



The National Ethnic and Multicultural  
Broadcasters' Council

# Annual Report

## 2016–2017

Your

**Voice**

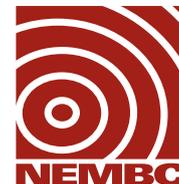
Your

**Action**

Our

**Change**





## **NEMBC Executive Committee**

President: Tangi Steen SA  
Treasurer: Joe De Luca NT  
Secretary: Luigi Romanelli TAS  
Nick Dmyterko QLD  
Cristina Descalzi SA  
Osai Faiva NSW  
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Irene Tavutavu QLD  
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**Annual Report Prepared by  
Russell Anderson  
NEMBC Executive and Policy Officer**

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# Presidents Pen

## Maloo e lelei (Greetings to you in Tongan)

I have been President of NEMBC since Nov 2011, and six years later, I must admit that I am a bit ambivalent about writing this President's Pen, as this will be my last in this role. Reflecting over the last 6 years, NEMBC like any other organisation has their highs and lows. Amongst the highs are many significant milestones we have put in place; the organisation has worked extensively to put its house in order, governance-wise. We have reviewed our constitution and will continue to do so as we respond pro-actively to demographical trends, members' feedback, sectorial and inter-sectorial influences as well as that of our changing socio-political environments. NEMBC has developed a Board Charter, Strategic Plans, Policies and Procedures Manual – with a number of new policies such as conflict resolution, risk management, diversity and equity.

Amongst the highlights were the joint venture with the African Media Association of Australia to run an inaugural media conference; the outcomes have contributed to much discussion about lack of media diversity in Australian mainstream media organisations. NEMBC had also hosted successful Youth Media conferences, Women's Forums, NEMBC annual conferences and targeted campaigns. Of the latter, NEMBC was recently recognised nationally as the winner of the 'Racism – it stops with me' campaign in 2016; a win which had been awarded to NEMBC on behalf of all the ethnic broadcasters and their successful promotion of the campaign in different languages.

And yes, we did have some lows; notably of these is due to external agencies which upheld a superior view of a system which I can personally refer to as having 'covert elements of perpetuating racism'. Despite numerous submissions, forums, discussions and presentations made by NEMBC advocating on behalf of its members, all were mostly in vain. At the end of my era as President, I can say that I am happy that NEMBC is in a better position with its governance, unity amongst its members, forged lasting partnerships and created a positive vision for the future. We are going to be here for a long long time and will

continue to prosecute for social justice and fairness to benefit our members, the sector and Australian society.

To current news, the 2017 NEMBC annual conference starts with the Youth Media on Friday 24th, NEMBC conference on Saturday 25th, and concluding on Sunday 26th with the AGM and election. The host station Radio ICMS together with the NEMBC Secretariat will run the two conferences, with theme 'Your voice, Your action, Our change' – this is a fitting theme of empowerment and a call to action.

### Financial Report

The NEMBC's finances are once again in good shape despite a deficit the last two years. This year we have been able to balance the books but it has come at a cost. The NEMBC has not received any addition funds for its core functions for three years now and had to reduce staff hours which led to the loss of two staff members. The NEMBC continues to be very conscious of its spending while managing to represent ethnic community broadcasting. The audit processes with LBW Chartered Accountants went well. Thanks to LBW, Bookkeeper Rod Borlase and Executive and Policy Officer Russell Anderson for their conscious effort in managing a financially sound outcome for the organisation.



### Way Forward

I would like to express my sincere thanks and appreciation to each and every member of the Executive Committee, the Executive and Policy Officer and the staff of the Secretariat, and the members of the NEMBC for your dedicated hard work and contribution to the organisation's operations. NEMBC will continue to create better opportunities for ethnic and multicultural broadcasters to promote a socially cohesive and inclusive Australian society.

I will finish my term this year but I hope that I can continue to serve the ethnic community broadcasting sector well into the future.

Malo 'aupito (Thanks in Tongan)

A handwritten signature in black ink that reads 'Tangi Steen'. The signature is written in a cursive, flowing style.

Dr. Tangi Steen  
NEMBC President

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

The NEMBC is the peak body representing ethnic community broadcasters across Australia. The NEMBC promotes and supports ethnic community broadcasters and advocates for multiculturalism and media diversity. The NEMBC helps people connect and maintain their language, culture and identity.

The NEMBC represents thousands of ethnic broadcasters throughout Australia. In every capital city there is a large ethnic community radio station, not to mention the dozens of community radio stations in metropolitan, regional and rural areas that host ethnic and multicultural programs. There are almost 100 community radio stations that broadcast ethnic or multicultural programs. Not only does multicultural radio facilitate cultural and linguistic continuity and create a space for self-representation, belonging and inclusion in the community, but it also works towards strengthening multiculturalism and countering stereotypes.

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

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

The NEMBC also engages a large audience with its triannual publication, The Ethnic Broadcaster journal, which is distributed nationwide to over 600 organisations, as well as the extensive membership via their stations.

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

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

## The Strength of Community Radio

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

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

There is considerable potential to develop community radio listenership further as only 71% of Australians aged 15 or above are aware of community radio.



## **Strategic Plan 2012 to 2017**

### **Mission**

To advocate for ethnic community broadcasting, promoting multiculturalism, addressing racism, and contributing to media diversity.

### **Strategy**

#### **Advocacy**

- Influence policy and funding opportunities affecting ethnic and multicultural communities
- Influence attitudes to support diversity and multiculturalism

#### **Member Services**

- Members are actively engaged in projects and activities
- High level of interest by ethnic and multicultural communities in NEMBC

#### **Profile & Partnerships**

- Successful relationships with partners and key stakeholders
- Strategic approach to partnerships at national and state levels
- On-going and diverse funding sources

#### **Governance**

- Excellence in governance practices and procedures
- Strong leadership and positive work culture

#### **Results Focused**

- Keep pace with best practices in governance standards

#### **Secretariat**

- Effective, and efficient systems and procedures strengthened

# Advocacy and Multiculturalism

In 2016 the NEMBC won the prestigious 'Australian Human Rights Awards: Racism. It Stops With Me' for our anti-racism activities.

The NEMBC was deeply honoured to accept this award and acknowledges its President Dr. Tangikina Steen, the NEMBC board members and staff for their work in supporting ethnic community broadcasters.

The NEMBC as the peak body representing and advocating for ethnic community broadcasting and supporting many individuals and communities that produce their programs on a daily basis making community radio so ubiquitous that it has become part of our daily lives and part of the media landscape.

Ethnic community broadcasting and indeed community broadcasting in Australia is unique. Nowhere else in the world is there such a depth, breadth and diversity of community media.

This award is really for the more than 4,000 volunteer ethnic community broadcasters that on a daily basis produce radio programs around Australia that help to build social cohesion, a voice for multiculturalism and in combating racism. Every person involved will be proud of this achievement especially for all those people that have developed ethnic community broadcasting over the last 30 years.

The tireless work of all ethnic broadcasters and volunteers has helped

to create a multicultural Australia that is accepting, diverse and non-racist.

The NEMBC made a comprehensive submission and it seems the reason why we won the award was because of our 'body-of-work'. We didn't just have one project but everything that we do relates to promoting multiculturalism, combating stereotypes and building social cohesion. So the contributing factors were our advocacy work and lobbying government; The Ethnic Broadcaster publications; our Annual Conferences and the issues that we address at the conference; our partnerships with organisations such as African Media Australia to organise the inaugural Media Migration and Social Cohesion Conference and the activities the Women's Committee works on including the Sate Forums and even the meeting that was organised by Sarah Lio-Willie our Youth Committee member organised in Cairns last year. The projects that the NEMBC works on were also mentioned including the ENGAGE project in Shepparton so thank you One-FM for being a part of the Award. We also mentioned the work we have done to support Reporting Islam with Griffith University. All this work contributed to the NEMBC winning the Award.

There were a number of supporting documents including an NEMBC



produced document about 'Ethnic Community Broadcasting - An Essential Service Strengthening social cohesion and citizenship' this detailed publication shows the strength and breadth of our sector.

This photo below taken at the NEMBC 2015 Conference on Melbourne also helped to show our commitment to the campaign 'Racism. It stops with Me'



# Advocacy and Multiculturalism



It was the second time in three years that a governing Liberal party has proposed changes to the Racial Discrimination Act and multicultural organisations were forced to defend the status quo.

For many the proposed changes come as a direct attack on multiculturalism and on vulnerable minorities.

A submission was made by the NEMBC and appeals to our members and stations to write a letter, or make a submission.

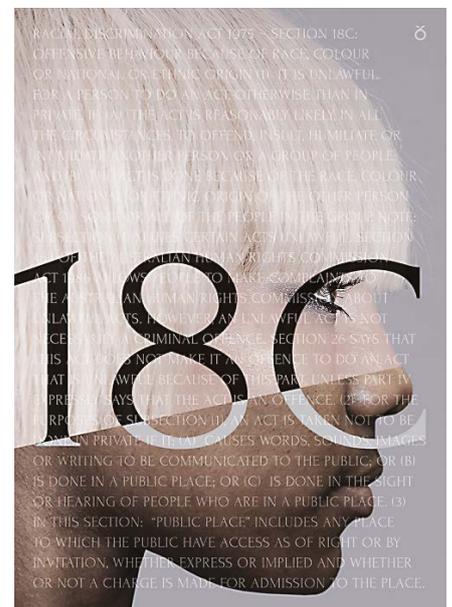
The NEMBC's submission to the parliamentary inquiry into freedom of speech in Australia was published on the inquiry website of the Parliamentary Joint Committee on Human Rights.

The EPO attended the RDA hearing in Melbourne on the 31 January at Parliament House Victoria.

The changes didn't get through and we hope that it stays that way.

This should be a clear message that we not only live in a multicultural society but that the ethnic sector has a strong voice and influence. Both times there have been a substantial amount of submissions sent to government opposing the changes, together with significant media coverage and a very popular sentiment to maintain the status quo.

The Racial Discrimination Act, as it stands, strikes a fair balance and provides protection for vulnerable communities and individuals against racial attacks while defending the right to freedom of speech.



# Advocacy and Multiculturalism

## Deductible Gift Recipient status

In March 2015 the NEMBC received Deductible Gift Recipient (DGR) status and is looking at ways to boost funding for the ethnic sector:

To receive the DGR status the NEMBC was also listed as a charity with the Australian Charities and Not-for-Profit Commission. The NEMBC was listed with the following meanings:

- Advancing culture
- Promoting reconciliation, mutual respect and tolerance between groups and individuals in Australia
- Promoting or protecting human rights
- Advancing public debate by promoting or opposing a change to any matter established by law, policy or practice.

## Use our DGR status

The following is a plan to use our DGR status for direct donations, to apply for grants and to seek Corporate Partnerships and to start a Bequest Campaign.

