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Media Release

The Multicultural AFL Football Show

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) was established in 1985 and is the only national peak body that advocates for multiculturalism and supports multilingual community broadcasting around Australia. The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture, identity and fights racism wherever it may rise. Only last December the NEMBC received the prestigious Australian Human Rights Award for its "Racism, It Stops With Me" campaign.

In every state capital there is a large multilingual community radio station and there are hundreds of general community radio stations in cities and towns broadcasting multilingual and multicultural programs. Community radio forms a large part of the media landscape, with 57% of Australians tuning in to community radio at one time or other each month.

Recent national surveys revealed that in an average week the sector produces 2,439 hours of multilingual language programs and broadcasts in over a 100 languages. This unique extensive network of locally produced programs provides a vital support for Australia's diverse communities as NEMBC member stations have a combined potential national listenership of over 2.5 million people.

The AFL has for a number of years been developing the Ethnic, Multicultural, Diversity communities in accepting AFL football as part of the inclusion process. This is a huge national sector and what better place to finally launch a regular multicultural AFL program than at the AFL and through the NEMBC's national radio station network – **The Multicultural AFL Football Show** and regular ethnic broadcasts have finally arrived!

This is a trial program of Ethnic podcasts and broadcasts in which both the NEMBC and the AFL wish to continue for a full season of podcasts and broadcasts next year, that is why both our organisations have embarked on a training program for our broadcasters in the art of calling Aussie rules footy.

As the national podcast program develops the NEMBC shall also be promoting its new Media Accredited radio Journalists across all states and territories to become part of the podcasts and broadcasts where additional radio journalists will facilitate AFL news being broadcast more broadly featuring established and emerging multicultural community languages.

The NEMBC is encouraging its members to be interactive and fully engaged in broader community projects and in contributing positively to inclusion. The good news is that we are embarking on this journey with the AFL on the right foot, as all of our biggest radio stations in every state have accepted the new product and not only are they going to run diverse language segments and podcasts but will have their members tuning in to the web based digital broadcast of live matches alternating weekly between the Arabic, Hindi, Mandarin and Spanish languages.

The 30 minute weekly podcast will also be recorded in English for our Ethnic programs specialising in audiences that class English as their second language, or for community stations that wish to carry the podcast for their diverse listenership such as 3ZZZ FM's "Polyfonix" program.

The NEMBC thanks the AFL's Simon Lethlean's support, Tanya Hosch, Ali Fahour and Nadine Rabah for their efforts both financial and with infrastructure assistance as well as a big thank you to NEMBC management and staff and to our production partner 3ZZZ FM, Gabriel D'Angelo and to all our member stations for carrying **The Multicultural AFL Football Show** on-air and dedicating a 24/7 website for the podcast.

For more information and interviews with the NEMBC, broadcasters and podcast presenters please contact Fiv Antoniou, Operations Officer at the NEMBC (03) 9486 9549 or email to: operations@nembc.org.au