

*Celebrating*

**25** *years*

*ethnic community broadcasting*

# The Ethnic Broadcaster

Winter 2010 Edition - Journal of the National Ethnic & Multicultural Broadcasters' Council

*A Special Edition on the 25th Anniversary of the NEMBC*



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Editing and Design: Russell Anderson and Asahel Bush

Journal Printers: Highlight Printing Pty Ltd  
The Ethnic Broadcaster is an environmentally friendly production, using recycled paper and non-toxic inks.

The Ethnic Broadcaster is the Journal of the National Ethnic & Multicultural Broadcasters' Council (NEMBC). The views expressed in The Ethnic Broadcaster are not necessarily the views of the NEMBC.

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

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# Twenty-five Years of the NEMBC

## *Welcome*

Dear Ethnic Broadcasters,

This year Australia's ethnic and multicultural community broadcasters celebrate the 25<sup>th</sup> anniversary of their national peak body, the National Ethnic and Multicultural Broadcasters' Council (NEMBC). A series of events throughout the year will include this special commemorative publication of our national magazine, *The Ethnic Broadcaster*, and will conclude with the NEMBC's National Conference in Canberra in early November 2010.

Ethnic community broadcasting is now embraced by more than 3,000 volunteers who broadcast in almost 100 languages, through 130 community radio stations all over Australia.

As well as being by far Australia's largest multilingual broadcasting institution, ethnic community broadcasting provides an essential service to local communities, promotes social cohesion and nation building, and is a champion of multiculturalism. It is maintained overwhelmingly by volunteers and community financial and moral support, as well as a small and unfortunately declining amount of government funding.

Starting from a few participants in 1985, the NEMBC has grown into a national democratic organisation representing broadcasters—young and not so young, new and older communities, men and women practising multiculturalism daily—and their stations in every state and territory, advocating and campaigning on their behalf and linking up with multicultural communities and the other sections of the great family of community broadcasters.

I invite you to celebrate our 25<sup>th</sup> anniversary in your program and at your station, to look at our strengths and weaknesses and plan for the future. Our National Conference and AGM on the 6<sup>th</sup> and 7<sup>th</sup> of November this year will be doing just this, and I look forward to seeing you and your fellow broadcasters there.

**Victor Marillanca**  
President, NEMBC



PRIME MINISTER  
CANBERRA

**25TH ANNIVERSARY OF THE NATIONAL ETHNIC AND MULTICULTURAL  
BROADCASTERS' COUNCIL (NEMBC)**

I congratulate the National Ethnic and Multicultural Broadcasters' Council (NEMBC) as it celebrates its 25<sup>th</sup> anniversary and extend my best wishes to the readers of the *Ethnic Broadcaster* magazine.

I acknowledge the support NEMBC has given to the development and growth of ethnic multicultural community broadcasting over the past 25 years and commend the thousands of volunteers who give their time to broadcast in almost 100 languages via community radio stations throughout Australia.

Multicultural community broadcasting makes an important contribution towards building communities and providing an avenue for exchange of information and entertainment.

Australia is a modern, vital and diverse country in which all people have the freedom to express and share their cultural values. The genuine commitment of all Australians to a nation united by tolerance, mutual respect and care for others, enriched by our linguistic and cultural differences, continues to support and strengthen this country.

I acknowledge the organisation's achievements over the past 25 years and wish all those involved further success.

A handwritten signature in black ink that reads 'Julia Gillard'.

The Honourable Julia Gillard MP  
Prime Minister of Australia



# Ethnic Broadcasting and the NEMBC

A powerful journey  
A strong future

**Although this year we celebrate the 25<sup>th</sup> Anniversary of the NEMBC, which represents ethnic community broadcasters all over Australia, ethnic broadcasting in fact started many decades before.**

It was in the 1930s that strictly controlled and very limited Greek and Italian programs were heard on commercial stations with announcements of community, religious or national day events.

WWII put an end to these 'foreign' broadcasts. In the early 1950s, with the arrival of the first of many shiploads of non-English-speaking migrants, settling in specific city and some country areas, it was permissible to broadcast in 'foreign' languages, up to 100 words at a time, provided an immediate English translation followed. English had to make up 97.5% of the total broadcast.

The first multilingual Italian and Spanish radio programs went to air on 2GR (Griffith-Riverina) in 1951, providing essential information on irrigation regulations for Italian and Spanish speaking families who had settled there.

Migrants who began importing goods, especially records, with businesses in capital cities were able to buy some 'down time' on commercial radio stations to advertise their goods. They were all subject to the language limitation conditions. This was an example of the not-so-subtle discrimination of the infamous White Australia Policy.

Arthur Athans (Athanassios Athanassiou), a community-minded enterprising young man who arrived in Perth from Greece in 1951, started a weekly program called "the Voice of Athena" on radio 6PM in 1956.

In those early days, he and some other ethnic broadcasters had to sign a contract with the station agreeing to the script being translated into English and presented to management for approval 24 hours before going to air. Songs with foreign words were not allowed; only instrumental music. Classical opera sung in foreign languages somehow escaped this prohibition. Such regulations applied in general to all 'foreign' language programs on commercial radio. The imperial ABC was, of course, beyond any reproach.

Arthur Athans continued as a community broadcaster with Curtin University station 6NR, which became home to the ethnics after 6PM chucked them out in 1969 causing great community uproar. The small Greek community alone collected 4,500 signatures protesting the eviction and delivered them to Immigration Minister Bill Snedden.

Arthur Athans and the other ethnic community broadcasters stayed on 6NR until 1982 when they founded Perth's full time ethnic station 6EBI. Arthur stayed on as Greek program convenor and station councillor until he retired in 2002, after 46 years on the job. That must make him one of the longest-serving—if not *the* longest-serving—ethnic broadcaster in Australia.

His experiences, dedication and journey from first buying time on commercial radio to the more welcoming university and community access stations to full time ethnic station is not dissimilar to thousands of other men and women—yes,

women have been there from day one—who have made ethnic radio such a tremendous multicultural/multilingual success story in Australia and the world.

By the early 1970s the demand for ethnic broadcasting around the country had gathered unstoppable momentum as a fundamental human and democratic right. Mass immigration had laid the foundation for the realities of multiculturalism and multilingualism. However, unlike English language broadcasting

started and financed by government and commercial interests in the 1920s and 1930s, ethnic broadcasting had to be fought for and largely paid for by ordinary people of non-English-speaking background.

The formal proposal for the nation's airwaves to be shared by all Australians in their preferred languages did not come from the government or commercial sector, but from the first national conferences of migrant workers and ethnic communities in the early 1970s. Government was called upon to establish and support ethnic broadcasting services in the government and community sectors and to have them managed by elected representatives of migrant/ethnic communities.

The newly formed Ethnic Communities' Councils, especially in Victoria, played a key role along with the migrant workers' committees. They campaigned and built the policy and structural foundations for ethnic broadcasting, with the

communities in control or at least in partnership with the government sector.

The Whitlam Government's formal adoption of multiculturalism in 1973 provided the historic opportunity for this grassroots process to start happening as part of national policy.

Immigration Minister Al Grassby seized the moment and used the more convenient Wireless Telegraph Act (to avoid the complex and time consuming process of establishing new



Immigration Minister Al Grassby addressing the Migrant Education Conference in 1974



Frank Letec, unknown, Tony Manicaros, Alex Lutero & Heinrich Stefanik at the 1996 Adelaide Conference



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licences) to establish 3EA and 2EA in Melbourne and Sydney, respectively, to promote the government's Medicare reform.

The two stations broadcast in eight languages. These experimental stations went on to become permanent, extending their network to most parts of Australia, operating under the government funded Special Broadcasting Service, which also runs SBS television.

At the same time, in 1974, the government, under community pressure, directed the ABC to establish an access radio station in Melbourne for minority groups, to be owned by the ABC but managed by elected committees from these communities. That station was 3ZZ.

Twenty different language programs, prepared and broadcast by community volunteers, went to air. History was made as ethnic, 'foreign' languages broke into the nation's airwaves via the studios and transmitter of the national broadcaster, the ABC. Ordinary people made it happen. It was a tremendous victory for the ethnic rights movement. Its opponents, however, saw in this unbelievably successful expression of the rights of minorities a threat to their assimilationist beliefs and their hold on monolingual, monocultural Australia.

3ZZ fell victim to the resurgence of these backward views following the sacking of Whitlam. The ABC was ordered to close 3ZZ. To make sure that this happened, the Federal Police were directed to force the station off the air if the ABC staff and community volunteers refused to do so.

This was another first—a government ordering the ABC to close a station—but it did not happen without a fight. Thousands of people protested against the closure in the streets, town hall meetings and community centres, and wider social, political and Trade Union forces also added their voice of protest.

## The Birth of Community Radio

Out of this period of change in the 1970s, community broadcasting began to emerge. It was with and through these stations that ethnic broadcasting was established and developed in its early years.

3CR in Melbourne and 2XX in Canberra were the first stations to be granted a community licence in 1975. By 1978 there were 8 community stations with ethnic programs and by 1982 there were 20, including the full-time ethnic stations 4EB in Brisbane and 5EBI in Adelaide, which grew out of community stations 4MBS and 5UV respectively.

Since then the number of stations with ethnic programs increased by leaps and bounds, reaching over 100 by 2010 and including four more full-time ethnic stations in 6EBI, 3ZZZ, 2000FM and 1CMS.



George Suddull at the 1994 Darwin Conference

In the 1980s the community radio sector provided 95% of all ethnic broadcasting in Australia and was the only ethnic broadcaster outside Sydney and Melbourne.

With the extension of the SBS radio network and the appearance of commercial ethnic radio some years later—and although some predicted the demise of ethnic community radio—community radio in 2010 still produces more than 80% of all ethnic broadcasting in over 100 languages, by an army of volunteer broadcasters, committee members and supporters—some 50,000 of them nationwide.

It is unquestionably, and by far, Australia's major ethnic broadcaster.

This phenomenal expansion can only be attributed to the fact that community radio is people's radio, where programs are made by and for communities. It is an oasis in the midst of mass media that is increasingly owned and controlled by fewer, profit-driven hands.

It was through community radio that ethnic broadcasting was established and developed with the philosophies, ethics, policies and structures of access and equity, of recognition and celebration of diversity—ideas not always easily understood and practised, both in the broader society and within our own communities.

A lot of pioneering work had to be done to apply the concepts and principles of access to radio programming and station management, and above all to reinforce people's capacity to run radio stations and go to air. A new culture of community ownership, of cooperative endeavours and sharing was on the scene in a totally new area: radio.



