



NEMBC National Conference 2014 Darwin

**The Challenge
of Change**

Ethnic Community Broadcasting

Conference Program



The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is a national peak body that advocates for ethnic community broadcasting: promoting multiculturalism, addressing racism and contributing to media diversity.

The Challenge of Change

Ethnic Community Broadcasting

The theme for this year's conference is The Challenge of Change. Every year we face new dynamics and challenges that affect the ethnic community broadcasting sector in Australia. Maintaining language, culture and identity are our ongoing challenges, and keeping multiculturalism alive. Just recently we managed to maintain funds to ethnic community broadcasting against possible cuts. The ethnic sector protested changes to the Racial Discrimination Act and we are pleased that the government listened to the many voices and has dropped the proposed changes. The digital world of computers, the internet and smartphones are creating challenges that affect radio broadcasting. And on a local station level radio programs continue and broadcasters challenge themselves to present fresh content every week. We hope to explore the theme with broadcasters and hear how you face the challenge of change.

Hosted by the:

Multilingual Broadcasting Council of the Northern Territory (MBCNT)

Proud sponsors of the NEMBC 2014 Annual Conference



Spots & Space:
Supporting Multicultural
Community Radio Since 1994



We acknowledge the Larrakia People as the traditional owners of the land on which this conference is held, and pay our respects to their Elders both past and present.



NEMBC 2014 National Conference, Darwin

We extend a warm welcome to everyone attending the NEMBC National Conference in Darwin on Saturday 1 and Sunday 2 November at the DoubleTree Hilton on the Esplanade. The conference is hosted by the Multilingual Broadcasting Council of the Northern Territory (MBCNT).

There was a Youth Media Conference on Friday 31 October. The Youth Media Conference was a great success last year in Brisbane and we look forward to hearing about the outcomes of this youth media conference.



Friday evening Civic Reception

If you have received this program on time there will be a welcome Reception held by the Lord Mayor of Darwin Mrs Katrina Fong Lim, on Friday 31 October 2014 from 5:30 – 7pm, at the Civic Centre, 17 Harry Chan Ave, Darwin.

Official Opening

The NEMBC is pleased to announce that this year's conference will be attended by prominent politicians from the Coalition, Labor and the Greens. Opening the conference will be Michelle Rowland MP, Shadow Minister for Citizenship and Multiculturalism & Shadow Assistant Minister for Communications; and Greens Senator Scott Ludlam who holds the communications portfolio for the Greens. Senator Concetta Fierravanti-Wells, Parliamentary Secretary to the Minister for Social Services will be joining us in the evening for the Gala Dinner and the Awards.

Keynote Speakers

There will be several keynote speakers making concise presentations to create a rousing beginning to our conference and set the scene for a Q&A. The keynote speakers are: Dr Donna Odegaard, who holds many titles and she is founder and CEO of Australian Indigenous Radio Larrakia 94.5FM; Mr. Joe Caputo, Chair of Federation of Ethnic Communities' Councils of Australia (FECCA), and Associate Professor Siva Ram Vemuri (Charles Darwin University).

Question and Answer panel (Q&A)

The members of parliament have graciously agreed to join the Q&A panel so that the audience will have the opportunity to ask policy questions. The panel will consist of members of parliament and keynote speakers. Please prepare any questions you have ahead of time.

Workshops

In the afternoon there will be workshops:

- Beyond Airwaves (social media workshop)
- Advocacy and Talking to Decision Makers
- Working Together on the Challenge of Change: Communication within the Sector
- Making Great Radio Content
- Engaging with your Community Through Ethnic Grants

Gala Dinner

The Gala Dinner will be held in the Grand Ballroom of the DoubleTree Hilton on the Esplanade on Saturday 1 November.

At the Gala Dinner the National Ethnic and Multicultural Broadcasters' Council (NEMBC) will announce the winners of our four broadcasting awards to recognise excellence in ethnic and multicultural community broadcasting. The award categories are:

- NEMBC Program of the Year
- The Multicultural/Ethnic Women's Program of the Year
- The Multicultural/Ethnic Youth Program of the Year
- The Multicultural/Ethnic Youth Feature Program of the Year

Sunday AGM

The NEMBC Annual General Meeting will be held on Sunday morning at 9am. This year is not an election year but please make sure your membership fees are paid and voting delegates appointed prior to the AGM. There were some motions sent prior to the AGM and the Conference often produces motions.

Feedback

There will be a feedback form in the conference bag and we would appreciate if you fill it out and return it to the box at the registration desk. This will assist us for future conference planning and ensure that the NEMBC is meeting your needs.

Appointment of Delegates to the AGM

If you have not appointed your voting delegates to the AGM please go to the registration desk for a sample letter and put the forms in the boxes provided.