The main four stages are:

### Stage 1: Already commenced.

Apply for funding for projects

### Stage 2: Short term; started now Direct Donations

Create a donation button on our website and advertise we are open for 'Donations' and its tax deductible. Action: Produce promotional material

### Stage 3: Mid-term – Corporate and Industry Partners

Ask organisations and cooperation's to donate

### Stage 4: Wills and Bequests

Start a Bequests Campaign:  
Produce Promotional Material

## Donate to be part of something bigger

The NEMBC needs your donation.

Donating a small amount when added with other contributions becomes something much bigger.

Be passionate about the radio industry you love – Your contribution will assist us to help you by keeping our community and member participation programs alive and dynamic!

Community programs such as the annual NEMBC awards, the new media / radio- journalist accreditation program and assisting different groups of broadcasters with specific needs, shall benefit from what all of us raise through donations.

With the end of the financial year looming, the money you donate to the NEMBC can be claimed as a deduction on your tax return. Your charitable donation will not only save you some tax dollars, but most importantly you will be supporting the NEMBC that supports you.

Donate as little or as much as you can to the NEMBC. Seeing your contribution at work - You will feel the satisfaction that only giving can bring.

Donate [www.nembc.org.au/donate](http://www.nembc.org.au/donate)

## Sector Roundtable

The Community Broadcasting Sector Roundtable (the Roundtable) brings together the six national peak bodies (CBAA, NEMBC, AICA, RPH, CMA, CTAA) and the Community Broadcasting Foundation (CBF), under the auspices of the CBAA, to recognise our strengths and identify and advance issues of mutual interest.

The Roundtable identifies emerging issues, discusses policies on issues of ongoing concern and informs strategic approaches to address these issues. Issues raised are likely to relate to sector funding, policy, lobbying efforts or technical matters.

The Roundtable provides members with opportunities to network, initiate change, share knowledge and address challenges in an open, fair and respectful environment.

Meetings are held twice a year:

Previous Meetings were:

- 17–18 March 2017 in Melbourne
- 10–11 October 2016 Roundtable Meeting in Sydney
- 11–12 May 2016 Roundtable Meeting in Sydney



*Sector Roundtable members meeting in Sydney in October 2016*

## Ethnic Grants Advisory Committee (EGAC) replaced with Social Investment Advisory Committee (SIAC)

There was a final meeting with EGAC on the 5 August 2016. At these EGAC meetings, which would go for at times three hours, there were many issues discussed that are relevant to our members and ethnic community broadcasting. EGAC was an important Advisory Group because it was made up of ethnic broadcasters and these Advisory members had important positions at stations to have a good understanding of our ethnic sector. They were also elected at the NEMBC AGM so had gained that credibility and skills to understand our sector. The NEMBC used to meet with EGAC regularly, twice a year, to discuss and develop policy for the ethnic community broadcasting sector. However with the new CBF grants process coming into place EGAC was disbanded and replaced with the Social Investment Advisory Committee (SIAC).

As well as being tasked to look after the national peak bodies such as RPH, CBAA, Indigenous Broadcasting, and developing a new application process SIAC's position at the CBF is to "provide independent, informed advice on funding objectives, policy and practice, and considers Sector Investment funding processes. The SIAC ensures that funding initiatives and grant programs are consistent with broader strategic intent."

The NEMBC is glad there have been ongoing meetings with SIAC, even if at

times they are short. Ultimately SIAC will be developing outcomes that the NEMBC should be achieving in order to receive its funding. There have been a number of meetings with SIAC and CBF to start this 'journey' and there is an understanding that there will be an agreed approach to setting outcomes.

The meeting were:

- January 2017 there was a one hour webinar/teleconference meeting with SIAC and the NEMBC President Tangi Steen and Executive Officer Russell

Anderson, this was really an initial introduction discussion.

- On Saturday morning the 8 April 2017 the NEMBC had a face-to-face meeting with the Social Investment Advisory Committee for one hour. In attendance were Russell Anderson and Rod Borlase and Joe De Luca NEMBC Treasurer on telephone.
- The next meeting is a planned workshop about outcome based reporting for the 1 and 2 September 2017.

# Networking and Partnerships

The NEMBC has excellent working relationships with many like-minded organisations, with reciprocal attendances at conferences, seminars, joint campaigns, events and festivals. The NEMBC will continue to maintain these relationships, and be well-represented at sector conferences.

## Inaugural National Multicultural Women's Conference Facilitates Shift in National Discussion

Multicultural women contribute unique skills and talents to Australian society, but more collaboration between sectors is vital to help women from Culturally and Linguistically Diverse (CALD) backgrounds to thrive in Australia.

This is why the NEMBC partnered with the inaugural National Multicultural Women's Conference – Influencing Change: Vision and Impact (NMWC) on November 3–4, 2016 at the Parkroyal Parramatta.

The Conference brought together almost 400 politicians, practitioners, academics and community members, the conference covered a range of issues affecting CALD women such as health, identity, education, employment and culture, with the aim of discussing

holistic strategies to support multicultural women and make their voices heard at the national level.

The NEMBC heavily promoted the Conference, produced articles and Dr Tangi Steen made a presentation at the Conference on the role of women in Ethnic Community Broadcasting.

The National Multicultural Women's Conference provided a critical opportunity for experts in the field to come together to reframe the narrative



around CALD women and work towards change across sectors.

The National Multicultural Women's Conference was supported by major sponsors including AMES Australia, Multicultural NSW, the City of Sydney and the NEMBC.

## The Multicultural Football Show

In 2016 the ground work was done for the AFL to announce they will go ahead with the National Multicultural AFL program through the NEMBC. The project was launched and announced at the NEMBC Conference in Sydney.

The Project in Brief:

The NEMBC proposes to engage the 60 multicultural radio stations throughout Australia to promote the AFL's Multicultural product by encouraging the development of a national weekly AFL program ("The Program" series) inclusive of a Multicultural Player of the Year Award for radio in over 10 different languages plus English for broadcast to non-English speaking audiences and to listeners who regard English as a second language.

This is a great opportunity for our members to become sports reporters and get quality content to enhance their programs. It will be great for radio stations who want to attract

extra sponsorship opportunities. The NEMBC is proud to partner with the AFL to deliver the first Multicultural Football Show of its kind, engaging passionate multicultural supporters of AFL football and providing them with the opportunity to broadcast the game in different languages

This show will give an opportunity to celebrate the diverse cultures that make up the AFL game; highlighting the contribution multicultural communities have made to the sport's history and welcoming new communities to embrace Australia's game in the future

The NEMBC is looking towards the future if this trial run is successful, then the 2018 season will be podcast and broadcast over the entire AFL season

including finals. The NEMBC and AFL will then be looking to train interstate presenters in providing AFL interview material and digital broadcasts from all round Australia.



Ms Tanya Hosch AFL General Manager Inclusion and Social Policy.

# Networking and Partnerships

## Reporting Islam

The NEMBC has worked effectively with Griffith University on the Reporting Islam Project which aims to improve the quality of mainstream news media reporting on stories about or involving Islam and Muslims. It is focused on addressing negative and routine stereotyping of Islam and Muslims by the news media and is led by Associate Professor Jacqui Ewart and Professor Mark Pearson from Griffith University.

The NEMBC is assisting to hold workshops at community radio stations in Australia and held two special sessions at the Youth Media Conference and the NEMBC main conference in Sydney in November.

We believe that fair, ethical and accurate reporting on matters involving Islam and Muslim communities will help promote social cohesion and may assist in the reduction of community tensions.

Research shows that Australian's have low levels of knowledge about Islam and Muslims. A 2003 national survey revealed 83% of those surveyed acknowledged they knew little to nothing about Islam or Muslims. Current research shows that journalists' lack of knowledge about Islam and Muslims

is one factor that contributes to inaccurate and stereotyped reporting.

Griffith University developed, trialled and evaluated best-practice resources for journalists, journalism educators and journalism students to encourage the more thoughtful reporting of stories about Muslims. These resources include an app, a website, a reporting handbook and audio visual materials. We have also undertaken training for journalists, journalism educators and journalism students based around two key scenarios (a mosque development proposal and a terror arrest) and we have evaluated that training.

The NEMBC has partnered with Griffith University and the project 'Reporting on Islam'



## Mindframe Media

The NEMBC continues to work with Mindframe Media, who provide valuable resources for media makers when reporting on or portraying suicide and mental illness. The Mindframe Media online and print resources support media professionals as an important source of evidence-based information to help ensure that the quality of reporting and portrayal of both suicide and mental illness is sensitive and responsible.

**Mindframe**  
for media professionals

**Reporting suicide: a quick guide for the media**

This resource provides quick advice to support media professionals when reporting suicide

**Recommendations for reporting a suicide death**

**Decide whether to report.** Ensure a suicide has been confirmed by official sources to avoid speculation or interfering with investigations. Assess if there is a clear public interest in the story, consult your editorial policies and seek advice from experts.

**Reduce prominence.** People vulnerable to suicide may be drawn to stories about suicide, so consider placing a story on the inside pages of a newspaper or further down the order of broadcast reports and in less prominent terms.

**Do not increase risk.** Avoid using a suicide note, photographs, memorials, or details in some way that glorify the act. Avoid a depiction of death (see *overleaf*).

**Be respectful.** Respect people's grief and privacy after a death. Consider whether a depiction of an image depicting an individual in distress in some way using their name or image of an individual is appropriate.

**Handle celebrity suicide with care.** Coverage of a celebrity suicide can glamorise and normalise suicide. To decrease risk, minimise details about method and location, consider focusing on the wastefulness of the death, and add information about risk factors for suicide and help-seeking options for people who may be affected.

**Promote help-seeking**

**Add 24/7 crisis support to stories:**

- Lifeline 13 11 14 [www.lifeline.org.au](http://www.lifeline.org.au)
- Suicide Call Back Service 1300 659 467 [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)
- Kids Helpline 1800 55 1800 [www.kidshelp.com.au](http://www.kidshelp.com.au)
- MenLine Australia 1300 78 99 78 [www.mensline.org.au](http://www.mensline.org.au)

✓ Add two crisis services to any story about suicide.  
 ✓ Match service information (e.g. age, gender, illness).  
 ✓ Provide direct links to services in online content.

**Self-care for journalists:** If you are affected by a story on suicide consider alerting a manager, talking with someone you trust, or contacting a support service. For more information visit the *Mindframe* website.

**Mindframe**  
for media professionals

# Networking and Partnerships

## New ethnic shows on regional airways

The ENGAGE project continued in 2016-17 with One-FM Community Radio and Kildonan UnitingCare in Shepparton. There are 7 new hours of multicultural broadcasting put to air each week.

It's been a big effort and has come together due to some key people at the radio station with the support of local multicultural organisations and initiated by the NEMBC.