Charles See Kee at the 1994 Darwin Conference

During that earlier period and prior to the establishment of the NEMBC in 1985, a number of important historical developments had occurred. In 1975 the Public (later Community) Broadcasting Association of Australia (PBAA/CBAA) was formed representing community stations throughout Australia and advocating on their behalf.

The birth of the PBAA signalled the coming of age of the new tier of media—community

radio—in addition to government and commercial sectors. It was soon formally recognised as such by government policy, but seldom given the importance it deserves.

## Funding: An Issue Since Day One

In 1979 the federal government extended funding (SBS radio was already government funded) to ethnic community broadcasting, in recognition of the fact that ethnic radio expansion was occurring not through government radio but through community radio, which was doing what SBS could not do, doing it in many ways better and certainly cheaper.



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Government subsidies for the “production and transmission costs of ethnic radio in public (community) stations” were \$50 per hour. This hourly rate was later reinforced in an evaluation of ethnic radio by the Australian Multicultural Affairs Institute, which found that the hourly subsidy of ethnic programs in SBS was \$206 as against \$38 in community radio. Fifty dollars an hour had become the benchmark ever since, but it was rarely achieved. In 2010 the subsidies are \$1,500 per hour in SBS and \$35 in community radio.

In 1983, distribution of funds passed to a joint PBAA-SBS Liaison Committee. With the formation of the Public (later Community) Broadcasting Foundation (PBF/CBF) in 1984, the distribution task was transferred to the CBF whose governing body is made up of elected representatives of the different sectors of community broadcasting—the ethnic sector, represented by the NEMBC, being one—on criteria developed by the relevant sectors.

Funding for ethnic broadcasting in community radio has been established as national policy since the late 1970s for the purpose, to repeat, of helping to make and transmit programs in ethnic languages for Australian citizens and residents of non-English-speaking backgrounds.

Funds for ethnic, indigenous and print-handicapped broadcasters are designated specifically for that purpose by government. Holding governments to these commitments and making them provide adequate funds as the services expand is a major and constant task for the NEMBC and its grassroots constituency.

In 1982, seven years after its formation, the PBAA established an Ethnic & Multicultural Broadcaster Standing Committee, in partial response to demands from ethnic broadcasters for a meaningful say in their affairs. Not all ethnic broadcasters were associated with the PBAA. In fact, in those years a great many had been coming together in what was soon to become the NEMBC.

## The Coming of the NEMBC

In 1983 the first national conference of all (PBAA and nascent NEMBC) ethnic broadcasters in community radio was held in Melbourne. It was agreed the time had come for ethnic broadcasters to unite under one national organisation. Thus the NEMBC came into being in 1985.



Tony Manicaros at the 1992 Adelaide Conference

Its establishment heralded a new era for ethnic and general community broadcasting in Australia.

It was a declaration of independence and an affirmation of ethnic broadcasters' rights, demonstrating their ability to manage their own affairs and to be recognised as equals and partners in the wider community broadcasting sector. It was also a confirmation that

the irreversible forces of the immense demographic changes and social, cultural and ethnic diversity were impacting community broadcasting.

Their liberation from conscious (or otherwise) restriction to mainstream conformity was imperative for the growth and welfare not only for ethnic broadcasting but also for the new formations of Indigenous and print-handicapped broadcasting and, indeed, the entire community sector.

A new era was in the making, and to the extent that 'mainstreaming' policies and attitudes still exist, the struggle

for the principles of independence, of diversity, and of multiculturalism would go on.

The NEMBC's first affiliates were the full-time stations 4EB Brisbane, 5EBI Adelaide, the Perth aspirant station 6MTC (later 6EBA) and ethnic broadcasters from 2XX Canberra, 2NUR Newcastle, Top 8FM Darwin and 7THE Hobart. 3ZZZ joined in 1986, MCRA Sydney (the predecessor of 2000FM) in 1998, and 1CMS in 2001.

Since then the NEMBC affiliates have come from nearly forty stations which broadcast the great majority of all ethnic programs. However all broadcasters and their stations benefit from the input and outcomes of the NEMBC's policies and campaigns, and the all-important socio-political relationships and alliances built in the process.

The full-time stations, with their prominent public presence and undoubted success, are the ethnic broadcasters' flagships.

The NEMBC's objectives—which largely reflect those of its constituent stations—are in the main to promote and represent the interests of ethnic and multicultural broadcasters; to involve them in issues of national significance; and to work for a harmonious and multicultural society.

The NEMBC is therefore not only a significant national broadcasters' organisation but part of a major multicultural and multilingual institution and movement.

The NEMBC's governing committees are elected by delegates representing broadcasters in each station, and each state has representation on the national executive and the NEMBC's women's and youth standing committees. These structures ensure the NEMBC is at all times representative of and accountable to its affiliates.

Within a few years of its inception, the NEMBC established a distinguished record of achievements in standing up for the rights of ethnic broadcasters and their communities, for a better deal from governments (and occasionally from within the community sector), more air time, inspirational policy development, activism and campaigning, commitment to principles of community broadcasting (the emphasis always on community) and multiculturalism, for solidarity and



Walter de Veer at the 1992 Adelaide Conference



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compassion, and for the paramount right and obligation of language and cultural maintenance.

It has earned a place of respect within the broadcasting sector, the wider multicultural communities and beyond.

## Record of Efforts & Achievements

- Continually reinforcing the need for government and society to recognise the values of ethnic broadcasting and put forward policies to support them.
- Regular campaigns for government funding, without which ethnic community broadcasting could not exist as we know it now.
- Maintaining and building alliances beyond the community broadcasting sector into the wider multicultural and social issues organisations, ethnic community councils and multicultural affairs body, Indigenous, refugee and migrant worker groups.
- Making policy and program submissions and personal presentations to governments on issues of immigration, refugees, citizenship, racism, human rights, multiculturalism, media, bushfires, to name just a few.
- Presenting papers and contributing to a multitude of conferences and seminars in media, multicultural and other sectors.
- Holding annual national conferences and forums of women and youth broadcasters where issues are discussed and policies developed.

The NEMBC was the first, and for nearly 25 years the only, community radio sector to be directly funded (and to manage) training programs for ethnic community broadcasters. In 1982 the federal government allocated \$90,000 yearly for the next 3 years for that purpose. In 1992 the NEMBC pioneered the first nationally coordinated training program for ethnic broadcasters, the Australian Ethnic Radio Training Project (AERTP).



Micky Hayward of Geelong in 2000

From 1993 to 2002, when funding was terminated, more than 2,400 broadcasters from 82 different language groups received accredited training. The annual cost was just over \$200,000. One hundred and eighty-two broadcasters were trained as trainers, many of whom continue to train new broadcasters to this day as volunteers.

The current National Training Program (NTP), introduced in 2006, in no way compensated

for the loss of the AERTP. Being underfunded, as is usual, it was pitched to a very small and narrow base, absorbing the greater part of money in administration and management costs, leaving the bulk of broadcasters—and almost the totality of ethnic broadcasters—out in the cold.

The NEMBC strenuously sought to alter the direction and managerial structure of the NTP towards serving the needs of all broadcasters and their stations and to keep the management of any training project within the sector.

The NEMBC continues to campaign for a government-funded training program specifically catering for the needs of ethnic broadcasters.

We have a history of tremendous success in managing efficient and economical projects:

- In 1998 the NEMBC instituted the first ever Ethnic News Digest, which provided broadcasters with a digest of news and current affairs issues three times a week in English and 15 other languages. It was discontinued some three years later as many broadcasters had become self-sufficient in sourcing news.
- Youth, women's and new and emerging communities' forums were formally organised since the mid-1990s. The NEMBC Constitution was amended to ensure youth and women representation in the national executive.
- In 1997 the NEMBC attended the historic Reconciliation Convention in Melbourne, thus further strengthening its heartfelt relationship with Indigenous Australians. Other highlights in this relationship were the joint NEMBC-AICA national conference in Brisbane in 2007 and the joint multicultural and Indigenous youth broadcasters' conference this year in Canberra.
- In 1997 the NEMBC actively intervened in the effort to save the licence of Sydney's full-time ethnic community radio station and helped re-establish it a year later as 2000FM.
- The NEMBC is presently assisting ethnic broadcasters in Darwin to establish their own station.
- The NEMBC has been a protagonist since 1997 for government to support digital broadcasting for the community sector. We have succeeded in having access to this new technology and a grant of \$10 million for establishment and transitional costs for some 50 stations, including several full-time ethnic stations.
- The 1998 NEMBC Canberra Conference was attended by community media delegates from the Philippines, Cambodia, Fiji, Samoa, Tonga, Chile and Germany, financially assisted by Oxfam (Community Aid Abroad). In 2010 the NEMBC was represented at the World Association of Community Radio Broadcasters Conference in India.



Jim Remedio at the 1998 Canberra Conference

However additional government funding is required if ethnic broadcasters are to be able to make full use of digital



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broadcasting and allow us to get out of the restricted position we had been forced into so far.

This short overview is obviously not a full history of the road ethnic broadcasters have travelled in the last 50 years—the last 25 years with the NEMBC as their national body. All of us involved since then know too well that not everything went smoothly and problem-free. But the foundation of community service upon which ethnic broadcasting stands has always proved a mighty force for unity and progress.

## And What of the Future?

As Australia will continue to grow in an irreversible diverse and multicultural direction, ethnic broadcasting and other multicultural services will always be needed.

These needs may differ between and within communities and generations of non-English-speaking Australians, but the fundamentals of culture and language maintenance will remain strong.

The experience of the last 50 years shows that established communities have as much need for ethnic radio as the newer communities. The world is coming to appreciate the use and cultural values of language, of which Australia is lucky to have in abundance. Adapting to new circumstances is a challenge to welcome and respond to creatively.

Multilingual and multicultural programs have developed to add to, not subtract from, the paramount purpose of language use and learning. The introduction of new technologies, such as internet streaming and digital broadcasting, opens up new opportunities to expand air time and the diversity of programming and delivery.

For ethnic broadcasters representing communities who have to continually fight for their rights, the biggest challenge is to ensure that at all times ordinary people are increasingly involved in program-making and delivery, that their stations are places of human activity and interaction, and that they own and democratically run the affairs of the stations they broadcast from. Participation and engagement are the real essence of democracy.



Walter Lippman

Ethnic community broadcasting came into being because people and communities, marginalised, alienated or denied access to the media, fought for a voice of their own.