NEMBC 2014 Conference Speakers

Official Conference Opening



Michelle Rowland MP

Michelle Rowland is the Federal Member for Greenway in New South Wales and the Shadow Minister for Citizenship and Multiculturalism, as well as the Shadow Assistant Minister for Communications. Born in Sydney's Blacktown, Michelle was a lawyer specialising in telecommunications law before being elected to Parliament as a member of the Australian Labor Party.



Senator Scott Ludlam

Scott Ludlam is a Senator for Western Australia and a representative of the Australian Greens, holding the portfolio of Broadband, Communications & Digital Economy. He is a committed supporter of community radio and community television.

Official Gala Dinner Opening



Senator the Hon Concetta Fierravanti-Wells

Concetta Fierravanti-Wells is a Senator for New South Wales and Parliamentary Secretary to the Minister for Social Services. A child of migrants who came to Australia in the 1950s, Concetta was born in Wollongong where she continues to be based when she's not in Canberra. She is a proud Italian-Australian and a keen supporter of ethnic community broadcasting and contributed an article to our last edition.

Keynote Speakers



Dr Donna Odegaard

Dr Donna Odegaard is a senior Larrakia Aboriginal Traditional Owner of the Darwin and surrounding region. She achieved her Doctorate of Philosophy in 2011 at the University of Newcastle, researching Aboriginal legal issues. A successful businesswoman since 1979, Donna works towards empowering Indigenous Australians through education, job creation and sustainable business developments. Donna is the founder and CEO of Aboriginal Broadcasting Australia, a 100 percent Aboriginal owned and managed media group comprising four digital television channels, a production company, a training college, and three radio stations including Radio Larrakia 94.5 FM. Radio Larrakia is Darwin's only Aboriginal community radio station, which broadcasts 24 hours a day, in over 40 Indigenous languages.



Joseph Caputo OAM JP

Joe Caputo has been involved in advocacy for the rights of minorities throughout all of his adult life. During the 1970s and 80s he was involved in promoting the rights of migrant workers. From 2001 to 2011 Joe was a member of the Victorian Multicultural Commission. Joe has also served as Councillor and Mayor in the former City of Brunswick and as Councillor and Mayor in the City of Moreland. Currently he is the Chair of FECCA, Australia's national peak body promoting multiculturalism, community harmony, unity, and social justice.



Associate Professor Siva Ram Vemuri

Professor S. Ram Vemuri has been working for 25 years as an economist at Charles Darwin University, Australia. Previously he has taught at universities in the United Kingdom, India, Jordan and Papua New Guinea.

He is currently Professor of Business Management in the Faculty of Law, Business and Arts at CDU, working on applied economic issues relating to migrants and diaspora, environmental justice and sustainable development. One of his research focuses is human, material and cultural resources in both Indigenous and non-Indigenous contexts. Ram has also held several positions in the Darwin Sunrise Rotary Club. As an ethnic community broadcaster, Ram has broadcasted on the Friendly India program for 15 years.

Conference program at a glance

Friday 31 October

9am to 5pm	Youth Media Conference
5:30pm	Welcome Reception with Lord Mayor of Darwin Mrs Katrina Fong Lim, at the Civic Centre, 17 Harry Chan Ave, Darwin NT 0800

Saturday 1 November

8:00 - 9:00am	Registration
9:00am	Welcome to Country
	Official Opening Speeches: Michelle Rowland MP and Senator Scott Ludlam
	Plenary Session
	Keynote speakers: Dr Donna Odegaard, Mr Joseph Caputo, Associate Professor Siva Ram Vemuri
10:00am	Morning Tea
10:30am	Q&A Panel <i>'The Challenge of Change'</i> discussion
12:00 - 1:00pm	Lunch

Workshops

1:00pm	1. Advocacy and Talking to Decision Makers Litchfield Room	2. Making Great Radio Content Arafura Ballroom A	
2:30 - 3:00pm	Afternoon Tea		
3:00pm	3. Working Together on the Challenge of Change: Communication within the Sector. Litchfield Room	4. Beyond Airwaves: Social Media and More Arafura Ballroom A	5. Engaging with your Community Through Ethnic Grants (CBF) Arafura Ballroom B
4:30pm	Plenary Conclusion and Presentations of Workshops in the Litchfield Room		
5:30pm	Conference concludes		
7:00pm	Gala Dinner and Awards night at the DoubleTree Hilton on the Esplanade		

Sunday 2 November

8:00 - 9:00am	Registration for entering AGM (delegates will need to line up at the door and have their names checked and be given voting cards before entering the AGM)
9:00am	AGM Opens
12:30pm	Lunch
2pm	AGM Concludes at approximately 2pm

NEMBC 2014 Conference Workshops

1. Talking to Decision Makers - 1pm

Presenters:

- **Luke Gosling** Advisor, Office of Warren Snowdon MP
- **Mr Joseph Caputo** Chair FECCA
- **Russell Anderson** Executive Officer NEMBC

Politicians and other decision makers have little time and many demands on their attention from competing forces. This workshop will strategise and assist broadcasters and their language communities to be better represented and involved in decision making.