The five radio programs doing on-air broadcasting a one hour program every week are:

- Multicultural Mix program
- Congolese program
- Punjabi program
- Farsi/Persian Program
- Filipino program

- Greek Program
- Afghani Program

The Multicultural Mix Program broadcasts in English but has a different language presented each week and acts as a starting point for people training for a new program.

There are two staff working on this project: a Radio Access Coordinator and A Multicultural Radio Program Producer to train presenters and produce a Multicultural Radio Program as well as an outreach and a link between the radio station and the local community groups.

The NEMBC, in conjunction with ENGAGE project partners aim to commence between six to nine new ethnic language radio programs on Shepparton's community radio station ONE FM, and maintain their on-air viability by the end of 2017

The radio programs provide culturally and linguistically diverse communities and multicultural organisations with a regular media outlet to provide settlement services announcements, information about local programs, and share stories of interest to culturally and linguistically diverse communities within the Shepparton region. The multicultural radio program(s) will be a bridge for ethnic communities, multicultural organisations, the radio station and the wider community.



Pashto: Ali, Mujahid Ali and Shakir Ali



Filipino: Rhea, Edith, Mary, Nora, Benita



Albanian Group: Enver, Rej and Urim



Farsi: Soofia and Aysa



Filipino Cynthia and Mary James



Turkish: Bukre, Muazzez, Suzan



Hazaragi: Soomiya and Tahira



Urdu: Ali and Khalid



Punjabi: Kamal



Hazaragi: Ali and Kabra

### Sponsors

The project has been made possible thanks to funding from the Department of Social Services (DSS) and the Community Broadcasting Foundation (CBF)"

Thanks to the major partners in the project:



# Networking and Partnerships

## New Diverse Multilingual Resource from JOY 94.9

The NEMBC support JOY-FM in its Multilingual Rainbow CSA Project. These announcements inform the community about lesbian, gay, bisexual, transgender and intersex health and support services and community groups Australia-wide, including a selection of state-based services.

The NEMBC has supported this project from the beginning and continues to help distribute and promote the resource. NEMBC CEO Russell Anderson said, "The Rainbow CSAs Project will offer vital information to a range of CALD people who are experiencing isolation, mental health issues, and specialized health care



relating to sexuality and community engagement."

Culturally and linguistically diverse people are often still marginalised within the wider LGBTI community, while homophobia and transphobia can still be found within many multicultural communities. To not be straight or cisgender has its challenges in any community, but it can be particularly difficult for people at the intersection of diverse communities.

Available in 16 languages, these CSAs are available now for unlimited download. JOY is providing them free of cost to all community broadcasters. The goal of the project is to bring essential information to at-risk community members who embody multiple identities.

Announcements are available for download now in:

- Italian
- Spanish
- Greek
- Portuguese
- Vietnamese
- Hebrew
- Hindi
- Croatian
- Bengali
- Korean
- Mandarin
- Afrikaans
- Bahasa Indonesia
- German
- Malaysian
- Polish

Or go to the NEMBC website and follow the links!



## Aged Care "Speak MY Language" project

In 2016–17 the NEMBC Executive Officer worked with Terrie Leoleos from Ethnic Communities Council of NSW to develop a proposal to the Department of Health and so the 'Speak My Language' program was hatched.



Ms Terrie Leoleos, NSW Multicultural Aging and Disability Access officer, ECCNSW.

The 'Speak My Language' project will develop technology-based solutions that achieve improved awareness amongst special needs groups for health issues associated with ageing to empower them to better manage their own care, enhance awareness amongst special needs groups of the importance of planning for their future care needs to support them to be active participants in decisions around the care services that they receive, and improve the outcomes of consumers with special needs.

The "Speak My Language" On Air Community Conversations program will provide a structured 6-week aged care radio broadcast which will be rolled out over 2 years across 3 states, engaging over 80 CALD community radio programs in over 25 languages. The



campaign aims to reach over 80,000 CALD listeners each year.

The Speak My Language project will harness the strength and scope of community radio to deliver much needed information to the broader CALD community about the Commonwealths aged care system. The simple in-language conversations on-air will assist CALD communities to better understand the recent changes and make informed decisions about their health and wellbeing.

# People and Partnerships

The NEMBC is pleased to be working with a number of individuals, organisations and universities in 2016-17 and they have been involved in our activities and published in The Ethnic Broadcaster journal.

## The NEMBC is pleased to have worked with the following organisations and people.



**Mr Anthony Kelly**  
Executive Officer, Flemington & Kensington Community Legal Centre Inc. (FKCLC), and Advocacy Officer for the Police Accountability Project

Mr Kelly gave an outstanding presentation at our NMMI conference and this led to a feature article in The Ethnic Broadcaster. The NEMBC hopes to maintain the relationship and use the work that Mr Kelly does to make people and our ethnic community broadcasters more aware about issues of racism particularly with the new and emerging communities which bear the brunt of racism in the media and on the streets.

As well as some good pointers on how to report on ethnicity and crime Mr Kelly's article is a well researched document that looks at 'The Media and Coded Racism'. "Media coverage, such as we have seen in Victoria since 2005 reinforces the public's perception about crime by presenting Africans or other people of colour differently from whites. These perceptions manifest in a heightened fear of victimization at the hands of racial minorities, specifically young, Black males. The depiction of racial minorities in crime reporting tends to expand and heighten the fear and impact of the media coverage beyond normal tabloid crime reporting. It does this by tapping into existing racist 'scripts.'" The full article is available on the NEMBC website in the Spring 2016 edition of The Ethnic Broadcaster.

**Mr Kuranda Seyit**  
Islamic Council Victoria

Mr Seyit has participated in a number of the NEMBC activities and conferences and his contribution to The Ethnic Broadcaster on 'Islam and the Media' was most welcome.

"To change news coverage, a change in people's mindset is also required and with that, a change in their empathy for others.

One might argue that the only reason audiences are not interested in stories about people who are not "like us" is because they have been conditioned by past and current media coverage. However, blaming only the media would be too simplistic. It is important to see the impact that active consumers of news can have on the news, given that actual audience behaviour is increasingly impacting on journalistic decision-making. There are opportunities for change, but the responsibility lies with both audiences and the media for that to happen.

Islam definitely increases ratings. It's exotic, usually controversial and violent or sensational. Combine Islam and violence with a western location, then the story has more appeal, add an Australian component and then it goes even higher up the priority listing.

The reporting of Islam in the media is riddled with issues. While Analytics plays an important role in how stories are presented and the prominence they are given, the impact is undeniable. The "I'll ride with you" hashtag message really emphasised just what audiences are seeing and feeling. If that is how the average Australian feels about the way Muslims are represented then imagine how Muslims must be feeling when they see it daily -Multiplied by 100."





**Dr John Buderick**  
University of Adelaide

Dr Buderick has been extremely helpful in providing input and assistance over the year with our conference and research on ethnic community broadcasting. His article about 'The Importance of Ethnic Broadcasting: Capital beyond Dollars' can be found on our website in the Autumn 2017 *The Ethnic Broadcaster* journal. In the article Dr Buderick

The article talks about how the role of ethnic media in supporting ethnic communities in Australia is well known but is less understood, certainly among the general public. For decades now, ethnic broadcasting, and ethnic media in general, have encouraged dialogue, contact and cooperation between Australia's many diverse ethnic, religious and cultural communities.

Such a role is arguably as important as ever in the current political climate. The issue of migration and multiculturalism has not only cemented itself as a tool in the politics of fear, but is spoken about in increasingly divisive and alarmist ways. The rise of the new right and the normalisation of derogatory and sometimes overtly racist language in political debates furthers the need for constructive dialogue and understanding between diverse groups.



**Mr Clyde Salumu Sharady**  
Director and co-founder of African Media Australia (AMA)

The NEMBC has had the honour to work with Mr Sharady on a number of projects and will continue a partnership with AMA. Mr Sharady advocates for minority communities (like the African community Mr Sharady is a part of) that are unfairly targeted in news reports because of their ethnicity and vulnerability. Mr Sharady has stated that 'In such an atmosphere the media must play a conscious role to promote healthy community relations. Often mainstream media appears unable or unwilling to recognise the implications of their editing and construction of news stories and how this affects the lives of minorities. Favourable media reporting can make a difference as witnessed by Fairfax media and the ABC positive reports that uncovered injustices against Indian migrant and students. If there is a willingness and focus, the mainstream media can achieve a great deal of positive change for minorities and the rest of the society by extension.'



**Tanja Dreher**  
Associate Professor  
University of New South Wales

Dr Dreher's assistance has been critical and we look forward working with her in the coming years. Her article, in the Autumn 2017 edition of *The Ethnic Broadcaster* combines a number of issues about 'long terms trends' about a consistent pattern 'that media play a significant role in legitimizing or normalizing racism, discrimination and both institutional and individual racist violence'. The impacts of these persistent trends means there is a lack of media representation and under-employment in media industries of culturally diverse groups as either media producers or in media content. The digital age offers opportunities but also challenges.

There is a strong need for "diversity in employment and training is vital, and a generation of research and experience suggests some tough questions for media organisations genuinely committed to changing representations. Is the organisation committed to diversifying senior leadership and decision-making roles?" Without taking on fundamental challenges, we will continue to see a monolingual mainstream media workforce and a normalizing of racism and discrimination.

## Emerging Audiences Research Project

The NEMBC continues to work with researchers from Griffith University and the University of South Australia to seek funding to develop a research project. Particular thanks go to Professor Susan Forde for the consistent and reliable work to progress this project.

Primarily, this project is designed to provide new perspectives on the researchers' previously completed national audience survey of Australian community broadcasting, which culminated in the report *Community Media Matters: Australian community broadcasting audiences talk back* (Meadows, Forde, Ewart, Foxwell, 2007). The project identifies that current ongoing research funded by the sector – primarily, the McNair Ingenuity quantitative survey – is in English, and online only, which is problematic for the ethnic broadcasting audiences. Indeed, these hurdles were the impetus for the initial 'Community Media Matters' national research project in 2003. The following seven issues that need attention in order to both update the previous research and to address

current challenges that confront the ethnic broadcasting sector in Australia:

1. New global migration patterns which have led to new emerging communities
2. The digital revolution – implications for both broadcasters and their audiences
3. Multiculturalism – the online streaming of particular cultural content is enabling people to create different connections to home; and enabling ethnic community broadcasting to reach different audiences
4. Radicalisation – a considerable preoccupation for Federal government policy, and a new challenge for ethnic community radio in particular to consider and develop strategies around
5. More seniors involved within ethnic community broadcasting – what is the impact of this?
6. The engagement of young people, particularly from new emerging communities with specific needs/interests
7. The changing landscape of volunteering – a confronting issue for the sector as volunteer levels drop and change



Associate Professor Susan Forde | Director, Griffith Centre for Social and Cultural Research

## aCHAMPS and 'Stringers'

**Become a Champion of Ethnic Community Broadcasting – be a Media Representative for the NEMBC and extend your reach to a national level.**

The NEMBC is looking at ways to engage, train, entertain and develop diversity and multicultural radio journalism especially amongst the emerging communities and youth sectors as well as provide opportunities for its member radio stations to generate revenue streams through sponsorship of popular programs.