Hard work, dedication, determination, courage and vision by tens of thousands of brave people have seen ethnic broadcasting start with a few programs here and there in the 50s and 60s and grow into a nationwide community service delivered by over 3,000 broadcasters, through 130 stations across the country, in over 100 languages and reaching out to 2,000,000 people.

Ethnic community broadcasting in Australia has accumulated increased resources in people and skills, equipment and property. It has become a very successful enterprise, unique in the world.

It is a great, if not the greatest, Australian multicultural success story. It is an integral part of the immigrant story, of struggle, sacrifice, endurance and determination for equality and human rights.

And, to the extent that people continue to be involved at the grassroots level and guard their rights of ownership and decision-making, ethnic community broadcasting can face the future with justified confidence.

Equally, as long as the NEMBC continues to reflect and promote the needs and aspirations of its constituent stations and broadcasters, it will have many more years of happy returns.

In conclusion, it will be remiss not to mention some of the main protagonists in ethnic broadcasting and the NEMBC, even at the risk of omissions. They provided many years—some a lifetime—of invaluable service and leadership to their stations, the NEMBC and the policies and politics of community broadcasting. These people are:

- Tony Manicaros & George Sudull of Queensland
- Walter de Vere, Paul Kokke & Hans Degenhart of South Australia
- Alex Lutero, Dana Popovich & Nick Nikolich of West Australia
- Walter Lippman, Victor Borg & Olga Mendes of Victoria
- Victor Marillanca & Heinrich Stefanik of the ACT
- Charles See Kee of the Northern Territory
- Frank Letec, Mahendra Pathik & Graciano & Karina Ceron of Tasmania
- Inoke Fotu Huakau, Osai Faiva & Nicola Joseph of NSW

alongside a new generation of dedicated leaders and activists who are also making their own distinguished contributions.

**George Zangalis**

Honorary Executive Director & Former President, NEMBC



Hans Degenhart at the 1996 Adelaide Conference

## NEMBC Presidents

1985 – 1988	Tony Manicaros
1988 – 1990	Alex Lutero
1990 – 1992	George Sudull
1992 – 1995	Heinrich Stefanik
1995 – 2009	George Zangalis
2009 –	Victor Marillanca



**Hon Tony Abbott** MHR  
**Leader of the Opposition**  
Federal Member for Warringah

**MESSAGE TO THE NATIONAL ETHNIC AND MULTICULTURAL  
BROADCASTERS' COUNCIL**

**25th Anniversary**

I am pleased to send my best wishes for the 25<sup>th</sup> anniversary of the National Ethnic and Multicultural Broadcasters' Council (NEMBC).

It's a tribute to all who have contributed to the work of the Council.

It would have been a different Australia that the first broadcasters experienced when they started on this country's airwaves. A great area of progress has been the welcome extended to people from all ethnic backgrounds.

It's good that NEMBC has provided so many ethnic communities with access to media in their mother tongue.

I hope your Council will continue to help build Australia's identity for many more years to come.

Yours sincerely

TONY ABBOTT  
24 August 2010



**SENATOR SCOTT LUDLAM**  
AUSTRALIAN GREENS  
SENATOR FOR WESTERN AUSTRALIA

---

Mr Victor Marillanca  
NEMBC  
Suite 1 288 Brunswick Street  
Fitzroy 3065

Dear Mr Marillanca

The Australian Greens warmly congratulate the National Ethnic and Multicultural Broadcasters' Council on their 25<sup>th</sup> anniversary.

The Australian Greens believe that the diversity of Australia's cultural backgrounds greatly enriches our society and is to be celebrated, and that everyone has the right to enjoy and express their cultural heritage.

The Australian Greens want Australia to be a cohesive community that respects and is accepting of diverse cultures and backgrounds all people should have equal opportunity and access to education, work, and services provided by all levels of government regardless of culture or ethnicity. Further we believe that barriers to social justice for every member of Australia's culturally and linguistically diverse community should be removed.

The role of ethnic and multicultural broadcasters over the last 25 years has gone a long way to achieve these goals. They have provided Australians with over 100 language choices, giving them an opportunity to access information that would otherwise be unavailable to them. In particular ethnic and multicultural broadcasters provide social, cultural and legal information that ensures that people understand their rights and can access government and community services.

The fact that there are over 130 ethnic and multicultural community radio stations Australia-wide is a testament to the hard work and foresight of those people who pioneered this broadcasting network. As with any community organisation, they are managed and run by volunteers, generously donating their time and skills for the benefit of the community. Their contribution is to be especially noted at this time of celebrating 25 years of achievements - their vision and hard work is to be commended.

I look forward to this sector growing in the future so that Australians to have access to community radio services that reflect our social, geographical and cultural diversity.

Yours sincerely

Scott Ludlam  
Australian Greens Spokesperson on  
Broadband, Communications & the Digital Economy  
20<sup>th</sup> July 2010



**Senator Chris Evans**  
Leader of the Government in the Senate  
Minister for Immigration and Citizenship

**Message for National Ethnic and Multicultural Broadcasters' Council**

I send my warmest greetings to the National Ethnic and Multicultural Broadcasters' Council on the occasion of its twenty fifth anniversary.

I take this opportunity to congratulate the Council on its outstanding work and substantial contribution made to Australian society through community broadcasting.

For new migrants and refugees, particularly for those who are yet to master the English language, community broadcasting provides an important source of information and entertainment. Receiving information in their own language assists in the settlement process and creates a sense of belonging for most migrants. It also helps keep communities connected, supporting community engagement and social cohesion.

Community broadcasting provides a vital link between communities and the Government in disseminating information about Government services as well as new policy initiatives that may have an impact on communities. It also provides real opportunities for many people from diverse backgrounds to learn new skills in media and communication.

I wish the National Ethnic and Multicultural Broadcasters' Council every success.

A handwritten signature in black ink, appearing to read 'Chris Evans'.

CHRIS EVANS

20/7/10.



**Scott Morrison MP**

FEDERAL MEMBER FOR COOK

SHADOW MINISTER FOR IMMIGRATION AND CITIZENSHIP

29 July 2010

Dear National Ethnic and Multicultural Broadcasters' Council,

As Shadow Minister for Immigration and Citizenship I have had the pleasure to meet and engage with many members of our nation's ethnic media.

I appreciate the important role Australia's ethnic radio broadcasters play in informing their communities of the issues important to them and their contribution to the broader community.

The 130 community radio stations across Australia rely on a large and dedicated base of volunteers and they are a true testament to the spirit of volunteerism in our nation's ethnic communities.

Congratulations to the National Ethnic and Multicultural Broadcasters' Council on the occasion of your 25<sup>th</sup> anniversary and best wishes for the future.

**Scott Morrison MP**

Shadow Minister for Immigration and Citizenship



**Laurie Ferguson MP**

Parliamentary Secretary for Multicultural Affairs and Settlement Services

**Message for National Ethnic and Multicultural Broadcasters' Council**

It is with pleasure that I send my best wishes to the National Ethnic and Multicultural Broadcasters' Council on the occasion of its twenty fifth anniversary.

As the peak body for Australia's community broadcasters, the Council has made an immense contribution to community broadcasting by developing national policies, advocating and lobbying on behalf of its members as well as providing training and advice.

Community broadcasting plays an important role as a source of news, information and cultural programming, which in many cases, is not available from other sources in Australia. It supports and assists maintaining cultural and linguistic diversity and connects communities with their original roots.

Community broadcasting is also a fine example of commitment to community volunteering. Thousands of volunteers give hundreds of hours of their valuable time to gather and present information and entertainment, reaching millions of Australians each week.

A 2008 McNair Ingenuity National Community Radio Survey revealed that 57 per cent of Australians over the age of 15 listen to community radio every month, an increase of 10 per cent since 2006. This shows the growing relevance of community broadcasting to Australian communities.

I wish the National Ethnic and Multicultural Broadcasters' Council all the best for the future.

LAURIE FERGUSON

6 September 2010

The National Ethnic & Multicultural Broadcasters' Council  
PO Box 1144  
Collingwood VIC 3066

Dear Mr Victor Marillanca,

Please find below message from the **FECCA Chair** for your 25<sup>th</sup> Anniversary Commemorate Publication as requested:

**MESSAGE FROM FEDERATION OF ETHNIC COMMUNITIES' COUNCILS OF AUSTRALIA**

Thank you so much for the opportunity to contribute on behalf of FECCA's members and constituents. FECCA would like to acknowledge the significant contribution that the National Ethnic and Multicultural Broadcasters' Council has made to ethnic and multicultural communities over the past 25 years. NEMBC provides a very important service which helps those community groups to connect to the broader Australian community. It is a credit to the more than 3000 volunteers that have contributed to this significant milestone. FECCA congratulates the NEMBC and wishes them every success with their National Conference in November.



Pino Migliorino  
FECCA Chair

**Federation of Ethnic  
Communities' Councils  
of Australia**

FECCA House  
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**ABC**  
Australian Broadcasting Corporation  
**International**

29 June 2010

Mr Victor Marillanca  
President  
National Ethnic and Multicultural Broadcasters' Council  
PO Box 1144  
Collingwood  
VIC 3066

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank VIC 3001

GPO Box 9994  
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Australia

Tel: (03) 9626 1848  
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international@abc.net.au

Dear Mr Marillanca,

On behalf of the ABC, I am delighted to offer my congratulations to the National Ethnic and Multicultural Broadcasters' Council as you celebrate your 25<sup>th</sup> anniversary.

Ethnic community broadcasting provides an essential service to people around Australia who need information in community languages. Indeed, your services benefit Australia as a whole by helping to promote a sense of belonging that is at the heart of multiculturalism.

The fact that ethnic community broadcasting embraces more than 3,000 volunteers who broadcast in nearly 100 languages, through 130 community radio stations around Australia, demonstrates that there is not only a strong demand but also a great enthusiasm for your broadcasts.

The ABC acknowledges that community radio plays a very important role within Australia's wider broadcasting system, not only through the content of its broadcasts but also by allowing thousands of Australians to develop media skills. Quite a few ABC staff have worked in community radio.

As someone who had rich experiences at working in multicultural community radio both at a local and national level, I am delighted to celebrate with you this milestone.

It is less widely known, however, that the ABC shares your interest in multilingual broadcasting. Through its international service, Radio Australia, the ABC broadcasts to the Asia Pacific region in eight languages. In doing so, the ABC also draws on and values the cultural knowledge and linguistic skills within our multicultural society.

The NEMBC and your volunteers from across Australia are rightly proud of your achievements over the past 25 years, which represents a fine example of community service that deserves celebration.

Please accept my best wishes for many more years of successful broadcasting.