Luke Gosling will give the inside story on how politics works and share his strong working knowledge of advocacy. Joseph Caputo will explain how FECCA advocates for multicultural issues, and Russell Anderson will explain how the NEMBC advocates for ethnic community broadcasters and how radio programs can become more involved.

2. Making Great Radio Content - 1pm

Presenters:

- **Lisa Pellegrino** has over five years' experience in both community and commercial radio in Australia and abroad, and is presenter and producer at the ABC.
- **Jason Hagen** trainer at 4EB
- **Werner Albrecht** trainer and long time broadcaster at ICMS

This workshop on content production will enhance your existing skills in turning interesting ideas into engaging radio. We'll look at how research and preparation, flow and production can help turn good content into great content.

3. Working Together on the Challenge of Change: Communication within the Sector - 3pm

Presenters:

- **Dr Irene Bouzo** is the Senior Policy Officer at Ethnic Communities' Council of Victoria (ECCV)
- **Luchi Santer** EGAC representative and MBCNT broadcaster
- **Shankar Kasynathan** communications specialist

Ethnic community broadcasting faces many common challenges, such as funding, audience growth, new technologies and planning for succession, as well as challenges specific to each station and region. In this workshop, participants will strategise how to communicate

better within the sector, across language communities, geographic areas and generations, so we can work together more closely. We'll also brainstorm communicating more effectively as a sector when it comes to better networking and advocacy.

4. Beyond Airwaves: Social Media and More - 3pm

Presenters:

- **Amy Hetherington** is the owner of Amiable Communications and is the Marketing and Communications Officer for MusicNT
- **Edgar Tan** trainer and broadcaster at 3ZZZ

This workshop on cross-platform collaboration will help you extend your program beyond radio broadcasting. Amy Hetherington will discuss how you can take your program beyond the airwaves by exploring social media, blogging and more. The workshop will teach broadcasters how to use social media like Facebook and Twitter to promote their programs to a wider audience, and discussing what advantages social media can bring to community radio broadcasting. This workshop is designed for participants who have little to no experience in social media. Presented by Amy Hetherington and Edgar Tan.

5. Engaging with your Community Through Ethnic Grants - 3pm

Presenter:

Claire Stuchbery Grants Administrator CBF

CBF Grants Administrator, Claire Stuchbery, will present an overview of ethnic program grants; including ideas for how to connect your community with your program and how the grant funds can be used to resource your program. Plus find out more about other grant opportunities available through the CBF to support special projects, outside broadcasts, training, equipment and support for your station more broadly. Claire will take you through application do's and don'ts and information about upcoming grant rounds. All questions will be welcome.



Workshops Presenters

These are just some of our workshop presenters. It's important to recognise regular contributions from presenters such as Edgar Tan, Russell Anderson, CBF presenters and this year from the NEMBC board Werner Albrecht. Some new and enthusiastic presenters for the workshops are:



Shankar Kasynathan BEcon(Hons) MPPM

As a communications specialist, Shankar has worked for national NGOs such as Oxfam Australia, Donate Life, and the National Heart Foundation. He has also worked as an advisor to state and federal parliamentarians.

Shankar has produced as well as presented programs for community radio stations in Victoria, Western Australia and the Northern Territory, including "Kimberley Stories" with 6wR - the voice of the East Kimberley. He currently co-hosts a show on Darwin FM on Sunday afternoons. Shankar is the Creative Producer of Shankabout.com, and is a sessional lecturer with the school of communications at Charles Darwin University. Website: www.shankabout.com



Lisa Pellegrino

Lisa lives and loves radio. Over the past nine years she has experienced the worlds of community, commercial and public radio and has enjoyed them all. Lisa's radio career began at community station, 101.5 FM Radio Adelaide, where she presented and produced multiple programs. Since then, Lisa has volunteered in community radio and television in rural Nepal, working with developing groups (women, the poor and Dalit groups) at community radio station Muktinath FM and multiple media hub, The CMC. Later, she moved into commercial radio, presenting on NOVA 919 (Adelaide) and then as the Breakfast Presenter for over two years with MIX 1049 (Darwin). For the past two and a half years she's been a producer and presenter on 105.7 ABC Darwin. She currently presents the Territory wide Afternoons program.