The best way to describe this initiative is the accreditation of selected voluntary presenters from a number of member radio stations that have

applied to become NEMBC accredited multicultural media reporters or journalists (A Champs).

The NEMBC is open to receive applications from ethnic community broadcasters to become an A Champ to cover local news, issues and events and share their stories/reports on a national level to hundreds and thousands of national listeners through the presentation of news, talk-back and sports radio, in any ethno-specific language(s).

The accredited members shall cover news, issues and events at local level and in sharing their stories on a national level to hundreds and thousands of

national listeners through the presentation of news, talk-back and sports radio, in any ethno-specific language(s).

Trained A Champs accredited by the NEMBC will make it easier to obtain media accreditation from major sporting, arts and social event producers – First intake around a minimum of 20 A Champs.



## National Ethnic Radio App

The NEMBC in collaboration with ethnic community stations has been working to develop a Radio App for ethnic and multicultural community radio broadcasters and the stations that broadcast ethnic programs.

Culturally and linguistically diverse communities already tune into their local radio station and this Radio App would provide them with the opportunity to listen again – on-demand – or to listen to similar language radio programs from a different state or geographical area.

The functionality of the Radio App would require podcast uploads of over 100 languages from around 60 different radio stations. The App would also have links to radio stations, have streaming potential and have a list of Events and a photo Gallery.

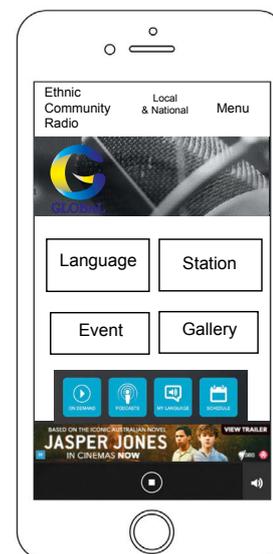
The first and most important aspect of the App is the access to different language programs.

Should the user select the 'Language' button they will be presented with the list of languages. The user selects their language which will lead to the radio programs and the stations that are broadcasting that language. Choosing the language program will then give radio on-demand streaming for listening. The user can move back and forward to listen to radio programs across the country in their language.

There will be an archive of 4 previous program shows from each station for the user to select from. This is the strong point of the App because it won't be just streaming, there will be a library of language programs that can be listened to on-demand. If all stations are involved there will be a library of over 2,500 different programs.

The other features are:

- The 'Stations' button will take people to stations so that stations get exposure and connectivity.



- The 'Events' button will have a calendar list of activities happening at stations around the country.
- The 'Gallery' button will allow for photos of local events and radio station forums to be uploaded.

## Planning for the ANZCA Conference

### Branding and Networking in the Academic World

ANZCA (Australia & New Zealand Communication) Conference 2017 is an international conference and well attended by academics in Australia and New Zealand. The NEMBC submitted an abstract by the 10 March 2017. The NEMBC believed this could be exciting conference if the NEMBC were able to stimulate academics around the issues that the NMMI conference raised on media representation and racism in the media. Academics are already stimulated but if the NEMBC and African Media Australia (AMA) could offer a grassroots connection and start a Media Diversity Facebook site and

connect into all the academics working on media representation that is:

- Fulfilling one of the outcomes of our NMMI conference
- Giving the NEMBC positive branding in the academic world.
- Giving the NEMBC more connection and direct access to academics working on media issues
- Creating the possibility to pursue partnerships,
- Better access to collect data and be at the coalface of media information

- Providing the opportunity to tap into students to do research on Ethnic community broadcasting.

The ANZCA Conference theme is: Communication Worlds: Access, Voice, Diversity, Engagement

University of Sydney, Wednesday 5 – Friday 7 July, 2017 (PhD/ECR Day – Tuesday 4 July)

ANZCA 2017 is hosted by the Department of Media and Communications, University of Sydney.

## ABC Partnership Opportunity

At the 2016 Annual Conference the Australian Broadcasting Cooperation (ABC) announced that they will be working with the NEMBC on a partnership opportunity to develop employment pathways for ethnic community broadcasters into the ABC.

### Background to this partnership

The NEMBC held the NMMI conference in April 2016 and one of the aims of that conference was to look at ways it could influence and support more diversity in the media especially in relation to new immigration patterns and arrivals to Australia.

The NEMBC was encouraged by the announcements made by Michelle Guthrie when she started at the ABC about the need for more diversity. There were initial conversations with Genevieve Hussey from Brisbane about getting internships at the ABC Brisbane news room and it was Genevieve who contacted the NEMBC in 2016 and told



*Ms Michelle Fonseca ABC Head of Strategy & Staff Development.*

us about the ABC working group that is tasked with the job of creating more diversity on the ABC.

At The NEMBC 2016 November Conference Ms Michelle Guthrie was the keynote speaker; Michele Fonseca was a presenter on Media Representation and at the Youth Media Conference Paula Kruger Training Manager gave a presentation.

The NEMBC is in contact with the ABC and is in the process of identifying ethnic community broadcasters who are interested in a pathway into the ABC. However it is not something to rush into because it needs careful thought and will need some structure including; preparation for entry into an internship at the ABC, some structure around cultural differences and any post follow-up that might be required.



*Ms Michelle Guthrie Managing Director of the ABC with Dr Tangi Steen President of the NEMBC.*

# Membership and Communications



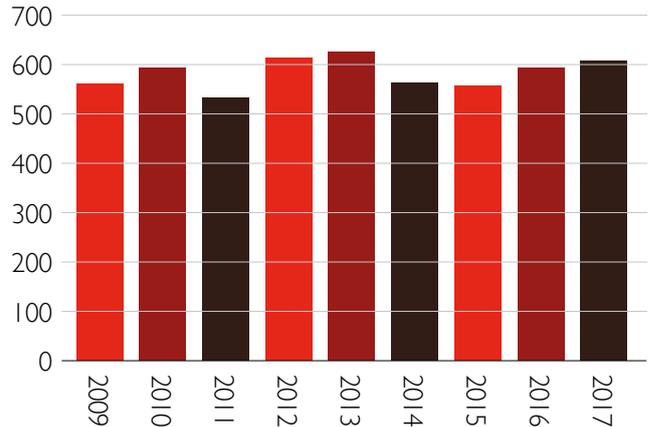
## Membership

At the end of the 2016-2017 financial year the NEMBC had 608 financial members at 50 stations which is a slight increase from last year.

While there are 130 stations that can potentially play ethnic programs (as stated in the Mc Nair Station Survey) the CBF allocated ethnic program grants go to approximately 60 stations, some of which only received funding for part of the year. So with 50 stations represented among the NEMBC membership, out of approximately 60 stations that broadcast ethnic programming year round, the NEMBC has the bulk of the membership that represents almost 90% of potential stations.

The NEMBC is confident it will maintain its membership in the next year and the majority of stations.

NEMBC membership numbers



## EXCITING MULTIMEDIA TRAINING OPPORTUNITY

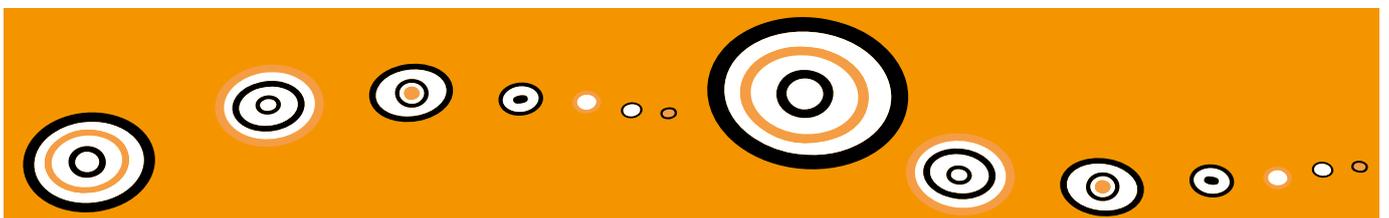
eChamps makes the NEMBC conference go live on social media, a blog, video and twitter. The NEMBC conference in Canberra will teach new reporting skills and work with a bunch of inspiring people.

**Become an eChampion and lead your community to a path of change!**

As part of the NEMBC conference, the NEMBC runs a training program for multicultural broadcasters to get hands-on experience using online media applications such as Facebook, Twitter, blogging, YouTube, as well as using audio and video tools.

The eChamps training project is one of the most successful training programs ran by the NEMBC achieving a range of activities, such as: intensive training sessions; high visibility; positive outcomes focusing on social media with a high level of production; a high completion rate, and; an incredible bonding and networking opportunity for participants which has been reflected back to the home station.

The NEMBC sees this type of activity as being extremely beneficial for providing the skills necessary for broadcasters to adapt to the changing digital world.





## The Ethnic Broadcaster

Communication with ethnic broadcasters and publication of The Ethnic Broadcaster journal

The Ethnic Broadcaster journal is read widely, not only by ethnic and multicultural broadcasters but also by a range of people and institutions interested in ethnic and multicultural affairs and broadcasting. The NEMBC has been able to expand its mailing list to include a larger number of members and organisations; the present mailing list is at 2,500 individuals with an estimated readership of 8,000.

There will be a minimum of three issues published in the funded year, complemented by ebulletins and matching regular up-to-date and relevant news and information presented on the NEMBC's main website, alongside active youth and women's websites. EB journals are archived and are available on the NEMBC website.

EB Journal continues to be a rich source of information for ethnic community broadcasting and continues with a more in-depth, research and evidence based approach. There is a good balance between articles from politicians, academics and experts and the reports from "Around the Stations" keep the important community ethos and expression of ideas from our members.

The EB will continue to report on members and station activities and provide information on policy, technology, funding, training, multicultural and social justice issues and human rights.

## The Ethnic Broadcaster journal editions

### Spring 2016

The main feature was on 'The Media and Coded Racism' by Flemington & Kensington Community Legal Centre (FKCLC) Anthony Kelly Executive Officer

Following this was information that came from the inaugural National Conference on Media Migration and Social Cohesion. There were articles from:

- World Vision Tim Costello CEO: This article about refugees refers to a fair go and quotes our national anthem: 'For those who've come across the seas, we've boundless plains to share. With courage let us all combine To Advance Australia Fair'.
- Australian Press Council Prof David Weisbrot Chair: The Australian Press Council has launched an initiative to embrace and reflect Australian diversity by encouraging publications from the multicultural press to join the Council.
- Mr Kuranda Seyit Islamic Council Victoria on Islam and the Media

Griffith University 'Reporting on Islam' provided an article about the project.

There was information about our Annual conference and the Radioactive Youth Media Conference.