Yours sincerely,

Murray Green  
Director ABC International

# The Broadcasting Sector

## Community Broadcasting Foundation

Ethnic broadcasting has been one of the most vital and valued parts of community media since its inception. As the sector found its feet in the 1970s, ethnic broadcasting formed a

critical element of most of the new community radio stations being set up around Australia, epitomising the core values of diversity, localism and community participation. Today that work continues, thanks to the dedication and commitment of more than 3,000 people involved in weekly programs on stations around Australia.

The Community Broadcasting Foundation is delighted to support their voluntary efforts: in the 2009-2010 financial year the Foundation provided program grants to 75 stations, collectively supporting 830 program groups, broadcasting in 91 languages to 117 cultural communities. Grants to support ethnic and multicultural community broadcasting totalled just under \$3 million, including funding of the NEMBC for sector coordination activities.



We congratulate the NEMBC on its 25<sup>th</sup> anniversary and acknowledge the extraordinary work of all those who have actively participated in the Council during that period — supporting and encouraging ethnic broadcasters and vigorously advocating on their behalf in the halls of power, the media and in a wide range of other forums. Of

particular importance have been the ongoing efforts by the NEMBC to facilitate and increase participation by younger people in ethnic community broadcasting and to provide assistance for new and emerging ethnic communities and for refugees in accessing the airwaves. These efforts are bearing fruit in the growth of programming by and for ethnic youth, refugees and emerging communities.

The Foundation looks forward to continuing to work closely with the NEMBC for continued development of ethnic community radio services, as well as delivering training, infrastructure and resource support for the thousands of volunteers who make that happen each and every day, in communities in all parts of Australia.

**John Martin**

President, Community Broadcasting Foundation

## Community Broadcasting Association of Australia

In 2004 I was heading home in a taxi from the airport. My taxi driver was a Hazara from Afghanistan and we got talking. When I told him I managed a radio station his eyebrows shot up. 'Which one?' I said, 'Radio Adelaide' and explained what a community station is like, what sort of programs we have, and the people who are involved. 'Oh,' he said, 'you must talk to my friend, please can you?' He got his friend on the phone, right there and handed it over.

By the time I got home, his friend Baqir and I had set up an appointment to meet. It turned out Baqir had a dream to start a Dari speaking Afghan radio program for the many Afghans in Adelaide who had no media and virtually no access to information about life in Australia in their own language.

Baqir was only 18 years old and one month out from his Year 12 exams. He'd come here as a refugee when he was 15, had spent many months in Woomera detention centre, but then had gained a scholarship to an Adelaide school. Whilst his dream was to start a radio show — and a website and a newspaper — it also seemed to him as something quite impossible. But once the opportunity was there, within two days Baqir had a team of eight.

We worked together to get a new Afghan youth program on air. They formed an association, we arranged training and they planned the program with the broader community. In their first year, we estimate that 80-90% of all the Dari speakers in Adelaide listened each week. The show provided essential information for this group of people with few resources trying to establish themselves in a new country, during the height



of a repressive era in Australia's refugee politics. The show provided a combination of really valuable information, culture and, most critically, hope. It's still on air today, and as the community has grown and settled, its role has changed to continue to meet its needs.

Each ethnic community group at my station has its own great story and so do each of the hundreds of groups at community radio stations around the country — wherever new communities settle and want to overcome isolation by communicating with each other in their first language. And wherever older communities continue to want to share language and culture, the things that have built their identity and place in the world.

Ethnic community broadcasting has been a powerful and passionate force in Australian media, a real phenomenon. It was created and continues to develop because of the work of many thousands of people. Critical to its success has been that people have banded together to form an organisation, the NEMBC, to work on their behalf, providing advocacy and leadership and making sure that those many voices in many languages can speak with the power of unity.

On behalf of the Community Broadcasting Association of Australia, I congratulate the NEMBC on its 25 years of support for multiculturalism, for equality of access to information and for communities doing it for themselves. As we move through this exciting period of technological change, the CBA looks forward to working with the NEMBC to make sure opportunities continue to be available in all media to people from all communities.

**Deborah Welch**

President, Community Broadcasting Association of Australia

## 1CMS Canberra Multicultural Radio

Australia's unique brand of ethnic radio was born in the early 1970s. The first community programs in languages other than English went to air in Adelaide, Brisbane and Melbourne.

By 1975 ethnic radio could be heard on Canberra's then only community station, 2XX.

The Ethnic Broadcasters Council of the ACT and Surrounding Districts (EBC) was incorporated in 1977 to represent Canberra's multilingual broadcasters. At that time a typical ethnic program on 2XX had a duration of half an hour per week. Approximately 25 different language groups participated initially. Some are still broadcasting there today.

The EBC became a foundation member of the NEMBC in 1985. We clearly saw the benefit of being a member of a national umbrella organisation for ethnic broadcasting, particularly for language groups going to air on an access basis on general community stations. Ever since, the EBC has strongly participated in the NEMBC, its members being elected to various positions — president, executive members, members of youth and women's sub-committees — and hosting the annual conference this year for the second time.

Ethnic broadcasting was thus a feature of life in Canberra, but increasingly tensions arose between ethnic programmers and 2XX station management. EBC broadcasters began to question their role in the station. They brought in lots of station sponsorship, participated eagerly in radiothons and other fundraising campaigns, they contributed generously in kind by helping with building and maintenance, and on top of that they attracted the CBF ethnic program grants. Although ethnic programs contributed more than 40% towards the whole station budget they were crammed into 13 hours of air time a week.

Various attempts to renegotiate access conditions at 2XX were not fruitful and the EBC was expelled. From January to August 1993 most ethnic broadcasting activities ceased in Canberra. In the long run, this turned out to be the beginning of a new and far more vibrant phase of ethnic broadcasting in Australia's capital city. This group of thirteen "refugees" eventually established 1CMS Canberra Multicultural Service — the full-time ethnic radio station we are today.

It was a stroke of luck for the EBC that the Broadcast Services Act allowed the provision of regular services under test licences. We cooperated with members of the Greek community who had already obtained a test licence and jointly we approached another community licence aspirant, CSPR Canberra Public Stereo Radio (now Artsound) — yet another group expelled from 2XX.

Cooperation with other broadcaster groups turned out to be the best strategy. It enabled us to move step by step towards our dream — a full-time ethnic radio station in Canberra.

Initially the EBC hired the facilities of CSPR from 1993 to 1997. We happily shared air time — EBC on Tuesdays and Fridays, CSPR on weekends. Ethnic radio was once again on Canberra's airwaves.



It was a difficult time. Initially we rented access to studios and the transmitter. We had to cover our costs through sponsorships and donations. The pressure on volunteer workers was enormous. Without the tenacious and energetic efforts of Diana Rahman, Jaques Petit, Jim Saragas, Ruth Ederle and Heinrich Stefanik, the whole project would have foundered more than once.

Changes to CBF guidelines to expand funding through ethnic program grants to temporary community broadcasting licences (TCBLs) meant that the EBC could gradually become independent. We have, however, always maintained a sense of gratitude to CSPR for the "leg up" that they gave us.

A further significant alliance resulted from a meeting between Ron Eskrigge and Heinrich Stefanik at the German Harmonie Club in Narrabundah. Ron was an enthusiastic member of the Harmonie Choir and a lover of country music. They hit on the idea of a joint venture — a shared home for country music and ethnic programs. Ron founded the Country Music Collective and soon the two groups set to work. We called our venture CMR — the initials standing for both Canberra Multicultural Radio and Country Music Radio. Although we eventually had to change our name to CMS, Canberra Multicultural Service, our station logo still features a bird with two wings.

The two groups bought some second hand studio equipment, volunteers built the studios, and a new 1 Kilowatt transmitter was installed on Telstra Tower. It was the first solid state transmitter for community radio in Canberra. In 1997 our studios and offices in the Grant Cameron Community Centre in Holder were officially opened.

In 1999 the EBC received a full-time test licence for community radio. The frequency was 103.5 FM. When the Licence Allocation Plan for Canberra was completed and three frequencies were made available for community broadcasting, CMS was one of the successful aspirants. In our licence application we had undertaken to support Indigenous broadcasting. Currently we are broadcasting each week at least ten hours of programs received through NIRS — the National Indigenous Radio Service. Live Indigenous local programs are also provided. Other satellite services that we are able to draw on are Deutsche Welle and RFI — Radio France International.

Unfortunately the Country Music Collective was unable to secure enough sponsorship and funding for the on-air fees and ceased broadcasting in 2000.

On June 15 in 2001 came the big moment: the EBC was given a full-time broadcast licence. The licence was first renewed in 2006. Since then we have built up modern facilities under the watchful eyes of Werner Albrecht. In 2005 the existing transmitter was replaced with a stronger state of the art transmitter, using less energy than conventional transmitters. Our first studio was revamped in 2005 and technical innovations continue to be introduced. Stereo broadcasts, multiple phone connections for on-air, a GPS clock system,

# The Broadcasting Sector

computers in all studios, and full automation were other milestones in recent ICMS history. Internet streaming was introduced in 2008. Today we have a very sophisticated community radio station and we achieved it on our own — through teamwork and a lot of effort from a band of dedicated volunteers with Werner Albrecht and Gaby Hasler at the forefront.

As ICMS became more established, more new language groups joined and existing programs took up more hours. Today we broadcast in 35 languages and serve more than 54,000 people in Canberra and the region who speak a language other than English. The most recent group to join in is the Fijian Community.

ICMS also provides young people with an opportunity to communicate in their languages and gain useful skills. Just as important is the role we play in the lives of our elderly listeners and newly emerging communities.

The challenges for ICMS — indeed for community radio generally — are, however, far from over. The digital age is no longer just around the corner; it has already reached us. ICMS will have to work hard to make its voice heard in order to get its fair share of the spectrum or essential financial support. This is not a new situation. But we are confident that in concert with other community stations ICMS will surely find ways to continue to provide programs by the community and for the community.

**Werner Albrecht**  
President, CMS Radio

## Community Radio 2XXfm Canberra

The first community station with ethnic programs in Australia was 2XX, followed by its sister station 3CR in Melbourne. At the beginning of ethnic broadcasting at 2XX there were only five language groups — German, Ukrainian, Spanish Language (Latinos/ Spanish), Hungarian and Croatian. As the number grew to 30 community groups that joined as members of the station, each language group was given a time slot of half an hour per week.

The Spanish language program, for being the first and only Spanish language program at the nation's capital, was launched in June 1976 by the then Commissioner for Community Relations, the late Hon Al Grassby AM.

