the needs of these women. Three plays about domestic violence have been translated into nine languages, to reach women who need this information, but who are often not getting it. The following topics are covered:

¹ Mouzos, J., & Makkai, T. (2004). *Women's experiences of male violence: Findings from the Australian component of the International Violence Against Women Survey (IWAWS)*. Australian Institute of Criminology, Australian Government.

² The Personal Safety Survey conducted by the Australian Bureau of Statistics found that 15.1% of women born in non-English speaking countries experienced violence in their current relationship (2006, p. 34)

³ Bonar, M., & Roberts, D. (2006). *A review of literature relating to family and domestic violence in culturally and linguistically diverse communities in Australia*. WA: Family and Domestic Violence Unit, Department for Community Development, Government of Western Australia.

⁴ Llewellyn, D. (2003). *Non-reporting and hidden recording of sexual assault: An international literature review*. Canberra: Commonwealth Office of the Status of Women.



1. Domestic Violence – What You Can Do About It
2. Family Violence Provisions
3. Staying Home Leaving Violence

Each play in every language has been developed so that the script is easy to understand and the stories easy to relate to. Each translation has undergone a number of revisions to ensure that nuances of the language are observed - listeners must retain the important information without being distracted by any awkward phrasing or terminology. To do this, members of the nine language communities were invited to proof-read and role-play the translated scripts. Their feedback was crucial in developing the quality of the translations and for creating awareness in the communities about the plays. They are available in the following languages: Arabic, Dari, Dinka, Khmer, Krio, Mandarin, Somali, Sudanese Arabic and Vietnamese.

IWSA has distributed these plays across Australia to a variety of listeners and users – community organisations, domestic violence workers, clients, students and libraries. However, language-specific radio programs are the perfect sites for information about domestic violence and the services available to victims, as they are well established sources of information for CALD communities. CALD listeners turn to radio programs broadcast in their mother tongue for information about many aspects of health, including healthy families and relationships. IWSA hopes that more broadcasters can join us in the struggle against domestic violence, where educating women about their rights is one of the most fundamental actions anyone can take.

Stephanie Phan
Domestic Violence Policy Officer, IWSA

To read the scripts, download MP3s & for more information, please visit speakoutradio.wordpress.com
To order copies, please email women@spekout.org.au

Ethnic Grants News

Good news for ethnic broadcasters: the hourly rate for Ethnic Program grants will be higher for grants offered in Round 1 2011/12 thanks to the additional funds allocated to specialist content by the Gillard Government. Total funding in support of ethnic broadcasting has increased from \$3,044,511 last year to \$3,813,647 in this financial year, an increase of 25%. Of the \$3 million of additional annual funding made available for community radio content development, \$ 1.5 million is for a general community radio content development fund and \$1.5 million is for Ethnic, Indigenous, and Radio for the Print Handicapped (RPH) content development, of which \$700,000 is earmarked to support ethnic content.

The new funding commitment recognises the strong role that community broadcasting plays in providing diverse, innovative and locally relevant content to its many audiences. The commitment is also particularly timely as the community broadcasting sector expands its presence across new digital free-to-air and online platforms.

Five full-time ethnic stations – 2000, 3ZZZ, 4EB, 5EB, 6EBI – have started digital transmissions. Guidelines will be amended for Round 2 2011/12 (closing 4 April 2012) to clarify the eligibility of ethnic programs broadcast on the new free-to-air digital community radio services operating in Perth, Adelaide, Melbourne, Sydney and Brisbane.

Easier application process

The Community Broadcasting Foundation (CBF) piloted an online grant application system in the most recent round of Amrap and CBO Online Development grants using the SmartyGrants facility developed by social enterprise Our Community. Our aim is to provide online application options for all CBF grant opportunities by Round 2 of this financial year (March-April 2012). Online grant processes offer many benefits such as 'save and return', archiving of past applications for later reference and automatic notification of successful lodgement.

One of the big time savers of SmartyGrants for Ethnic Program grant applicants is station management will no longer need to collect broadcasters' signatures for each program. Station management will have greater responsibility to ensure that the programs for which funding support is sought are compliant with the grant guidelines.

Members of the CBF's Ethnic Grants Advisory Committee and CBF Grants Administrators will be conducting a workshop at the NEMBC conference, seeking feedback from delegates about grant issues. It's a great opportunity to ask any questions about CBF grant processes.

Ethnic Grants Advisory committee

The Ethnic Grants Advisory (EGA) committee considers grant applications and makes recommendations to the Board of the CBF. Grants that EGAC oversees are to assist regularly broadcast ethnic programs, development grants for new program groups, special projects of benefit to the ethnic community broadcasting sector, and sector coordination by the NEMBC.

EGAC is made up of three members plus an alternate member. The term of the current EGAC expires soon. The Foundation greatly appreciates the hard work of Heinrich Stefanik (Chair and Board Director), Luchi Santer, Darce Cassidy and Inoke Huakau (alternate) who have contributed their time and expertise on the Committee over the past two years.

Nominees stand for EGAC at the NEMBC AGM and are formally appointed by the CBF Board, normally for a two-year term. One member of EGAC also serves as a director of the CBF, and other members may be requested to serve on other CBF committees from time to time.

General – content development grants

The first round of the new General - Content Development grants concluded recently. This new fund provides \$1.5 million to support the development, production, distribution and exchange of radio content at local and/or national levels. Notification of outcomes will be mailed to Round 1, 2011/12 CBF grant applicants in late November. Details of all first round grant allocations will be published on the CBF website. Check them out for grant ideas for your station.

