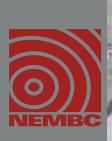
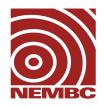
The Ethnic Broad Sterra Council Autumn/Winter 2018 Edition - Journal of the National Ethnic & Multicultural Broadcasters' Council







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

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

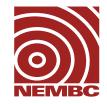
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We acknowledge the Wurundjeri people of the Kulin nations as the traditional owners of the land on which The Ethnic Broadcaster is edited and printed, and pay our respects to their Elders both past and present.

Front cover picture: The interview was just one of many for the Moris Hamutuk (Living Together) Project which established a radio production unit in East Timor with stringers in West Timor to produce a weekly radio program on United Nations Radio and broadcast throughout Eastern Indonesia about the 250,000 refugees in West Timor and their journey home. It's a classic photo that's worth sharing to remind us of the difficulties that regional journalists face and how local and global tensions can cause movements of people that end up arriving in Australia. Photo: Russell Anderson

Presidents Pen Nick Dmyterko



Привіт, welcome to the first EB edition for 2018

I trust that you all had a relaxing break over the Christmas period and that you were refreshed and the year has started well.

We all like going on holidays and especially travelling abroad, seeing new sights, experiencing something unique and different from the normal. I too enjoy experiencing cultures other than my own. Eating different foods, walking among the people and just experiencing the richness in the small things that make us different, yet connected.

This is exactly the same as community radio and especially Ethnic community radio. Just imagine if all our cultures were the same, our needs and our programs the same, what would make you listen to our radio programs?

Thankfully they are not, they are all different, just like our needs, our expectations, desires and our requirements. We are lucky that each ethnic group is different and it is exactly that difference that we embrace and celebrate in our wonderful multicultural country. Yes, multiculturalism here in Australia is the most outstanding model in the world. For this, we thank our parliamentarians of the past and present who had and have the foresight to embrace something unique to the world and yet model and shape it to an Australian flavour. We embrace the people who actively encouraged, fostered and set free this idea of a Multicultural Australia, the one we enjoy today through in excess of 2 million hours of ethnic broadcasting throughout Australia.

It is difficult to imagine how much work goes into each and every hour of those two million hours of programming let alone the amount of administration associated with putting these programs to air and, in addition, the costs.

The current government funding for the 2 million hours (130,000 hours) of programming is 4 million dollars. This represents a government input of 50 cents (30 cents) per hour of programming. This funding we currently receive from government, although very much appreciated, is vastly inadequate and comes with conditions and management that we sometimes don't see eye to eye.



The government has seen fit to grant funds to the ethnic sector to provide what we currently provide; i.e programs in languages that we, the ethnic sector, ourselves believe are needed. Yes, we comply with all government requirements in the delivery of our programs, content and administration yet we now find ourselves at the mercy of an administrational nightmare that requires us to jump through hoops that are not necessary and burdensome.

The multicultural population has grown enormously over the years, so much, that we now exceed I/5 of the population. This is an outstanding result for both parties. For the government this represents diversity in all the fields of work, and for the newly arrived migrant, a breath of fresh air and the ability to do what may not be possible in their homelands. This ethnic workforce is a force that is united and growing. Let us nurture it, treat it with respect and in time the rewards will be manyfold and not only for the minority, but for all Australians.

Thank you,

Nick Dmyterko NEMBC President



NEMBC Annual Conference will be held in Perth on the 23-25 November at the Novotel, Langley.

Make sure you book your flights early to the conference arriving on Friday 23 November before 3pm

Message from Minister Fifield

Ethnic and multicultural community broadcasters are a lifeline to many in Australia, providing essential information and entertainment to communities across the nation. The sector contributes strongly to the diversity of our media, and provides Australians with the opportunity to learn about other cultures. The work that ethnic and multicultural broadcasters do is one of the reasons Australia is the most successful multicultural society in the world.

We know from the 2016 Census that nearly half of all Australians were born overseas or have at least one parent who was born overseas. We know too that more than 7.5 million people have migrated to Australia since 1945.