At that time 2XX was controlled by the Australian National University's Students Association and it was known as "Campus Community Radio 2XX". In 1978 it was incorporated as a community organisation, promoting participation by the community in the creation and maintenance of an alternative and innovative radio service for the ACT on the AM band, called "Community Radio 2XX".

In 1998 the Management of the Australian National University (ANU) requested 2XX to vacate the premises it occupied at that time (Drill Hall Gallery). The ACT Government came to the rescue by providing facilities at the Griffin Centre in the centre of the city. This move was good for our members as it



was close to public transport and parking, but for 2XX in came at a high cost, as the station lost the 'freebies' it used to get from the University and had to 'pay its own way'.

2XX as an access station has been very good for those of us from countries with difficult political situations. It has provided support and assistance for our campaigns to freely express our democratic views.

In 1993 some groups, mostly of Eastern European and Baltic origins, left the station because of disagreement with

its policies and because they wanted more time for their programs. This move was welcomed by the remaining language groups at 2XX, who could now get extra time for their programs — one hour per week instead of the half an hour they had before the move.

After strong lobbying to the ACT Government, language broadcasters in ACT were successful in getting the ACT Labor Government to create the Multicultural Radio Grants Program to financially assist the language programs and their host stations in the ACT to

provide services to their communities.

The Community Ethnic Broadcasters Association is the umbrella group for the 2XXfm language programs and with management, staff and volunteers of 2XX, continues to provide services to our communities.

Long live 2XXfm and the NEMBC.



Al Grassby and Victor Marillanca at the anniversary of 2XX

# The Broadcasting Sector

## 3ZZZ Melbourne Ethnic Community Radio

The history of 3ZZZ stems from the pursuit for equality for all Australians to share in the nation's airwaves.

The demand for ethnic broadcasting began as early as the 1950s with the mass immigration following World War II. In the early 1970s, the migrant workers and their emerging ethnic communities were growing stronger in Australia. Their mere presence challenged society, its philosophies and politics. Non-Anglo-Saxon citizens wanted their culture represented and promoted in their native languages.

The Australia of the 1960s and 1970s had migrants making up a large proportion of the population, the workforce and the schools, often being the majority in particular suburbs and industries, and usually occupying the most disadvantaged economic and social positions. Having these citizens represented, heard and connecting with their own community had great value for individual and community settlement.

The first meeting to establish an ethnic access radio station was held in October 1974 in the Melbourne ABC boardroom. This station was to be established under the auspice of the ABC and the meeting wanted the station to be totally independent and adequately funded by the ABC. The demand for such a station was demonstrated by the huge number of people who elected their community programming committees — over 1,500 Maltese and 4,800 Greeks had participated in electing their respective committees. This station was 3ZZ.

3ZZ, from the very beginning, adopted the motto "the station where the people make the programs" — a motto which would live on into the days of 3ZZZ.

On May 12<sup>th</sup> 1975, 3ZZ went to air, broadcasting 5 hours a day from 6pm – 11pm, seven days a week in English and 20 different ethnic languages. It was an unforgettable moment as Australia's first multicultural station was launched.

Less than three years later, the federal government directed the ABC to close 3ZZ and to reinforce its decision the government sent Federal Police to shut it down. The federal government felt threatened by the strengthening ethnic voice.



During the following years, interest in ethnic broadcasting remained strong, along with the development of community radio, but there was still no dedicated community-run ethnic and multicultural station in Melbourne. Constant pressure by organisations such as the Ethnic Communities Council of Victoria and many others finally led to a grant of \$170,000 being given by Victoria's 150<sup>th</sup> Anniversary Board in 1984.

Several years of planning, test broadcasts and development of constitutions followed. The formation of a transmission company with other community broadcasters resulted in a transmitter sited at Mt Dandenong, the highest terrain near Melbourne.

In June 1989, 3ZZZ began broadcasting on a full-time basis and still does so. It broadcast from the basement of the Trades Hall building before gathering sufficient funds to purchase its current studios in Fitzroy, on the outskirts of Melbourne's CBD, in 1992. It now has well-equipped studios allowing for program preparation and broadcast, plus community access for organisations such as school choirs to record and for the station to conduct varied and

regular training across many facets of broadcasting.

3ZZZ continues to give access to the minority ethnic voice. Recently added to the 3ZZZ program grid are new and emerging communities like the Sudanese community, the Karen community, originally from Burma, and the Hakka community, originally from Timor.

The station has a volunteer base of over 350 broadcasters plus over 1,000 people involved in committees and 6,000 members. 3ZZZ volunteers work hard to represent their communities, break down isolation and help give a voice to diverse Melbourne. Melbourne, Australia is home to cultural diversity and 3ZZZ is its main source of multicultural voices.

The 3ZZZ program grid is currently made up of 68 groups representing up to 100 different cultural groups.

Each program group represents its own community, electing its own committee and coordinating its broadcasters. Content is shaped in a variety of forms, from resource information segments to interviews and from music to community service announcements. Community members are able to tune in and



The Maltese Prime Minister visiting 3ZZZ



Young broadcasters at 3ZZZ's 20<sup>th</sup> Anniversary Festival

# The Broadcasting Sector

hear their own voice, their fellow community members and the information affecting them.

3ZZZ actively solicits new broadcast groups through promotion to community members via organisations like the Victorian Multicultural Commission (VMC) and ECCV, various websites, via local community groups and also by word of mouth.



Women's World broadcast group

Radio 3ZZZ is now the largest ethnic community station in Australia. Working from its Fitzroy studios, the station is heard across the Melbourne metropolitan region, as far as Geelong to the west and Macedon to the north. Broadcasting 24 hours a day, it is estimated that more than 400,000 people listen to 3ZZZ every week.

The station has developed over its 21 years with broadcasters now learning how to digitally edit and podcast. The training programs offered to volunteers assist the station's progress and strengthen its overall skill base. All volunteer broadcasters recently participated in a station-wide Media Law and CBAA Codes of Practice Training course. We value learning new things as well as refreshing our knowledge. Our existing volunteers are provided with the opportunity to learn about digital editing, interviewing techniques, presentation and panelling. All new volunteer broadcasters attend a thorough 8 week course prior to going to air. This process has helped



NEMBC Policy Campaign Launch, Melbourne 2010 — George Zangalis interviews Maria Vamvakinou MP, Kelvin Thomson MP, Colleen Hartland MP and VMC Chairperson George Lekakis

the station ensure a commitment from its volunteers and consistency of knowledge amongst the whole team.

Recently, 3ZZZ hosted the Melbourne launch of the NEMBC's 2010 Policy Campaign. Community leaders, members and 3ZZZ volunteers joined in by spreading the campaign message for increased funding for ethnic broadcasting.

3ZZZ is excited about the future. The station has embraced new technologies in order to enhance its service to its communities and widen its reach to new and emerging communities through digital radio.

## The 3ZZZ Team

### Programs currently on-air on 3ZZZ:

- |                        |                     |
|------------------------|---------------------|
| 1. Afghan              | 35. Karen           |
| 2. Albanian            | 36. Kurdish         |
| 3. Arabic              | 37. Laotian         |
| 4. Arabic Family       | 38. Latvian         |
| 5. Arabic Youth        | 39. Lebanese        |
| 6. Armenian            | 40. Macedonian      |
| 7. Assyrian            | 41. Malaysian       |
| 8. Austrian            | 42. Maltese         |
| 9. Bharat              | 43. Mauritian       |
| 10. Bosnian            | 44. Oromo           |
| 11. Cambodian          | 45. Palestinian     |
| 12. Chinese            | 46. Polifonix Youth |
| 13. Classical Flamenco | 47. Polish          |
| 14. Coptic             | 48. Punjabi         |
| 15. Coptic Youth       | 49. Punjabi Youth   |
| 16. Croatian           | 50. Romanian        |
| 17. Dutch              | 51. Russian         |
| 18. Egyptian           | 52. Samoan          |
| 19. Esperanto          | 53. Scottish        |
| 20. Filipino           | 54. Serbian         |
| 21. German             | 55. Sinhala         |
| 22. Ghanaian           | 56. Sinhala Youth   |
| 23. Greek              | 57. Slovenian       |
| 24. Greek Cypriot      | 58. Somali          |
| 25. Harari             | 59. Spanish         |
| 26. Hmong              | 60. Spanish Youth   |
| 27. Hungarian          | 61. Sudanese        |
| 28. Indian             | 62. Syrian          |
| 29. Indonesian         | 63. Tamil           |
| 30. Iraq               | 64. Turkish         |
| 31. Irish              | 65. Turkish Cypriot |
| 32. Italian            | 66. Ukrainian       |
| 33. Japanese           | 67. Vietnamese      |
| 34. Jewish             | 68. Women's World   |

# The Broadcasting Sector

## 5EBI Adelaide: 35 years of ethnic community radio broadcasting in South Australia

*"5EBI is the bridge between yesterday  
and tomorrow"*

– Paul Kokke, 5EBI Life Member

Ethnic radio broadcasting could perhaps be given the label as one of the greatest multicultural success story in Australia. It is unique because it is run mainly by volunteers from ethnic communities, whose principal strength lies in their diversity, encompassing a great variety of ideals and aspirations, waiting to be transformed into positive actions for the benefit of the ethnic community as well as the community at large. Ethnic radio broadcasting forms the biggest multilingual media network in Australia. At present, ethnic radio provides government and migrant settlement information, offers a variety of entertainment, cultural and informative programs, whilst being sensitive to the needs of the different ethnic groups.

When one of EBI's Life Members and pioneer Paul Kokke was asked to describe briefly the service 5EBI offers, he said that it is indeed a bridge between yesterday and tomorrow. What Kokke meant was that ethnic radio programs help and support migrants in their transition from the old to the new country, and more importantly, the programs help them preserve their identity.

This remains a significant vision of EBI today to ensure the continuity of the language programs through the maintenance of the link between migrant groups in Adelaide and their homelands.

5EBI turned 35 on March 3<sup>rd</sup>, 2010... so rather than having a big celebration to mark the occasion, the station decided to reflect on its history, aims and the impacts it makes on the multi-cultural community of Adelaide. 5EBI will, however, celebrate the station's 40<sup>th</sup> anniversary and that is a promise and an occasion to look forward to.

### Ethnic Radio Broadcasting... An Experiment

It could be said that ethnic radio broadcasting in South Australia started as an experiment in Adelaide University's Radio 5UV, which turned out to be very successful and hence, earmarked the beginning of a great resource of information and inspiration.