There were reports on a number of the NEMBC activities including the Cairns Multicultural Forum organised by Sara Lio-Willie from the Youth Committee with the radio station Cairns FM. And the NEMBC Victorian Women's State Forum was held in July in Melbourne. Other project included the ongoing work of the ENGAGE project in Shepparton with One-FM. It was really good to support Joy FM in their Community service announcements.

From Around the Stations we heard from 2BOB and the Filipino program and their aid project called 'Love in Box'. From 3ZZZ we heard from Maximo's sports program about the A-League, Big Bash Cricket and Australia Open Tennis. The AFL Female 2016 Championships that were held in Shepparton was a report by our Multicultural radio Producer Ratnamani Gleeson at One FM. Radio Skid Row reported about their Poetry in Commotion event celebrating Hip Hop, and the Outside broadcast day for the Cook Islands. Muslim Community Radio 2MFM held its open day for 2016 and there was a report from Faten El Dana. 4EB reported on its 'Ladies Day' and about the Rio Olympics and the son of Austrian broadcaster who went for gold in the decathlon and is ranked 11th in the world. From Sunshine FM we heard about 'World Conversations' spreading multiculturalism through music across the sunshine coast.

There is always an update on the CBF Grant news to keep you informed about recent funding options.

### Autumn 2017 Edition

#### Feature Articles

In this edition of The Ethnic Broadcaster we cover some of the issues raised at our conference. Dr John Budarick explained how for decades now, ethnic broadcasting, and ethnic media in general, have encouraged dialogue, contact and cooperation between Australia's many diverse ethnic, religious and cultural communities, and most importantly made a significant contribution to 'social capital'.

Associate Prof Dreher's article was about representation in media and the vital things required to achieve that are diversity in employment and training across all sections. Most important was

# Membership and Communications

the organisations commitment and taking on the fundamental challenges to professional practises to diversify senior leadership and decision-making roles.

The Multicultural Sector was able to once again put a strong case for maintaining the Racial Discrimination Act and many thanks to all the ethnic community broadcasters who supported the campaign. The status qua for the racial Discrimination Act has bene maintained.

The Ordinariness of Australian Muslims Project is a Western University research paper that shows that research quite often focuses on negative consequences and difficulties that Muslims experience. The WU research is a refreshing look at 'Resilience and Ordinariness' of the Muslim community.

There were articles about:

- Joy FM's Rainbow Project creating CSA's in 16 different languages that inform the community about lesbian, gay, bisexual, transgender and intersex health and support services and community groups Australia-wide, including a selection of state based services.
- The AFL multicutrial Football Radio Show.
- A call out to Young Broadcasters to network and meet with their local NEMBC state rep.
- An update on Community Television and online transition.
- James Cridland Radio Futurologist talks about how radio has maintained its audience and how the 'smartphone' didn't kill radio.
- The inaugural National Multicultural Women's Conference report from November 2016.
- Reports to Sydney Annual Conference.

From Around the Stations we heard from 3ZZZ's Harmony Day Cup an Annual fustal (indoor soccer) event.

Wow FM now has a Public Relations committee and organised three major events; the Monaro nationals, the Cherrywood Spring Festival and a Christmas Toy Presentation at the Nepean Hospital. 4EB held a 'Women in Radio' day to celebrate International Womens Day and there was a workshop at the stations on 'Reporting on Islam'.

## Winter/Autumn 2017

The main feature articles were:

- The formal partnership with the NEMBC, AFL and 3ZZZ to produce a weekly Multicultural Football Show in five different languages and make this available to radio stations and our members. The team of 9 sports reporters and media makers were profiled.
- The Australian SIKH Games goes Global thanks to 4EB and their OB van that travelled 4,000 kilometres to Adelaide to cover the games and make it an international success.

This edition had an extensive coverage of the Canberra Conference, the awards and workshop sessions.

Articles included:

- 'Welcome to Australia' and an inspiring article for young people to find their voice and be empowered from Mohammad Al-Khafaji.
- 'The Welcome Centre' which is a safe space in Adelaide for refugee families, people seeking asylum and new arrivals to come together.
- Becoming a champion f ethnic community broadcasting and how to gain Media Accreditation.
- The Speak My Language Program is announced.
- Sky News shows how it can spread bigotry and racism by telling the Race Discrimination Commissioner to go home.

- The ABC launches a 'Its Not a Race' App to counter racism.
- A report on the ANZCA (Australia & New Zealand Communication) Conference 2017 and the involvement of the NEMBC in organising a workshop.
- The CMTO report on young migrants through the Harmony Project.
- The ECCV report about Australia's works force and its diversity by Leenie Fabri.
- Online Communities for people with limited access and how social media is empowering disabled young people.

From Around the Stations we heard from Ballarat and how Charles Zang, a broadcaster at Voice FM, re-enacted a walk by Chinese immigrants to the Goldfields which led to an official apology from the Victorian Premier over the treatment of the Chinese during the gold rush in the 1800's. And at 4EB the Tamil program celebrated their 30th Anniversary.



## The Main Conference Wrap Up

The NEMBC 2016 National Conference was held in Sydney from 25 to the 27 November at the Novotel Sydney Central.

The 2016 theme 'Identity and Representation' considered the ongoing struggle to maintain our principles of visibility, independence, diversity and multiculturalism.

### Conference Success

The Sydney conference was well attended with numbers similar to previous years. Over the three days there were 175 participants.

A highlight for this year's conference was the exceptionally high caliber and number of speakers. Over two days there were forty nine presenters and thirty four of these were at the main conference.

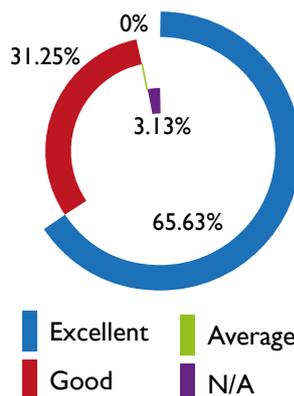
### Feedback on the Main Conference

For the main conference 30% of people filled out the feedback forms and that were available as hard copies at the conference and a website form. In summary the feedback was:

Overall the conference was excellent and very well organised.

- The highlight was the video message from Senator the Hon. Mitch Fifield and Senator Richard Di Natale, official opening by Mr Stephen Jones MP, Senator Zed Seselja, and Senator Sam Dastyari.
- The Keynote speech by Ms Michelle Guthrie was appreciated by the audience.
- The workshops received favourable feedback.
- The Plenary Sessions were 'great'.
- The AGM went smoothly and efficiently.

- Awards and gala-dinner night were very well organised.
- Venue was admired by all guests.



### Networks and Partnerships

The NEMBC has had some real success this year with holding a conference and using it as a springboard to develop networks, partnerships and winning an Award. This networking success includes:

The NEMBC Conferences can now be considered an Award Winning Conference because it was an integral part of the submission to the Human Rights Commission for winning the 2016 Human Rights Award: 'Racism It Stops With Me' campaign.

Representatives from Griffith University were present at the conference to sure-up support for a proposed research project that focuses on ethnic community broadcasting, called Emerging Audiences. There was a meeting with Minister for Multiculturalism, Mr Zed Seselja to garner support for the project.

The Griffith University Reporting Islam project had workshops at the conferences but also recently at 4EB in Brisbane. We hope this workshop can be rolled out to other stations and broadcasters.

The Australian Broadcasting Cooperation (ABC) announced at the conference that they will be working with the NEMBC on a partnership opportunity to develop employment pathways for ethnic community broadcasters into the ABC.

The partnership with the AFL to produce a weekly new digest was announced at the conference by Tanya Hosch the AFL General Manager, Inclusion and Social Policy.

Following the conference a partnership was formed with ECCNSW, SBS, ECCQ, and ECCV and an Aged Care Project submission was made to the Department of Health. If successful the project will be rolled out in mid-2017 for two years.

The NEMBC is working with the Australian Film TV and Radio School to create an annual scholarship program and is seeking funding.

The NEMBC will hold a panel session at the Australia New Zealand Communications Conference in Sydney in 4 – Friday 7 July, 2017. This is hosted by the Department of Media and Communications. This will create partnerships opportunities, better access to research and a stronger bond between academics and ethnic community broadcasters.

**Russell Anderson**  
Executive Officer NEMBC

### Sponsored by:



## Youth Media Conference wrap up

On Friday 24 November 2016, the National Ethnic and Multicultural Broadcaster's Council (NEMBC) held their fifth national Radioactive Youth Media Conference at the Novotel Central in Sydney.

More than 40 young people attended the 2015 NEMBC Radioactive Youth Media Conference from all over the rural and metropolitan New South Wales and many made their way from interstate.

This conference was an opportunity for young people from culturally and linguistically diverse backgrounds to share their experiences and thoughts about community radio broadcasting and the media, learn a host of new skills and allowed them to create national networks with fellow broadcasters and media students.

The day kicked off with a Welcome to Country from Anne Weidon, Wiradjuri member and a conference opening speech from NEMBC president Tangi Steen and NEMBC Youth Committee Convener Aguer Athian.

The Youth Media Conference keynote speech from Miles Merrill, poet and festival director was a great way to remind everyone that words are powerful and young people can use whatever tools they have to get a message across. Merrill treated the audience to an animated spoken word performance.

This was followed up with a plenary session hosted by Jacqui McKenzie from Youth Action on talking to leaders, such as politicians and developing skills and strategies that can be applied to make positive change in communities.

A Q&A panel session gave attendees the chance to pitch questions to a panel of four talented and knowledgeable youth and multicultural representatives, whose message of making a difference in your local communities to affect bigger change rang true in a time

when the media spotlight was on American politics. Jenny Leong, MP, State member for Newtown, NSW Green; Mohammad Al-Khafaji, Youth Chair of the Federation of Ethnic Communities Council of Australia (FECCA); Alex Long, CEO of the Multicultural Youth Advocacy Network (MYAN); and Glen Falkenstein, Youth Chair of the Ethnic Communities Council of New South Wales (ECCNSW) explored what community means to them and shared examples of how to create positive change and connect with other communities.

After lunch, university professors Dr Abdi Hersi and Professor Mark Pearson delivered a Reporting on Islam workshop, encouraging the responsible reporting of matters involving Islam and Muslim communities. Participants broke out into groups and devised a news story based on a set of facts and presented them to the conference.

Next up, Justin Mohamed, CEO of Reconciliation Australia explained the ins and outs of networking and how to overcome barriers to get yourself places. He explained his experiences finding connections with people at the top in business and politics and urged people to find common ground with other networks.

The lightning sessions made a return to this year's conference, and this year saw a focus on broadcasting in community radio and showed that community radio isn't just a stepping stone to a broadcasting career for a major broadcaster; it can be a highly fulfilling to stay in community radio.

Emma Lancaster, who produces current affairs program *The Wire* for broadcast on community stations around Australia was first up – telling us why she enjoys working with *The Wire* so much and the editorial freedom it gives her when covering current affairs.