Monthly CBF news and updates

It is important that you check the CBF website prior to each grant round for updated forms and guidelines. To hear about any changes as soon as they happen, subscribe to the CBF's email newsletter CBF Update. Go to www.cbf.com.au to subscribe.

CURRENT CBF GRANT OPPORTUNITIES

Grant Category	Due Date
Transmission Grants	16 March 2012
Amrap Grants	2 April 2012
Indigenous Grants	2 April 2012
Training Grants	2 April 2012
Ethnic Grants	4 April 2012

Contact the CBF

Phone: (03) 9419 8055

Web: www.cbf.com.au



Membership

Becoming a member of the NEMBC...

Did you know?

An additional \$12 million extra funding was announced in the May 2011 Budget. This is thanks to the NEMBC and the sector's lobby campaign. This funding will go directly to stations and broadcasters for radio content production. Your membership gives us a collective voice to influence government.

What is the NEMBC and what do we do?

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is the national peak body that represents ethnic community broadcasters across Australia and our members are language programs at community radio and television stations around the country.

Throughout the year, we lobby the government on behalf of our members to make sure that funding for ethnic broadcasting is maintained and, if possible, increased. The NEMBC also regularly advocates on issues facing ethnic community broadcasters through submissions that influence government policy.

As well as lobbying and advocacy, the NEMBC provides services and runs projects that support multilingual community broadcasting. These include our annual national conference, publications (such as *The Ethnic Broadcaster*), advice and support for broadcasters, broadcasting awards and grants, policy initiatives for women and young broadcasters, training and engagement projects for new and emerging communities and new opportunities such as the Amrap Ethnic and Multicultural Music Initiative.

Why become an NEMBC Member?

By joining the NEMBC, you can demonstrate your support for multilingual programming on a national level.

Membership numbers demonstrate to the government the size and reach of the ethnic community broadcasting sector—truly Australia's largest multilingual institution. Six hundred community language programs around the country are already NEMBC members, but the more members we have, the stronger a voice we have when lobbying and the more effective we will be.

By joining the NEMBC, not only will you be strengthening our collective voice, but you will be joining a diverse national community of like-minded broadcasters, volunteers and community leaders representing over 95 community language groups. Your station benefits too from the CBF Ethnic Grants funding which our lobbying helps maintain and increase.

What are the other benefits of membership?

As a member you will be able to access all NEMBC initiatives, including the opportunity to:

- Receive discounted registration and travel subsidies to the Annual Conference

- Vote at the Annual General Meeting and contribute to the organisation's policies

- Write articles for the *Ethnic Broadcaster* and receive every issue for free!

- Take part in one of the NEMBC's many ongoing projects, such as the Youth Broadcasters' Forum, online podcasting and streaming and the Multicultural Women's Living Stories Project

- Be elected to the executive committee or the youth and women's standing committees

- Be nominated for one of the NEMBC's prestigious ethnic broadcasting awards

- Receive assistance, sector information and advice on issues facing you as an ethnic community broadcaster

Sounds great. Where do I sign up?

NEMBC membership is open to any community radio or television program which is regularly broadcast in a language other than English, or a multicultural program. NEMBC membership is just \$25 per financial year, which can be paid out of the Ethnic Grants provided by the Community Broadcasting Foundation (CBF). To join, please fill out the form on the opposite page.

So... what are you waiting for?





The National Ethnic and Multicultural Broadcasters' Council

Membership Application/Renewal 2011-2012

Please complete the form below and post to: **NEMBC, PO Box 1144, Collingwood VIC 3066.** Alternatively you submit this form by fax to (03) 9486 9547 or by email to members@nembc.org.au

NEMBC membership is \$25 per member program per year (including GST).

Please note that all memberships are based on the financial year and expire on June 30th each year.

Payment: Please attach your cheque or money order for \$25 payable to 'NEMBC'. Electronic payment (EFT) can also be made to: BSB: 633108 / Account #: 120737887 Please quote your name as reference and confirm your payment by email.

If you have any questions about membership please don't hesitate to contact the NEMBC's Membership Organiser on **tel: (03) 9486 9549 or email: members@nembc.org.au**

I wish to make this membership application to the Secretary of the National Ethnic and Multicultural Broadcasters' Council and support the aims and objectives of the NEMBC.

(PLEASE PRINT IN BLOCK LETTERS)

YOUR PROGRAM: Program Name: _____

Community Group: _____
(e.g. Mandarin Language, Italian Community, Multicultural Youth, etc.)

Program Language(s): _____

Program Type: Single Language Multicultural

Station (call sign): _____

YOUR GROUP: *(Please provide contact details of your program or group members, not the station)*

Main Representative: _____ Role: _____
(title) (first name) (surname)

Signature: _____ Date: _____

Postal Address: _____

Phone: _____ Email: _____

Details of additional people broadcasting on your program: (attach another sheet if needed)
The role in this question could be Researcher (R), Production (Pro), Reporter (Rep) Journalist (J), Presenter (P) or Panel Operator (PO).

Title	First Name	Surname	Role	Email

2011 NEMBC National Conference

Champions of Multiculturalism

sustaining ethnic community broadcasting

Grand Chancellor Hotel • Launceston Tasmania • 26-27 November