The very beginning of ethnic broadcasting in Adelaide came when Paul Kokke produced a Dutch program on the commercial station 5KA. In 1974, a letter was written to Keith Conlon, the then Producer and Manager of Radio 5UV, outlining detailed suggestions and plans, for a radio program



**5EBI 103.1 fm**  
hear a world of difference

for the Netherlands community, and for inclusion of other European language programs. The response was favourable because at the same time, the then University of Adelaide's Department of Adult Education

was preparing a seminar on community broadcasting. Plans progressed from that seminar, where different ethnic groups had the opportunity to discuss the potential of ethnic radio broadcasting.

Ethnic Broadcasters was established in 1975, with the five original ethnic groups who started on 5UV, as well as contributions by Walter de Veer, George Kokoti, Paul Kokke, and Irenaj Mykyta. To be more precise, the very first broadcast for one hour was that of the Italian community (called 'Paesani') presented on Monday 3<sup>rd</sup> March, followed by the Dutch family program on Wednesday 5<sup>th</sup> March (one hour), and then the Ukrainian (half-hour) on Saturday 8<sup>th</sup> March. Shortly after, the Polish and the Greek broadcast their first

programs. By the end of 1977, twenty-six community groups joined Ethnic Broadcasters, using the facilities of 5UV. The ethnic groups formed part of the University of Adelaide's radio station's community access programs, and together their programs took up almost half of 5UV's broadcasting time. More and more ethnic groups wanted to have access to radio broadcasting times, but they couldn't be accommodated on air.



Walter de Veer interviewing Chris Sumner in the early days of 5EBI, both are Life Members of 5EBI

Walter de Veer was the Founding Chairman of 5EBI and retained the position for 19 years. He was then replaced by Luigi Penna (Italian program) in 1994, followed by Jim Milanko (Macedonian program) in 2001. In 2006, Cristina Descalzi (Latin American program) was elected as the first woman Chairperson for 5EBI. Cristina continues in this leadership position today.

### 5EBI-FM... History in the Making

On 6<sup>th</sup> October 1978, Ethnic Broadcasters was granted the first ethnic public broadcasting license in Australia on the FM band. 5EBI-FM made its debut on January 6 1980, transmitting on 102.3MHz. The station's official launch was on February 2<sup>nd</sup>, with approximately 200,000 people tuning in. At the time, the station had 33 radio committees, elected by ethnic and language groups in South Australia. In 1978, Ethnic Broadcasters became an incorporated entity. Two months after commencing transmission on 102.3 megahertz, 5EBI-FM was extremely happy with their progress. They had many more live programs, compared to the majority of programs being pre-recorded when on 5UV, and the station was receiving a "fantastic response" from listeners.

# The Broadcasting Sector

On October 3, 1981, 5EBI-FM started broadcasting for the first time from their new \$110,000 premises at 10 Byron Place in Adelaide, which remains its business location today. The station was opened by the then Premier of South Australia, Mr. David Tonkin. The newspaper covering the opening event conveys the atmosphere as “truly cosmopolitan ... with people wearing the national dress of their countries of origin mingling with the multinational crowd of station workers and media representatives.”

Current members of the 5EBI family are drawn from 47 language communities. Each community has a radio committee, consisting of a President, Vice President, Secretary, Treasurer, and members. The radio committee oversees production of programs, handles public enquiries about program content, and ensures their broadcasters comply with the code of practice as prescribed by the Australian Broadcasting Authority. Conflict management is also handled internally within each radio committee, though the Executive Committee is often called upon at times to assist in conflict resolution between groups.

Almost all of 5EBI programs are produced by volunteers. The volunteers dedicate their time and effort to help preserve the language, culture and traditions of their respective countries. New volunteers are always welcome at 5EBI, as the station benefits if more people get involved.

## 5EBI and the NEMBC

The year 1984 marked a new beginning in Ethnic Broadcasting throughout Australia. The Public Broadcasting Association of Australia did little to promote ethnic community broadcasting, so 4EB in Brisbane and 5EBI joined forces to establish the National Ethnic Multicultural Broadcasting Council (NEMBC). The then Vice-Chairman of 5EBI, Luigi Penna became one of the first Vice-Presidents and Hans Degenhart, the 5EBI Station Manager was an Executive Member and Treasurer for many years. For his services to the NEMBC, Hans has been given Life Membership at the 2004 NEMBC Conference in Perth. Brenda Degenhart was elected to the first NEMBC Women's Committee as the SA representative and held the position of Chair for a period of two years. Tangi Steen from 5EBI Tongan Community Radio replaced Brenda in the Women's Committee, a SA representative in the Executive



Paul Kokke, 5EBI Life Member, interviewing former SA Premier, Don Dunstan at University of Adelaide's 5UV



The Premier of SA, Mike Rann, in the 5EBI studio together with young members of the Polish Radio Group and Stefan Lesnicki OAM and Life Member of 5EBI

Committee and has been the Vice-President of NEMBC since 2005. Cristina Descalzi, the Chairperson of 5EBI has been SA representative in both in the Women's and Executive Committee and is now the Secretary of the NEMBC Executive Committee. When the NEMBC Youth Forum was formed, Maarten de Weerd, producer of the 5EBI Multicultural Youth Radio was the SA representative.

## 5EBI Community Involvement

Amongst its many community involvements, 5EBI keeps in touch with SA schools, making radio programs, recording plays, studio visits both with students and different clubs and organisations. From feedback and letters of appreciation to the 5EBI staff, students expressed their sense of enjoyment in learning broadcasting skills and how to present themselves on air, and making them better speakers and communicators. A few of the schools were presented with Awards of Excellence to recognise students' efforts while learning to broadcast.

5EBI has also supported the 'Young Achiever's Award scheme and is producing a series of radio programs addressing the issue of tertiary study, which reflects 5EBI's commitment to help and encourage youth in their endeavours.

## 5EBI Vision

In the words of long time 5EBI broadcaster and volunteer, Paul Kokke, ethnic radio is 'a pilgrimage through history and time, re-discovering and retrieving distant memories... these are memories volunteers often share through radio with the community at large'. The Chairperson, Cristina Descalzi, the 5EBI Board and the Station Manager, Kym Green, staff and indeed all the Radio Committees are indebted to their volunteers; people who make personal sacrifices for the benefit of their communities, people who continue to forge and build the link between migrant groups and their homelands, and people who are passionate about preserving their culture, identity and language. Let's work together as volunteers with enthusiasm and encouragement towards the betterment of ethnic communities through radio.

**Dr Tangi Steen**

Vice Chair of 5EBI Board and NEMBC Vice President

Note: The historical account of 5EBI in this article was adapted from the book Steen, T, Degenhart, H, Degenhart, B & Orkina, A (eds.) 2005, *Keeping Cultures Alive: 30th Anniversary of Multi-cultural Radio in South Australia*, AL Printer, Adelaide.

# The Broadcasting Sector

## Radio2000 Sydney

Radio2000 Digital (2TripleO) and analogue on 98.5 FM was established as part of National Multiculturalism Policy enshrined in the Broadcasting Act 1992 for the sole purpose of catering for the information needs and interests of the non-English speaking background communities of New South Wales.

Ethnic broadcasting such as 3ZZZ in Melbourne and Radio Adelaide has been part of the media landscape of different states for some decades. But NSW was yet to catch up until Radio2000 came into the broadcasting scene 1992 under the leadership of Michael Thomson.

Radio2000 is currently broadcasting in over 50 ethnic languages, servicing the needs of the culturally diverse communities of NSW. It has five bilingual programs targeting the growing youth sector of the migrant community. In addition, it provides two English news services provided by China Radio International (CRI) for the Asia Pacific region and by the BBC for the rest of the world. The service is provided by a team of over 350 volunteer broadcasters.

The early stage of Radio2000's operation was marred by internal conflict from different ethnic groups and individuals vying for control or influence. So the technical operation and management of the station was complicated by the community politics inherent in its democratic structure. This was further complicated by the departure of Michael Thomson, who went on to become general manager of the Community Broadcasting Association of Australia. The internal conflict which involved the Board reached the Supreme Court. In the end, the company was ordered into liquidation in December 1996, after only five years on air.



Taking the company out of liquidation is a saga that can be recited by many of its members. The volunteer broadcasters undertook the painful task of scattering all over Sydney looking for airtime in many of the smaller general and even narrowcast stations. But fortunately, the community language groups, led by their conveners, held together throughout

the liquidation ordeal to present a united front to the sector's peak organisations — including the NEMBC, CBAA and CBF — and to the regulatory body, the ABA (now ACMA), in their determination to revive Radio2000 service. Pivotal in this quest was the role played by Price Waterhouse Coopers as the court-appointed Administrator. When the application

to stay the Liquidation Order was successful, Price Waterhouse Coopers was requested by the Interim Board of Directors to be appointed as the Voluntary Administrator to oversee the Deed of Company Arrangement set out in Stay of Liquidation Court Order. Thus the company was allowed to operate and Radio2000 back on air in March 1998, after one year and three months missing from the airwaves of Sydney.

That period took us from 1992 up to 1998. Since 1998 Radio2000 has developed so much in both social and technical aspects of its operation. It constantly monitors the interest of the multicultural community to ensure that its program content is relevant

to the needs of the community. The introduction of digital broadcasting presumably in late 2010 is a phase that will be incorporated into the operation of the station. It will open up more opportunities and challenges for both the broadcasters and the station in general.

To the NEMBC, have a happy 25<sup>th</sup> birthday and a prosperous future.



Mr and Mrs Fotu Hu'akau at the 2008 NEMBC Conference in Sydney

**Inoke Fotu Hu'akau**

Managing Director, Radio2000 98.5 FM



Radio2000's Burwood studio in Sydney's inner-western suburbs



Radio2000 broadcasters

# The Broadcasting Sector

## City Park Radio Launceston

As City Park Radio (7LTN) prepares to celebrate its silver jubilee of full time broadcasting, we remember, as with any community station, the road can be hard and long.

It took City Park Radio 8 years from that first newspaper advertisement in 1978 to the official licence in 1986.

In those early years, a group of dedicated volunteers worked hard to develop the business plan, conduct the surveys, the training, build the studio and transmission equipment. More than a 1000 people joined and were very active in securing community interest and laying the foundation for the station



Marie Barnes, French broadcaster and Secretary, Mike Dunphy, Grant Coordinator, & Svetlana Golchatnikova, Russian broadcaster

we have today with many from our multicultural community in Launceston. Our Indonesian present Umi Quor is still presenting her program at the station today.

The promise of performance and commitment to be available to our whole community has not waned. Indeed, we still have people who were volunteers in those early days of test transmissions and very late nights gathering support and preparing submissions. The station manual still exists, as does our final submission for a licence. It reminds me every day how much work went into securing that licence we treasure today.