As a nation we speak several hundred languages, including more than 150 Aboriginal languages. Clearly, multicultural Australia is about all of us, from the very first Australians to the most recent migrants.

In recent years, the majority of migrants coming to Australia have been from non-English speaking backgrounds and the ethnic community broadcasting sector has proved to be an invaluable resource.

Community radio forms a large part of the Australian media landscape. There are over 450 community radio services across Australia, encompassing large multilingual stations in the state capitals through to more generalist stations in regional cities and towns broadcasting multilingual and multicultural programs. Indeed, two-thirds of community radio stations are located in regional and rural Australia. This unique and extensive network of locally produced programming provides vital support for Australia's diverse communities.

In an average week, more than one third of people who regularly speak a language other than English in their home listen to community radio. For many years this important platform has provided companionship and connection for many older migrants – those who migrated 50, 60 or even 70 years ago – and particularly those who have low proficiency in English. It is therefore not surprising to note that 94 per cent of its listeners view community radio as a valuable service.

It certainly is a valuable service, driven by local communities. In any one week, with the help of a support base of some 4,000 volunteers, the community radio sector produces more than 2,400 hours of ethnic radio programs and



broadcasts in more than 108 languages. These figures are commendable and reflect the importance of the sector.

As Minister for Communications and the Arts, I consider community broadcasting to be a key player in the media landscape. That is why the Australian Government continues to support the sector through its investment in the Community Broadcasting Program.

The Government's annual funding of more than \$15 million to the Program assists ethnic community broadcasters to maintain much-valued services in their local community and keep pace with the wider media industry in an increasingly digital environment.

On top of this, in the 2017 May Budget and December MYEFO statement, the Government has invested a further \$18 million in funding to support community radio broadcasting. This additional funding will amplify the Government's existing financial investment in community broadcasting to support: digital radio extension into regional areas; enhanced community radio news programming; an improved online presence for the sector; and capacity and skills development of the sector's workforce and volunteer base.

Australia is one of the most multicultural nations in the world and that is something we should all continue to celebrate and build on.

Senator the Hon. Mitch Fifield Minister for Communications Senator for Mentone

The value of a diverse multimedia environment: NEMBC leads the way

In the digital media environment, change is a constant but when it comes to diversity and localism, the principles are enduring. Unfortunately, this Government's ongoing failure to adapt our media laws to 21st century conditions does nothing to promote ethnic and multicultural media into the future. It's high time we engaged in a dialogue to guide Australia's future transition.

All around us, the media sector is transforming. The promise of more, with digitisation and technological efficiencies, ushered in the challenge of less, with the fragmentation of audiences and the upheaval of longestablished business models. Meanwhile, the very human need for connection with community, our instinct for cultural expression and the value of diversity, has remained the same. Australia's media sector has looked for ways to respond.

Like other sectors of the media, community broadcasters have been utilising new platforms to engage, sustain and build their communities. It is the broadcasting platform which is the anchor to community, not least because of the ubiquity and stability of broadcasting, but because it is free to receive.

In my own electorate of Greenway in Western Sydney, Blacktown's SWR TRIPLE 9 has both a broadcast and an online presence with links to various social media platforms and a live stream of the service. Station 4EB FM offers programs both live and on demand, with a dropdown menu of services by language and program. This is significant because it means that Blacktown's many Filipino constituents (who comprise 70% of all Filipinos in Australia) might also enjoy a Brisbane perspective, from time to time.

In view of the seismic shifts occurring, the 2014 NEMBC conference theme very purposefully focussed on "The Challenge of Change" and what that meant for ethnic and multicultural community broadcasters – their role, the infrastructure they use and the quality of services they provide. As I noted in my opening remarks at that conference in Darwin:

"The great question for us all as supporters of community broadcasting and for diversity is: how do we shape and respond to that change?"

The response from the then Communications Minister of the day, Malcolm Turnbull, did not augur well for the sector. His response to address change in the community media sector was to, quite prematurely, send Community TV to an online only delivery model which has seen services in Brisbane and Sydney all but disappear.