Luke Gosling

Luke is working with Warren Snowdon MP and Senator Nova Peris to get a better deal for Darwin and Palmerston and the Northern Territory in general. He started his working life with Defence and then co-founded Life, Love and Health, an Australian volunteer charity for Timor-Leste. LL&H fundraised and built schools, ensured running water to remote villages, and delivered maternal health care. For this work Luke was awarded the OAM in 2006 and for relief work during the 2006 crisis and his work for the Office of the President he was awarded the Timor-Leste Presidential Medal of Merit.



Dr Irene Bouzo

Dr Irene Bouzo is the Senior Policy Officer at Ethnic Communities' Council of Victoria (ECCV). She has worked at ECCV for six years consulting with culturally diverse community groups on a range of issues such as aged care and employment barriers in Victoria's multicultural community. In 2008 she completed her doctoral research on multiculturalism and immigrant adaption in Victoria. Irene is a multicultural policy specialist with a strong knowledge of bonding and bridging in culturally diverse communities.



Amy Hetherington

Amy Hetherington is a freelance communications consultant with a passion for helping people share their stories. She's the owner of Amiable Communications and is the Marketing and Communications Officer for MusicNT. A social media and storytelling fiend - Amy's all over the Facebook, Twitter, Youtube, Websites and social media platforms. Under Amiable Communications she provides services including film making, photography, graphic design, social media and marketing advice and loves creating engaging and shareable content. Amy also runs a series of media workshops for young people called Media Makers. She loves being involved in the Darwin community and is a budding stand up comedian!



Jason Hagen

Jason's radio career started back in 1986 as a recording engineer for the ABC in Brisbane. From there he went on to work with 612-ABC, Triple J, Radio National, Classic FM and ABC TV. Jason moved to the Cairns branch in 1997 as a producer and presented breakfast radio for 10 years. He also presented "Fishtalk" a nation-wide radio program / podcast globally for 15 years. Jason has a deep love of radio, recording and presentation. He has worked in many varied roles from producing, presentation, promotion and management in radio, television and on-line.

NEMBC Gala Dinner

Welcome to the NEMBC Gala Dinner and Ethnic and Multicultural Broadcasting Awards.
The Gala Dinner is being held at the Grand Ballroom of the DoubleTree Hilton on the Esplanade and we have prepared an evening of entertainment and celebration of our diversity and our achievements in 2014. We hope you enjoy this feast of food, music and dance!

Arrival

Welcome and Performance

Presentations

Main Course

NEMBC Broadcasters Awards

Dessert

Program of the Year Award

Performance and Music

Multilingual Broadcasting in the Northern Territory

Darwin ethnic broadcasters tell us about what's been happening in the Territory.

The Multilingual Broadcasting Council Northern Territory Inc (MBCNT) was incorporated in 1981 as an organisation to represent multilingual community radio programs in the Northern Territory. Multilingual community radio programs were first broadcast on Top FM, a community radio station operating out of Charles Darwin University, and since 2012, on Darwin FM 91.5, a station operated by Radio Larrakia, an Indigenous radio broadcasting group.

The MBCNT Committee reflects the diversity of the Northern Territory's ethnic communities of migrant origin, with the committee comprising members of Italian, Filipino, Tamil, Greek-Cypriot and German backgrounds.

Languages broadcast by MBCNT include Portuguese, Swahili, Indonesian, Danish, Tongan, Timorese, Japanese, Vietnamese, Serbian, Nepalese, Thai, Italian, Spanish, French, German, Welsh, Irish, Norwegian, Swedish, Karen, Congolese, Sudanese, Hindi, Punjabi, Bisaya, Tagalog, Bengali, Tamil, Teluga, Punjabi, Singhalese, Liberian and Greek.

In the long term, MBCNT aims to establish a full-time ethnic community radio station in the Northern Territory – the only territory or state in Australia that doesn't have one.



The eChamps are a group of multicultural community broadcasters dedicated to furthering their online media skills and broadcasting capacity. Training includes online preparation, a full day of training in podcasting, audio and video recording skills and social media skills (Facebook, Twitter, Google+ and blogging) so eChamps can provide live coverage of the NEMBC Conference. These trailblazers are the leaders in leading their stations and community into the online media innovation! The first wave of eChamps was the 2011 team; 11 broadcasters from around Australia went to Launceston, bringing everyone live coverage of what was happening at the 2011 NEMBC Conference. Due to the success of the project, eChamps continued in 2012 and have been an important part of every NEMBC conference since then. Stay tuned to our website nembc.org.au and our Facebook: www.facebook.com/nembc You can also find us on Twitter: @nembc_official Make sure you don't miss out next year!