2SER station manager Melanie Withnall talked about how she started working in community radio and went on to work for a major broadcaster in Australia. It was here she realised her love for community radio and went back to join 2SER as station manager.

Paula Kruger, ABC Training Manager explained how much of a good grounding community radio is to develop a career in broadcasting and explained the benefits of working at the ABC, then taking the skills gained from this experience back to community radio.

The conference was an impressive day filled with learning, knowledge, inspiration and connecting.

One attendee remarked, 'It's been a very informative, inspiring and inclusive conference!' Another stated, 'absolutely loved the interactive sessions! Very informative and information given will be put to good use.'

This conference in Sydney follows on from the continued success of NEMBC Radioactive Youth Media Conferences held previously in Darwin, Perth and Brisbane and Melbourne. Catch the next one in Canberra this year. Stay tuned to [www.nembc.org.au](http://www.nembc.org.au) for more information soon.

**Tara Egan**  
Project Officer NEMBC

### Sponsored by:



## National Migration Media and Integration /Social Cohesion Conference

The inaugural National Migration Media and Integration /Social Cohesion Conference was held on the 31 May - 1 June and drew together leading decision makers, thinkers and Multicultural specialists to discuss and debate key issues that related to misrepresentations of migrant communities in the mainstream media.

The conference was jointly organized by the African Media Australia (AMA), The National Ethnic and Multicultural Broadcasters' Council (NEMBC) and the University of South Australia.

The NEMBC continues to carry out the Key Recommendations of the conference to:

### Summary of Key Recommendations From the Media Side

#### The Commercial and Public Sector

- Recruiting more journalists from a multicultural background (both cadets and experienced journalists)
- Train current journalists on diversity, cultural competency and better engagement with new and emerging migrant communities.
- Appoint a diversity officer to be a contact in the media outlet.
- Create opportunities for better contact between journalists and multicultural communities.



#### Community Media

- Make better use of the community media to accelerate skills for employment pathways and provide a bridge to entry level positions in media

#### Government and Regulators

- Involving regulators and politicians particularly to increase awareness of the situation through contact with journalists, further training, and research and monitoring.

#### Universities and Organisations

- Involving academics particularly to increase awareness of the situation through further projects, research and monitoring.

#### The Community

- Be more proactive in engaging with journalists and editors.

- Be more proactive in reacting to contentious reporting or misrepresentations; including education and training of community members.

#### Universities and Organisations

- Involving academics particularly to increase awareness of the situation through further research and monitoring.
- Strengthen Networks: hold a Roundtable meeting of interested Academics

#### Outside the Box

- Use positive narratives to tell stories and build confidence in the community
- Use comedy and diversity as a strength

## NEMBC Broadcasting Awards

### Congratulations to the winners of the 2016 NEMBC Broadcasting Awards

We're delighted to recognise excellence in ethnic broadcasting and pay tribute to the many voices, programs, volunteers, communities and radio stations who work hard to keep ethnic community radio alive.

#### 2016 Station of the Year

4EB, Brisbane

4EB lives and breathes dedication to community involvement at every level and broadcasts in more than 50 different languages on FM and online and also broadcasts in more than 20 different languages on Global via Digital Radio. It has an active membership of more than 4200 individual members and more than 140 community organisation memberships. It's driving force is it's 700 volunteers and it is a great example of a station dedicated to provided training and resources to empower individuals and their communities.



Fr left: FECCA Chair Joseph Caputo, and from 4EB Irene Tavutavu, President Nick Dmyterko, Sarah Lio-Willie and Levale Lio

#### 2016 Innovative Program of the Year

AFL Multicultural Programs on Polyfonix, 3ZZZ, Melbourne

Polyfonix is a weekly ethnic youth program which features a segment focused on the Australian Football League, with star football player interviews and an interactive – 'Polyfonix Multicultural Player of the Year' award. It has developed a partnership with the AFL Multicultural Program to bring AFL content tailored to young and diverse audiences to the airwaves.



Fr left: Associate Professor Susan Forde, Griffith University, 2SER Station Manager Melanie Withnall, and Polyfonix (3ZZZ) Producer Edgar Mirantz-Tan

#### 2016 Volunteer Contribution of the Year

Peter Jeffries, The World of Art, 6EBA, Perth and Shorsh Ali Ahmad, Kurdish Voice Program, Plenty Valley FM, Melbourne

At 81 Peter Jeffries is a probably the oldest volunteer at 6EBA in Perth and has been involved in the multi-cultural arts and literature scene in Western Australia. He became involved with 6EBA after a stint reading English translations of Serbian poetry on air.

Shorsh Ali Ahmad is a Kurdish journalist who escaped capture and torture in the Middle East and moved to Australia with his family. Mr Ahmad has been a presenter at Plenty Valley FM for ten years covering Australian and Kurdish news and culture.



Fr left: 3ZZZ Vice President George Zangalis, and CBF President Peter Batchelor with Manuel Rodriguez who accepted the award on behalf of Peter Jeffries.

#### 2016 Best coverage of Women's Issues

Yes She Can, ICMS, Canberra

Yes She Can is a program aimed at informing people from CALD communities about women's services in Canberra and invites women to call up and talk about issues they are passionate about.



Fr left: NEMBC Women's Committee member Anthea Sidiropoulos, and from ICMS Nasreen Hafesjee from Yes She Can and Brigette O'Keeffe and Bianca Williams



## The NEMBC Women's Committee

The NEMBC Women's Committee and its activities have become more visible in the last years, particularly during the NEMBC Conferences and through establishing national and state based networks.

The Women's Committee will continue to showcase the work it does in upcoming NEMBC Conferences, with a view to raising the profile of women involved in ethnic broadcasting in Australia.

The Women's Committee strategic plan.



### NEMBC Women's Committee 2016 – 2018 Strategic Plan

#### Strategic Directions

#### Priority areas

1. Networking	3.1 Capacity building in women broadcasters to share knowledge and skills	<p>3.1.1 Have assisted in organising and presenting programs/sessions/forums/ that will promote information dissemination</p> <p>3.1.2 Have communicated and networked with fellow women broadcasters in committee members respective stations and states</p> <p>3.1.3 To build confidence in women to speak up To assist in presenting programs/ sessions/ forums/ that will promote information dissemination Valuing each other's expertise and knowledge Acknowledging each other's strengths and skills Work with the Youth and Women's Officer to disseminate timely and relevant information</p>
2. Growth and Advocacy	1. 1 Be active in connecting / networking / collating / collecting information, concerns and issues from each state/territory	<p>1.1.1 Improved networking systems, within groups/radio station/wider community</p> <p>1.1.2 Have established state/city based networking meetings Have linked in with youth members and increase those interactions</p>
3. Presence and Influence	2.2 Increase women's participation	<p><b>Conference</b></p> <p>2.2.1 Continue involvement in conference planning</p> <p>2.2.2 Work towards women being represented equally on boards, ethnic organisations, program production and presenting roles.</p>
4. To Maintain a Strong and Mutually Supportive Working Relationship between the NEMBC and the Women's Committee	<p>4.1 To promote mutual respect through positive interactions formally and informally</p> <p>4.2 Increase communication with the Project Officer and the Secretariat</p> <p>4.3 Facilitate and disseminate communication</p>	<p><b>Communications</b></p> <p>4.1.1 The committee has worked co-operatively, proactively and productivity to achieve its goals</p> <p>4.1.2 Foster strong links with the NEMBC Youth Committee</p>
5. Promote and market cultural development of women	<p>5.1 Promote cultural development</p> <p>5.2 Empower women</p>	<p>5.1.1 Has built a closer link with community radio stations in each state</p> <p>5.1.2 Disseminated information through the NEMBC website and EB</p> <p>5.1.3 Increasing women's participation in ethnic broadcasting</p>

## Women's Living Stories

The Women's Living Stories Project is continuing and a promotional strategy developed to encourage participation from communities all over Australia. This project highlights the stories of women from diverse backgrounds, which are collected in an audio library on the NEMBC website. This resource serves as a record of the issues affecting women from different social, class and cultural backgrounds in Australia.



## NEMBC Victorian Women's Forum

The 2016 NEMBC Women's Forum, held in July 2016 saw ethnic women community broadcasters from all over Victoria gather together to discuss issues relevant to their communities and build a stronger set of media skills. These programmers are ambassadors for social cohesion and produce the media that connects individuals to their communities and empowers ethnic and multicultural communities, increasing their ability to relate to each other, work together and reach out to a wider community.

The authenticity, diversity and independence of the voices and stories shared by women broadcasters, is crucial to delivering the kind of community service that is an important step in building social cohesion and stronger communities. These events aim to increase this capacity and function and play a pivotal role in shaping social attitudes towards ethnic and multicultural communities.

Victorian Multicultural Commissioner Teresa de Fazio opened the Forum by talking about the importance of languages and stories to maintain the multicultural communities. The power of language and the experiences that broadcasters can share which have the capacity to give voice to others in telling their own stories, empower

people to share their thoughts and also help new arrivals. Multicultural women broadcasters can research and explore backgrounds, inspire anecdotes, ideas, knowledge and welcome other new migrant women to the media

Ethnic community services provides an important step in building and assisting communities to become stronger. It is also important to increase and maintain community involvement in focusing on women's issues, support local music and artists from multicultural communities and affirm that community radio has an important role to play throughout these processes.

After lunch, forum members attended an interesting radio announcing workshop with Ashmina Gupta from



Namila Benson speaking at the Forum

3ZZZ's Hindi program. Through practice the attendees discovered how voice control and language reflected cultural backgrounds, feelings, humour and individual engagement with the audience. The power of announcing, is that with preparation and spontaneity one can be who they want to be.

Overall the Forum was a very informative event covering a number of interesting topics. All present agreed that adaptability, knowledge, diversity, great story content and having their own ethnic media outlets will assist multicultural women to be at the forefront of broadcast media.

## 4EB "Women in Radio" celebrate International Women's Day

The First Women's Luncheon for the year was held on 25th February, a little early for International Women's Day which is traditionally recognised on 8th March. With each of our communities celebrating the event on the weekends before and after, it was perfect for us to be the first to celebrate this important annual event.

We had great food, a fun activity with a Zumba Display provided by one of our Filipino members. She brought along a small group with a routine that was fun for all to join in. Following this we had Guest Speakers from Diversicare and GOC discussing the new Changes in Aged Care that came into effect from



4EB Group of women Celebrating International Women's Day

March. It was a great opportunity for the broadcasters to meet and socialise, have some fun and at the same time have the chance to ask the questions first hand that cannot find when reading some of the formal literature.

It was also a chance to arrange for the presenters to guest on the different programs.