The station owes a great deal of gratitude to those people who set the scene for City Park Radio. No matter how much effort volunteers put in, the station remains grateful to many of our local community organisations. Without the support of our Launceston City Council, City Park Radio would not have the ideal central city location. Working closely with your local council is a benefit for all. We have an ideal location, and the council has a group of people showing the public through one of the City's picturesque heritage buildings.

As with many organisations, people come and go. Our volunteers arrive for a few years and leave, others gain radio production skills and move onto other media organisations, and others just fulfil a dream to be on radio and share a little of



Umi Quor, Indonesian broadcaster, & Mark Bakowski, Polish broadcaster



their lives and neighbourhood. Really they are a reflection of the ebb and flow of the community in which we live.

Indeed, some of our ethnic broadcasters have been with the station since broadcasting began, and many have remained loyal to both their station and community all that time. Many others have

stayed for 15 years or more.

The biggest headache for any small business is the operating cost. The power bills, the equipment upgrades, the phone bills, the licences and insurance costs... A lot of money just to pay bills... and there is always the hope of making enough money to pay a manager. It is a real Catch 22 situation for many stations. The costs need to be met and the programs maintained on air. Currently 90 people volunteer their services for a few hours a week at City Park Radio with 63 volunteers presenting programs in any one month. If it weren't for them, broadcasting 18 hours every day would not be possible.

The "contract" our volunteers sign up to promotes the sort of harmony, equality and tolerance we would expect in our community as a whole.

City Park Radio prides itself in being community radio serving and building on the interests of our community in Northern Tasmania. We have had our internal dramas from time to time, but when personal prejudices and preferences are put to one side, we revert to the purpose of our existence and City Park Radio always manages to move ahead.

The feeling is indescribable watching volunteers achieve their individual potential.

While many do move on, seeing volunteers enjoy themselves and hearing that the audience is enjoying the listening experience is most gratifying. As a community broadcaster, we seem to have the mix just right for our community. Without our ethnic community, the station would not be representing all parts of our community.



Andrea Green, German broadcaster



Luigi Romanelli, Italian broadcaster and President of City Park Radio

**Luigi Romanelli**  
Italian broadcaster and President, City Park Radio

# The Broadcasting Sector

## 4EB FM 98.1 Brisbane

Ethnic radio in Brisbane has come a long way since 4EB first began broadcasting on 1 December 1979 on the AM band from above a Greek bakery in West End. It was not long before 4EB commenced full-time broadcasting, 24 hours a day. Then several years later, in 1988, it was a new beginning for 4EB. The station had its very own premises built at 140 Main Street in Kangaroo Point and finally had secured a permanent home and its future.

At first there were around 20 language groups involved and approximately 800 members. Programs not only included languages other than English but religious programs, women's programs, health, arts, music programs and Indigenous language programs.

Today Radio 4EB has over 4,500 members as well as 53 language groups from around the world. The station broadcasts information and entertainment to listeners, both to their community members and to the wider community who may be interested in the richness of our multicultural society. To many listeners, 4EB is their only source of information; for recent arrivals to Brisbane, it is the primary source of local community information and settlement advice.

Training has been a priority at 4EB. All broadcasters receive training provided by 4EB and over the years the station has provided both accredited and unaccredited training to hundreds of people. Each year there are more than one hundred new trainee broadcasters. Some of these trainees are new to the station and some people are professional broadcasters who volunteer their time for the community.

In 2000, the station increased its formal links with Queensland University of Technology (QUT) and began offering a scholarship to QUT students studying journalism or media studies. These scholarship recipients, along with many other 4EB trained broadcasters, are now working in the media industry not only in Australia but in many countries throughout the world.

On 1 December 2001, Radio 4EB commenced broadcasting on 98.1 FM. As 4EB has grown, so too has the listenership, with 4EB continuing as the only full-time local ethnic broadcaster in Queensland, servicing over 300,000 people living in Brisbane and surrounding regions who were born overseas. 4EB has programs that cater for people that have migrated from five continents and many islands. The station's programs cater for an increasing number of young people and



other listeners who have English as a second, third or possibly fourth language.

In 2002, the station published a book 'Message from the Past, Voices to the Future' as well as spoken word CDs with excerpts from the book. The book

details 100 years of migration to Queensland and the impact that migration and Radio 4EB have had on the State.

4EB also offers programs that many people from English speaking backgrounds prefer as an alternative to commercial radio. As well as all the various language and cultural programs, 4EB continues to broadcast a variety of entertainment and information programs including Migrant Access, Focus, Brisbane Spectrum, QUT News and Women's Profile.

On the 20th of March 2003, 4EB's multicultural youth program 'Oxygen' began broadcasting. The program is a focal point for 4EB's connection with the youth. In 2005, the Oxygen team produced a documentary 'A Breath of Fresh Air' which gives an introduction to 4EB and the broadcasters at the station.

4EB has many musicians that visit and perform for listeners and the station has produced several CDs — including Music Masala, Raw Fusion, World Circuitry, Songs of Hope and Live under the Bridge. As well as broadcasting and recording, the station has held many functions for the community. These include annual dinner dances, concerts, open days, BBQs, bus trips, cruises and festivals. The largest event is the Carnivale Festival which grew out of the 'Getting to Know You' open days which were held at the station from 1995 through to 1998. The Carnivale Festival was held each year from 1999 through to 2001, with the largest event attracting over 5,000 people to the Yungaba Conference Centre.

Technology has changed since the station first started broadcasting, as has the style of programs. Initially, news came via mail, relay of information via the phone and shortwave radio recorded on 2-track reel-to-reel tapes. In the 90s, we saw the introduction of CDs, DAT tapes and Minidiscs, which changed the way information was recorded. However, the biggest transformation was due the introduction of the internet which then meant news could be received instantly from anywhere in the world. Now we have moved forward again, broadcasting audio directly from computer and hard disc memory storage, editing audio using software on the computer and on portable recording devices.



Outside broadcast, Queens Street Mall, 1983



Warana Festival Parade, 1983

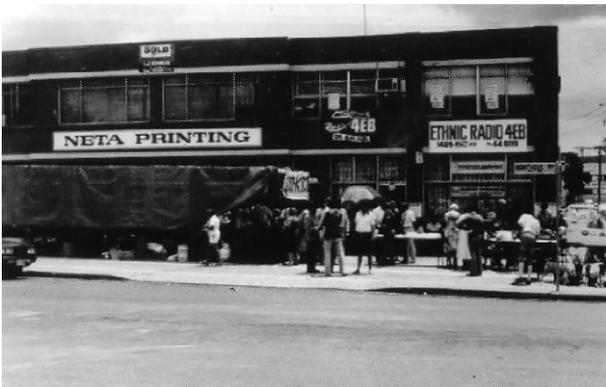
# The Broadcasting Sector

Another focus of the station has been to attend community events. This is a natural extension of the volunteer work that broadcasters do, as they are often the people who organise and work at the many cultural events that add to Australian life. Initially, the station had a caravan for outside broadcasts to take to events, whether they be cultural festivals, sporting events or parades. The caravan was replaced with a rainbow bus and the station was then able to broadcast live from events using telephone lines available at the event. Today, the station has a broadcast van blazoned with the station's blue

and yellow and in 2010 outside broadcasts were all connected live to the station via wireless broadband technology.

The station now has over 600 volunteers, streams on the internet, interacts with listeners via the internet and soon will begin broadcasting a second channel on a digital frequency. 4EB continues to grow and welcomes the new listeners and supporters and acknowledges those that have helped the station along the way since its formation in the 1970s.

**Peter Rohweder**  
Station Manager, 4EB FM



4EB's first studios at West End



4EB's current studios and broadcast van at Kangaroo Point

## In Memory of George Suddull

The NEMBC is deeply saddened at the death of George Suddull.

George was a tremendous contributor to ethnic community broadcasting almost from its beginning some 30 years ago until the early 2000s. He served with distinction as a broadcaster, committee member, secretary and president of 4EB, one of the three founding stations of the NEMBC.

George was a long-serving leader of the national organisation of Australia's ethnic community broadcasters, the NEMBC, as an executive member and national president from 1990 to 1992.

Along with Tony Manicaros—together known as the Queensland warriors for standing up for ethnic rights—George helped enormously in the phenomenal growth and success of ethnic broadcasting and the organisation and stations that sustained it.

That is his legacy for which the NEMBC and all ethnic broadcasters are forever grateful.

To his family and his beloved station, 4EB, the NEMBC conveys the most sincere condolences.

**Victor Marillanca JP**  
President, NEMBC

*George Zangalis, our past President and now Honorary Executive Director, with whom George Suddull had worked for almost a lifetime, wishes to be personally associated with the above message.*



1944

1950

1958



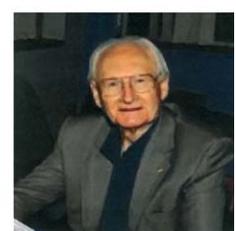
1973



1986



2010



2009



# Multicultural Women Broadcasters

Women broadcasters have played a vital role in ethnic community broadcasting and continue to provide important perspectives and insights in programs and stations across Australia. The NEMBC seeks to actively support and engage migrant and refugee women in community broadcasting. It does this through networking with organisations, which address the needs of migrant and refugee women and through a national women's committee which aims to engage women broadcasters in projects to enrich and empower them in their own communities and beyond.

The NEMBC formally recognised the valuable role that women play in ethnic community broadcasting at the 1995 AGM, when the NEMBC membership decided to form a national committee of women broadcasters. The role of the committee is to investigate and make recommendations about women's participation and concerns in ethnic community broadcasting to the NEMBC.

The establishment of a women's committee recognised that, for many years, both attendance and participation of women at the NEMBC National Conferences had been overshadowed by men. Since the establishment of the NEMBC Women's Committee, there has been a marked increase in women attending these conferences and also participation in broadcasting at their local stations.

The NEMBC and the national women's committee encourage active participation of women broadcasters in educating and informing communities on culturally and linguistically diverse issues and gender issues, particularly in decision-making roles.

Amongst the committee's past projects is *Migrant Women in the Workforce*, an oral history series which promotes the contribution of migrant women to the Australian workforce and raises the profile of migrant women broadcasters working

in community media. These interviews can be downloaded from the NEMBC women's committee page, listened to and replayed on your program. The women's committee has also published the stories of outstanding migrant and refugee

women which are also available as podcasts on the women's section of the NEMBC website. Podcasts from women broadcasters will also become a more frequent feature on the new NEMBC website which has an entire section dedicated to supporting and celebrating women in ethnic community broadcasting. The website will encourage collaboration, creativity and connection between broadcasters from around Australia.

The women's committee is there to represent women broadcasters in each state and territory, so if you would like to contribute to addressing the needs and raising the profile of migrant and refugee women in community broadcasting please contact [women@nembc.org.au](mailto:women@nembc.org.au) to stay informed and to be put in touch with the women's committee representative in your state.

The NEMBC wishes to thank the wonderful dedication of past conveners of the NEMBC's women's committee who did much to advance the needs of women broadcasters and celebrate their contribution to ethnic community broadcasting:

1995 – 1997	Fay Johnson
1997 – 1999	Theresa Grima
1999 – 2001	Brenda Degenhart
2001 – 2003	Karina Ceron
2003 – 2007	Judith Ventic
2007 – 2009	Dana Popovich
2009 –	Joelle Vandermensbrugge



Australia's first women's radio program in Brisbane on 4EB, featured in the *Courier Mail*, 7 December 1979

## NEMBC Women's Committee 2009-2011 State Representatives:

- ACT** Joelle Vandermensbrugge (Convener), ICMS Canberra
- NSW** Fipe Nasome, Radio Skid Row Sydney
- NT** Jaya Srinivas, Multilingual Broadcasters' Council Darwin
- QLD** Irene Bayldon-Tavutavu, 4EB Brisbane
- SA** Cristina Descalzi, 5EBI Adelaide
- TAS** Marie-Jo Barnes, City Park Radio Launceston
- VIC** Irena Stumbras, The Pulse Geelong
- WA** To be appointed



The NEMBC Women's Committee, 2010



# Young Multicultural Broadcasters

The 25 year history of NEMBC certainly would not be complete without an account of youth related initiatives implemented by this organisation. For over eight years now, the NEMBC has been working to facilitate the expression of young people's identity within the notions of multiculturalism and ethnicity. The experience of multicultural youth programs such as Neo Voices at Radio Adelaide or Polyfonix at 3ZZZ shows that this can be a very challenging task, particularly as the definitions of 'multicultural' or 'ethnic' youth are so broad and diverse and the category means different things to different people.

Multicultural youth broadcasters have slightly different motivations and approaches to community broadcasting than the pioneers of ethnic community broadcasting in the 1970s and 1980s. The marked difference in multicultural youth broadcasters is that their identities incorporate a number of different cultural and linguistic perspectives which are reflective of their heritage as well as their living reality in Australia. The 'category' of multicultural youth is a complex one and self-representation of migrant and refugee young people in community broadcasting will often be approached very differently to programs produced by older generations, taking into account their diverse and hybrid cultural and linguistic perspectives. In this respect greater intergenerational dialogue and communication between multicultural community broadcasters is needed to facilitate understanding from both generational perspectives of cultural and linguistic maintenance and development and connection to heritage and identity.

In 2002 the NEMBC demonstrated its increased support for youth participation in multicultural community broadcasting. The NEMBC focused its 2002 Annual Conference on youth and launched the Youth Committee, comprising of a number of dedicated young people representing their respective states and territories.

The NEMBC Youth Committee has kept the NEMBC regularly informed about the needs and experiences of multicultural youth broadcasters. Their important insights, enthusiasm and viewpoints have played an important role in the following projects:

- **The Culture Shock CD Compilation**

In 2003 following the success of the popular mainstream television show Australian Idol, the members of the Youth Committee designed a national competition and subsequently produced a CD compilation of multicultural artists.

- **Agents of Change**

In 2007 the NEMBC launched its pilot training project, Agents of Change. This project was organised to encourage generational change in the sector by training culturally and linguistically diverse (CALD) young broadcasters to become qualified broadcast trainers and thus respond to the needs of CALD youth.

- **Radioactive Youth Broadcasters' Website**

As of this year there is a new section on the NEMBC website which is entirely dedicated to supporting young people's involvement and participation in multicultural community broadcasting. With resources, information and the ability to listen to youth language programs from around Australia, this innovative resource is responding to the trends of media consumption—which is increasingly moving online—and opening up the opportunity for young people to connect with their counterparts in the immediate community as well as diaspora communities here and abroad. This will provide more opportunities to negotiate culture, identity and belonging as well as enthusiasm for language maintenance by communicating with peers who share a common language, culture or migration experience.

- **Radioactive Youth Broadcasting Conferences**

There have been three Radioactive Youth Media Conferences, held in Melbourne in 2007, Perth in 2009 and Canberra in 2010. The conferences aim to bring together current and future youth broadcasters from diverse cultural and linguistic backgrounds and inspire them to develop their skills as broadcasters and community leaders, network with their peers and broaden their perspectives by hearing from both fellow youth broadcasters and industry professionals. The conferences have included high profile speakers representing community, public and commercial media outlets. The most recent youth conference involved a collaboration with the Australian Indigenous Communications Association (AICA) and provided a unique and exciting opportunity for cross-cultural understanding, awareness and dialogue, with many young people finding commonalities in terms of culture, heritage and identity.

In a relatively short time span, the Radioactive conference has become an essential event for the NEMBC and its members. As well as communicating the NEMBC agenda to the wider public, Radioactive has provided exciting opportunities for young broadcasters of all backgrounds. The conference has created an outlet for ideas, development and networking. If the future of the NEMBC depends on the ideas, energy and dedication given by the youth participants of Radioactive 2010, it certainly looks bright!

**Ekaterina Loy, Rachael Bongiorno and Jag Shergill**



The NEMBC Youth Committee with the Youth Officer 2010



# NEMBC Membership

## Becoming a member...

### Who we are and what we do

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is a national peak body that advocates for multiculturalism and supports multilingual community broadcasting around Australia. The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture and identity.

The role of the NEMBC is:

- To advocate for and support ethnic and multicultural community broadcasting
- To be a voice for multiculturalism in Australia
- To maintain and connect people with their ancestry, language and culture
- To counter racism in Australian society
- To contribute to media diversity in Australia
- To operate with integrity and in a manner that is ethical, professional, responsive and self-reliant

### The importance of ethnic community broadcasting in Australia

In every state capital there is a large multilingual community radio station and there are hundreds of general community radio stations in cities and towns broadcasting multilingual and multicultural programs. Community radio forms a large part of the media landscape, with 57% of Australians tuning in to community radio each month. Recent national surveys revealed that in an average week the sector produces 2,439 hours of multilingual language programs, a 40-hour increase from 2007, and broadcasts in over a 100 languages. This unique extensive network of locally produced programs provides a vital support for Australia's diverse communities.

### Policy development and government lobbying

The NEMBC lobbies the Federal Government for additional funds for the ethnic community broadcasting sector. Providing a voice for ethnic broadcasters, the NEMBC advocates for maintaining and increasing the present level of funding and recognition for the sector. The NEMBC produces a number of submissions each year which affect and influence government policy. (See inside this edition on 'Speaking to Government'.)

### Programs and services

Through its national committees, membership of ethnic and multicultural programs and various projects, the NEMBC supports, assists and provides opportunities to develop multilingual and multicultural community broadcasting around the country. The NEMBC has Youth and Women's Committees with representatives in each state and territory and the Youth and Women's Officer manages a number of projects every year. The NEMBC provides a service for established language communities and runs special projects for new and emerging communities. Many of these activities and services are mentioned in this edition of the Ethnic Broadcaster.

### Advice

The NEMBC offers assistance and advice on broadcasting and sector information.

### Regular activities

Every year the NEMBC organises an Annual National Conference and AGM, Radioactive Youth Broadcasters Forum and produces a quarterly magazine. There are a number of immediate benefits for NEMBC members:

- Discounted registration to the Annual Conference
- Travel subsidies to the Annual Conference
- Opportunity to contribute to the organisation's policies at the Conference or the AGM
- Voting rights at the AGM
- Opportunities to be published in the NEMBC's quarterly magazine (the Ethnic Broadcaster)
- Free copy and delivery of the Ethnic Broadcaster

### How it works

NEMBC membership is open to a community radio or television program which is regularly broadcast in a language other than English, or a multicultural program. An organisation that represents more than one language group at a station can also join on behalf of each and every language group. NEMBC membership is \$25 per year, which can be paid out of the Ethnic Grants provided by the Community Broadcasting Foundation (CBF). As a member of the NEMBC, you can contribute to policy development, have access to the services and can seek advice from the NEMBC.

### The vision

The plan of the NEMBC is to provide quality services to its members through a range of projects. Please read our Strategic Plan which is available on the NEMBC website ([www.nembc.org.au](http://www.nembc.org.au)).

### Unity

It's important that ethnic broadcasters demonstrate their support for ethnic programming on a national level. Membership of the NEMBC is not just about the money; member numbers are important and unity is paramount to bring about the necessary changes that will ultimately allow the ethnic broadcasting sector to evolve, flourish and grow.



# The National Ethnic and Multicultural Broadcasters' Council

## Membership Application/Renewal 2010

Please complete the form below and post to: NEMBC, PO Box 1144 Collingwood VIC 3066. Please attach your cheque or money order. NEMBC membership is \$25 per member program per year (including GST). Please note that all memberships expire on December 31 of each year.

The National Ethnic and Multicultural Broadcasters' Council is the peak body for ethnic community broadcasters. The NEMBC develops policy, advocates on behalf of broadcasters, organises an annual national conference, runs projects for youth, women and new and emerging communities, provides networking opportunities and various resources to broadcasters and promotes culturally appropriate training practices. If you have any questions regarding membership renewal please don't hesitate to contact the 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 COMPLETE IN BLOCK LETTERS)

(Please sign) \_\_\_\_\_ Date \_\_\_\_\_

**YOUR PROGRAM:** Program Name: \_\_\_\_\_

Community group: \_\_\_\_\_  
(e.g. Polish Church Group, Thai Community, Mandarin Language, Indian Tamil Community)

Program Language: \_\_\_\_\_

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: \_\_\_\_\_

Home Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Details of all 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).*

First Name	Surname	M/F	Role	Email

**MORE INFORMATION:** *(Please take your time to answer these important questions.)*

When is your program broadcast? (e.g. Monday 2-4pm)

How often?  Daily  Weekly  Monthly  Other: \_\_\_\_\_

What is your target audience? (please tick a box or write below)  
(e.g. Tongan Youth / Somali / Hungarian Seniors)

Youth (under 30)  Women  New & Emerging Communities  Senior  Students  Work force

Other (Please write): \_\_\_\_\_

What type of program do you broadcast? (please tick the boxes that explain your program)

News  Current Affairs  Information  Entertainment  Music  Talk Back