Irene Tavutavu  
Secretary 4EB



## Youth Committee

The Youth Committee has been active in developing youth projects and will continue to look at new and innovative ways to motivate and inspire young broadcasters. The NEMBC Youth Committee devised a set of objectives as part of their 2015-2017 Strategic Plan. These include a focus on the following key areas over the next two years:

- Empowering young people to create programs and lead in key areas of innovation and growth within the ethnic broadcasting sector
- Enable a greater reach of communication, information and knowledge sharing with key organisations around Australia to increase awareness and create opportunities for young broadcasters
- Aim to increase community engagement over the next two years
- Educate with the view to enabling adaptation to changes in the technology, culture and practices of young people

The Youth Committee Strategic Plan is:



### RadioActive Youth Committee Strategic Plan

Strategic Directions	Key Priorities for Action	Key Performance Indicators
<b>1 Communication</b>	<p>1.1 Regular communication between the representatives on the youth committee and between the youth committee and the Project Officer (PO). This includes regular communication by email, phone and facebook.</p> <p>1.2 Regular communication between the Youth Committee and the Executive Committee.</p> <p>1.3 Regular communication between the Youth Committee and young broadcasters.</p> <p>1.4 Regular Communication within the youth committee.</p>	<ul style="list-style-type: none"> <li>• Committee meetings are showing good attendance and each member is able to meet the quota of attending at least 4 out of 6 meetings per year as set out in the NEMBC Radioactive Code of Conduct.</li> <li>• Whole Radioactive committee participates in discussions and has regular input when requested.</li> <li>• The Radioactive Convenor is primary contact for the Executive Committee. The Convenor provides written reports to Executive Committee at their quarterly meetings in conjunction with the project officer.</li> </ul>
<b>2 Effective Representation</b>	<p>2.1 A clearly defined role for the Youth Committee representatives.</p> <p>2.2 To keep young broadcasters engaged as valued contributors of radio stations and the broader community. Facilitating their voices to be listened to.</p> <p>2.3 Ensure issues faced by young broadcasters addressed.</p> <p>2.4 To highlight the importance of the community radio for multiculturalism and the role of young people within that agenda.</p> <p>2.5 Be an approachable and well-known body for young broadcasters to raise issues too directly.</p>	<ul style="list-style-type: none"> <li>• The Radioactive committee members are fulfilling their roles as per their role descriptions and code of conduct.</li> <li>• The Induction kit has been presented to each new member of the youth committee.</li> <li>• Travel subsidies are offered to young people travelling to the Radioactive conference from rural and regional areas.</li> <li>• Concerns of young broadcasters are raised and advice is sought from the secretariat in order to advocate on their behalf.</li> </ul>
<b>3 Increasing Youth Involvement</b>	<p>3.1 Empower young people to create programs and lead in key areas of innovation and growth.</p> <p>3.2 Maintain broadcasting as a dynamic opportunity, with more than just announcing on offer, promoting the idea of transferable skills and a broader sense of community involvement and skill development.</p> <p>3.3 Advocate for the importance of youth programming and access for youth involvement.</p>	<ul style="list-style-type: none"> <li>• New Youth radio shows become members of NEMBC.</li> <li>• Links are formed with organisations outside NEMBC both at a local level by Radioactive State Reps and at a National level by the convenor.</li> <li>• Increased Traffic through culture cloud.</li> <li>• Open days held at radio stations that encourage young people to learn more about their radio stations.</li> <li>• Radioactive Committee has involvement with Youth Award at NEMBC Awards and members of the committee are involved in the judging process and presentation of the awards.</li> </ul>
<b>4 Strengthening Advisory Capacity</b>	<p>4.1 Enabling the expression of opinions of young broadcasters supports the NEMBC to fulfil its role as the peak body.</p> <p>4.2 Help young broadcasters to be heard as a key part of the decision making process.</p> <p>4.3 Provides a strong foundation for the sector to build from.</p>	<ul style="list-style-type: none"> <li>• Radioactive Convenor is consulted by NEMBC Secretariat and Executive on issues affecting young people.</li> <li>• Issues important to youth broadcasters collected during Radioactive Conference.</li> </ul>

# Youth Activities



## Cairns Youth and Multicultural Forum

On 13 August 2016 Sarah Lio-Willie (QLD NEMBC Youth Committee) and Irene Tavutavu (NEMBC Women's Committee Representative) traveled to exotic North Queensland for the first Cairns Youth and Multicultural Forum at FM89.1

We were fortunate to have Member for Cairns Rob Pyne MP open the day with some inspiring words about the importance of a multicultural community; and the responsibility and platform that broadcasters have to encourage and develop those relationships.

The morning then commenced with an intimate group session of potential youth broadcasters. The forum included workshops on how to promote your radio show, effective use of social media, building creativity and the different ways a story can be portrayed and received. The strong theme that was identified among the youth broadcasters was the recognition that their community group needed a radio program as a means of creating or maintaining a connection with their culture and to provide a platform to bridge the gap between generations as well as make it easier



to discuss the big issues within their community.

The afternoon session included more broadcasters from the multicultural sector of Cairns FM89.1. This was a very informative segment about how funding is allocated to language programs and the impact CBF reforms will have across the board. It was very encouraging to see the level of interest and engagement forum participants had about this issue. The remaining sessions included how to promote radio programs and how to get more people involved in community and multicultural radio, with many of the participants

going "live" on Facebook to broadcast the afternoon session.

The NEMBC is very grateful to Cairns FM89.1 for their hospitality in hosting this inaugural forum. This is an initiative that we encourage around all the States, to be able to develop stronger relationships and host workshops with our regional member stations. Special thanks must go to Mary Wellington for all of her hard work and time that went into organising this event.

.....  
**Sarah Lio-Willie**  
*NEMBC Youth Committee Representative (QLD)*



Back row L-R: Sarah, Chee Ong, Desiree Hunt, Prahlad Dahal, Andy, Annette Garborit, Erle Bowen.  
Front row L-R: Mary Hikimet, Agnes Margeison, Jamie-Scott P Wellington, Joycelyn Colbert and Irene.

# Executive Committee and Secretariat

## Executive Committee meetings

The NEMBC Executive Committee meetings held during the year were:

### 27– 28 May 2017 via Adobe Connect

**Attending:** Tangi Steen, Irene Tavutavu, Werner Albrecht, Nick Dmyterko, Arguer Athian, Abdul Ghannoum, George Salloum.

**Apologies:** Cristina Descalzi, Manny Rodrigues, Joe De Luca and Luigi Romanelli. **Absent:** Osai Favia

### 4–5 March 2017 NEMBC Secretariat

**Attendance:** Tangi Steen, Irene Tavutavu, Werner Albrecht, Osai Favia, Nick Dmyterko, Arguer Athian, Manny Rodrigues, Joe De Luca and Luigi Romanelli.

**Apologies:** Cristina Descalzi, George Salloum, Abdul Ghannoum

### 25 November 2016, Novotel Central, Sydney.

**Attendance:** Tangi Steen, Nick Dmyterko, Joe De Luca, Irene Tavutavu, Werner Albrecht, Manny Rodrigues, Cristina Descalzi, Osai Faiva, George Salloum.

**Apologies:** Ageur Athian, Abdul Ghannoum.

### 27–28 August 2016: NEMBC Secretariat

**Attendance:** Tangi Steen, Nick Dmyterko, Joe De Luca, Irene Tavutavu, Werner Albrecht, Manny Rodrigues, Luigi Romanelli, Ageur Athian, Abdul Ghannoum and George Salloum

**Apologies:** Youth Rep Curtis Ho, Osai Faiva, Cristina Descalzi.

## Secretariat

Staffing - Human Resource  
Management

The NEMBC staffing situation during this period was relatively stable with Russell Anderson maintaining the position of the Executive and Policy Officer and Rod Borlase as our bookkeeper for some years now. The NEMBC has been able to provide some stability and assist in the retention of staff by recognising national award standards and also modernised staff titles. Regular work appraisals are held and staff development opportunities identified. The re-structure – to outsource the conference organising and The Ethnic Broadcaster journal layout – has created some stability for the NEMBC. Present staff are:

**Russell Anderson**  
Executive and Policy Officer

**Fiv Antoniou**  
Operations Officer

**Tara Egan**  
Project Officer.

**Sarita Yadav**  
Administration Officer

**Rob Borlase**  
Bookkeeper

**Heidi Jeptha**  
Event Organiser

**Savanah Design**  
Graphic design

# Financial Report

## National Ethnic and Multicultural Broadcasters' Council Inc Financial Report for the Year Ended 30 June 2017



### Committee's report

Your committee members submit the financial report of National Ethnic and Multicultural Broadcasters' Council Inc for the financial year ended 30 June 2017.

#### Committee Members

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

Tangikina Steen (SA) - President	Nick Dmyterko (QLD) - Vice President
Joe De Luca (NT) - Treasurer	Luigi Romanelli (TAS) - Secretary
Curtis Ho – (TAS)	George Salloum (VIC)
Manuel Rodrigues (WA)	Abdul Ghannoum (NSW)
Irene Tavutavu (QLD)	Werner Albrecht (ACT) – Public Officer
Cristina Descalzi (SA)	Osai Faiva (NSW)

#### Principal Activities

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

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

#### Significant Changes

No significant change in the nature of these activities occurred during the year.

#### Operating Result

The deficit after providing for income tax for the 2017 financial year amounted to \$1,811 (\$70,518 deficit in 2016).

The Committee Members declare that:

- a) The accompanying financial report, being a special purpose financial report, is drawn up so as to present fairly the state of affairs of the council as at 30 June 2017 and the results of operations for the year ended on that date;
- b) The accounts of the Council have been properly prepared and are in accordance with the books of account of the Council;
- c) There are reasonable grounds to believe that the Council will be able to pay its debts as and when they fall due; and
- d) The accounts have been made in accordance with Australian Accounting Standards and other mandatory professional reporting requirements to the extent described in Note 1 to the financial statements and the Associations Incorporations Act 1991 (Australian Capital Territory).

Signed in accordance with a resolution of the members of the committee.

Tangikina Steen - President

Joe De Luca – Treasurer

Dated this day the 16 of October 2017

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Statement of profit or loss and other comprehensive income for the year ended 30 June 2017

	Note	2017 \$	2016 \$
INCOME			
Revenue	2	484,649	491,150
		<u>484,649</u>	<u>491,150</u>
EXPENDITURE			
Administration Expenditure		(485,505)	(560,634)
Depreciation		(955)	(1,034)
		<u>(486,460)</u>	<u>(561,668)</u>
<b>Profit before income tax</b>		<b>(1,811)</b>	<b>(70,518)</b>
Income tax expense	1a		-
<b>Profit for the year</b>		<b>(1,811)</b>	<b>(70,518)</b>
<b>Other comprehensive income</b>			
Items that will not be reclassified to profit or loss:		-	-
Items that will be reclassified subsequently to profit or loss when specific conditions are met:		-	-
<b>Total other comprehensive income for the year</b>		<b>-</b>	<b>-</b>
<b>Total comprehensive income for the year</b>		<b>(1,811)</b>	<b>(70,518)</b>

The accompanying notes form part of these financial statements.

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Statement of financial position as at 30 June 2017

	Note	2017 \$	2016 \$
<b>ASSETS</b>			
CURRENT ASSETS			
Cash and Cash Equivalents	3	404,700	382,767
Trade and Other Receivables	4	3,696	2,718
TOTAL CURRENT ASSETS		<u>408,396</u>	<u>385,485</u>
NON-CURRENT ASSETS			
Property, plant and equipment	5	1,213	1,016
TOTAL NON-CURRENT ASSETS		<u>1,213</u>	<u>1,016</u>
TOTAL ASSETS		<u>409,609</u>	<u>386,501</u>
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Trade and Other Payables	6	108,429	78,854
Provisions	7	30,807	35,463
TOTAL CURRENT LIABILITIES		<u>139,236</u>	<u>114,317</u>
NON-CURRENT LIABILITIES			
TOTAL NON-CURRENT LIABILITIES			-
TOTAL LIABILITIES		<u>139,236</u>	<u>114,317</u>
NET ASSETS		<u>270,373</u>	<u>272,184</u>
<b>EQUITY</b>			
Retained surplus	8	270,373	272,184
TOTAL EQUITY		<u>270,373</u>	<u>272,184</u>

The accompanying notes form part of these financial statements.

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Statement of cash flows for the year ended 30 June 2017

	Note	2017	2016
		\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash receipts in the course of operations		478,091	490,648
Cash payments in the course of operations		(460,586)	(577,907)
Interest received		5,580	9,209
Net cash (used in)/generated from operating activities	9(b)	<u>23,085</u>	<u>(78,050)</u>
CASH FLOWS FROM INVESTING ACTIVITIES			
Payment for plant and equipment		<u>(1,152)</u>	-
Net cash used in investing activities		<u>(1,152)</u>	-
Net increase /(decrease) in cash held		21,933	(78,050)
Cash on hand at the beginning of the financial year		<u>382,767</u>	<u>460,817</u>
Cash on hand at the end of the financial year	9(a)	<u><u>404,700</u></u>	<u><u>382,767</u></u>

The accompanying notes form part of these financial statements.

# Financial Report

## National Ethnic and Multicultural Broadcasters' Council Inc Financial Report for the Year Ended 30 June 2017

### Notes to the financial statements for the year ended 30 June 2017

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 1991 (Australian Capital Territory). The Council has determined that the association is not a reporting entity. The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

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

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the year in which the estimate is revised if the revision affects only that year, or in the year of the revision and future years if the revision affects both current and future years. There are no significant judgements made by management in the application of Australian Accounting Standards that have significant effect on wither the financial report or estimates with a significant risk of material

adjustment in the next financial report. The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements. The Council operates as a non-profit organisation promoting and supporting ethnic and multicultural broadcasting in Australia.

#### a. Income Tax

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

#### b. Property, Plant and Equipment (PPE)

Property, plant & equipment are included at cost less, where applicable, any accumulated

depreciation. All fixed assets are depreciated over the estimated useful lives commencing from the

time the asset is held ready for use. The gain or loss on disposal of all fixed assets is determined as

the difference between the carrying amount of the assets at the time of disposal and the proceeds

of the disposal, and is included in the operating surplus of the Council in the year of disposal.

#### c. Non Current Assets

The carrying amounts of all non current assets are reviewed to determine whether they are in

excess of their recoverable amount at balance date. If the carrying amount of non current assets

exceeds the recoverable amount, the asset is written down to the lower amount. In assessing the

recoverable amounts, the relevant cash flows have not been discounted to their present value.

#### d. Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered

by employees to the end of the reporting period. Employee benefits that are expected to be settled

within one year have been measured to the amounts expected to be paid when the liability is

settled. Employee benefits payable later than one year have been measured at the present value of

the estimated future cash outflows to be made for those benefits.

#### e. Grants Received

Grant revenue is recognised at fair value of the consideration received net of the amount of goods

and services tax (GST) payable and is recognised when the grant provided is receivable.

#### f. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST. Receivables and

payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST

recoverable from, or payable to, the ATO is included with other receivables or payables in the

assets and liabilities statement.

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Notes to the financial statements for the year ended 30 June 2017

### g. Impairment

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

### h. Trade and Other Payables

When grants are received, an undertaking is signed by the Council ensuring that funds will be disbursed only to approved applicants and any excess funds will be refunded to the grantor:

Accordingly, due to the undertaking being a legal document, enforceable at law, a liability arises as the funds are either owed to approved applicants or the grantor. This liability is categorised as a grant committed included in Payables.

### i. Comparative Figures

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

### j. Standards that are in existence but not effective

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

#### NOTE 2: REVENUE

	2017	2016
	\$	\$
Annual Conference Registrations	20,030	15,218
Other Annual Conference Sponsorship and Grants	25,545	12,000
CBF Sector Coordination Grant	390,058	383,776
CBF and Other Project Funding	27,611	55,846
Membership Income	15,825	15,100
Investment and Interest Income	5,580	9,210
	<u>484,649</u>	<u>491,150</u>

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Notes to the financial statements for the year ended 30 June 2017

### NOTE 3: CASH AND CASH EQUIVALENTS

	2017	2016
	\$	\$
Bendigo Bank	24,477	21,498
Bendigo Bank Term Deposits	379,984	360,913
Petty Cash Float	239	356
	<u>404,700</u>	<u>382,767</u>

### NOTE 4: TRADE AND OTHER RECEIVABLES

Trade and Other Receivables	1,083	105
Prepayments	2,613	2,613
	<u>3,696</u>	<u>2,718</u>

### NOTE 5: PROPERTY, PLANT AND EQUIPMENT

	Furniture & Fittings	Office Equipment	Total
	\$	\$	\$
<b>COST</b>			
Balance at 1 July 2016	8,482	33,827	42,309
Acquisitions	-	1,152	1,152
Disposals	-	-	-
Balance at 30 June 2017	<u>8,482</u>	<u>34,979</u>	<u>43,461</u>
<b>DEPRECIATION AND IMPAIRMENT LOSSES</b>			
Balance at 1 July 2016	(8,219)	(33,074)	(41,293)
Depreciation charge for year	(156)	(799)	(955)
Disposals	-	-	-
Balance as at 30 June 2016	<u>(8,375)</u>	<u>(33,873)</u>	<u>(42,248)</u>
Net Book Value at 1 July 2016	<u>263</u>	<u>753</u>	<u>1,016</u>
Net Book Value at 30 June 2017	<u>107</u>	<u>1,106</u>	<u>1,213</u>

# Financial Report

## National Ethnic and Multicultural Broadcasters' Council Inc Financial Report for the Year Ended 30 June 2017

### Notes to the financial statements for the year ended 30 June 2017

#### NOTE 6: TRADE AND OTHER PAYABLES

	2017	2016
	\$	\$
Tony Manicaros Trust Account	31,133	30,362
Trade and Other Payables	5,099	7,681
Sundry Accruals	8,226	14,415
GST/ BAS Payable	5,325	1,523
PAYG Payable	1,360	-
Superannuation Payable	-	5,976
Grants and Projects Committed	57,286	18,897
	<u>108,429</u>	<u>78,854</u>

#### NOTE 7: PROVISIONS

Current Employee Entitlements	30,807	35,463
	<u>30,807</u>	<u>35,463</u>

#### NOTE 8: RETAINED SURPLUS

Retained Surplus at the beginning of the financial year	272,184	342,702
Net surplus (deficit) attributed to members of the council	(1,811)	(70,518)
	<u>270,373</u>	<u>272,184</u>

#### NOTE 9: CASH FLOW INFORMATION

##### a. Reconciliation of Cash

Cash	24,716	21,854
Term deposits and cash at call	379,984	360,913
Total cash and cash equivalents	<u>404,700</u>	<u>382,767</u>

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

Operating surplus / (deficit)	(1,811)	(70,518)
Non-cash flows in statement of profit or loss and other comprehensive income		
Depreciation	955	1,034
Changes in Assets and Liabilities		
Decrease / (increase) in receivables	(978)	8,707
Decrease / (increase) in prepayments	-	-
Increase / (decrease) in creditors and payables	29,575	(27,363)
Increase / (decrease) in provisions	(4,656)	10,090
Net Cash Flow used in Operating Activities	<u>23,085</u>	<u>(78,050)</u>

# Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc  
Financial Report for the Year Ended 30 June 2017



## Notes to the financial statements for the year ended 30 June 2017

### NOTE 10: ASSOCIATION DETAILS

The registered office and principal place of business of the Council is  
National Ethnic and Multicultural Broadcasters' Council Inc.  
Suite 1 / 288 Brunswick Street  
Fitzroy VIC 3065

### NOTE 11: EVENTS AFTER THE BALANCE SHEET DATE

Since 30 June 2017, there are no matters or circumstances that have arisen which requires adjustments to or disclosure in the financial statements.

# Financial Report

## National Ethnic and Multicultural Broadcasters' Council Inc Financial Report for the Year Ended 30 June 2017



### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NATIONAL ETHNIC AND MULTICULTURAL BROADCASTERS' COUNCIL INC

#### Report on the Audit of the Financial Report

##### Opinion

We have audited the financial report of National Ethnic and Multicultural Broadcasters' Council Inc (the association), which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss and other comprehensive income and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information.

In our opinion the financial statements present a true and fair view of the financial position of National Ethnic and Multicultural Broadcasters' Council Inc at 30 June 2017 and the results of its operations and its cash flows for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

##### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the association in accordance with ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

##### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of Associations Incorporation Act 1991 (Australian Capital Territory). As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

##### Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the Associations Incorporation Act 1991 (Australian Capital Territory) and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or have no realistic alternative but to do so.

The committee is responsible for overseeing the association's financial reporting process.

# Financial Report

## National Ethnic and Multicultural Broadcasters' Council Inc Financial Report for the Year Ended 30 June 2017



### Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in blue ink, appearing to be 'LBW'.

LBW Chartered Accountants

A handwritten signature in blue ink, appearing to be 'Sripathy Sarma'.

Sripathy Sarma

Principal

Dated this 16<sup>th</sup> day of October 2017

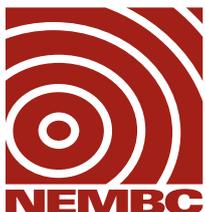




# RACISM. IT STOPS WITH ME

## RACISM. IT STOPS WITH ME

IS A CAMPAIGN WHICH INVITES ALL AUSTRALIANS TO REFLECT ON WHAT THEY CAN DO TO COUNTER RACISM **WHEREVER IT HAPPENS.**



NEMBC are proud to win the 2016 Australian Human Rights Award: 'Racism. It Stops With Me' for our anti-racism activities.