And just as he misunderstands the needs of people who would otherwise be more marginalised if not for ethnic and multicultural broadcasters, Malcolm Turnbull also misunderstands technology.



He blundered on the economics and engineering of the NBN when he changed Labor's future-proof, all-fibre model, to a messy mix of HFC and ageing copper wires; and he misunderstood the internet as a replacement for, rather than complementary to, Community TV.

Now in its fifth year in office, this Government needs to produce a communications policy roadmap to guide the transition of the sector in this time of

change. It hasn't so much as commenced a dialogue on the complementary role of online delivery of broadcast services, let alone properly recognised this reality as part of legislative reform.

Broadcasters across Australia do a lot more than just broadcast these days. With 4G well-established and game-changing technologies like 5G on the near horizon, we need a sensible dialogue about the future of our media and how best to serve our ethnic and multicultural communities, our indigenous communities, with the suite of options that may be available.

While it is fantastic to see more and more broadcasters with online offerings that can be enjoyed by ethnic and multicultural communities around the country, and overseas, it is essential that the broadcast service remain front and centre

Recent evidence from a joint study from Telstra, RMIT and Roy Morgan shows that the digital divide is widening in Australia. With our population ageing, with wage growth stagnating and with the postcode lottery of the NBN, access to services remains a key issue.

The Government has consistently failed to commence a national discussion on the value, role and objectives of our media in the multimedia environment.

The NEMBC has been leading the way on the value and role of a multimedia environment that promotes social inclusion, cohesion and diversity and it will continue to do so. It's way past time the Federal Government followed suit.

Ms Michelle Rowland MP

Shadow Minister for Communications Member for Greenway

Ethnic Community Broadcasting – Richard Di Natale

Australia's cultural diversity is central to our nation's identity, and it is one of our greatest strengths. One quarter of Australians were born overseas, in one of more than 190 countries. We speak over 300 languages in our homes, and our linguistic diversity can be heard everywhere. We are lucky to have such a rich mix of cultural backgrounds.

However, we often find ourselves defending the concept of multiculturalism, despite it being at the core of our national identity. Be it the terrible attacks on I8C, or the recent comments made by Home Affairs Minister Peter Dutton about Victoria's South Sudanese youth, too often we find ourselves on the defensive.

This is why last year I chaired the Senate Inquiry into Strengthening Multiculturalism. The mandate of the inquiry was simple: to investigate ways of protecting and strengthening Australia's multiculturalism and social inclusion. An overarching theme for the inquiry was the important role that the media plays in our multicultural society. It is integral in strengthening support for multiculturalism through its ability to shape our country's perceptions of culturally and linguistically diverse citizens.

Many participants to the inquiry expressed concern that the media presents unfair and unfounded representations of culturally and linguistically diverse communities. Media broadcasters were accused of failing to provide balanced reporting, instead employing negative and fear-inducing language and imagery for the purpose of boosting sales.

We heard about the distinct lack of multicultural voices in the media, and the perception of a predominantly Anglo-Saxon voice in discussions around multiculturalism. Multiple studies indicate that what we see on our televisions is not reflective of our society's diversity.

This highlights the importance of our public broadcasters and local community radio. We need to increase support for the institutions that are responsive to the needs of our community. SBS for example, has obligations within its charter to communicate to a wide range of multicultural communities. Community radio, often broadcasting in language, also fills that gap. These services, be they television, print or radio, play a critical role in linking people to their culture, bridging divides and enriching our communities.



The Greens are committed to supporting diversity within the so-called mainstream media, while also increasing the support for local, ethnic-specific media. This includes:

- The need for to develop a broadcast media Code of Conduct, requiring commercial broadcasters to report in such a way that raises awareness of Australia's diversity and prohibits misrepresentation of culturally and linguistically diverse communities;
- The introduction of cadetships for culturally and linguistically diverse individuals amongst all public broadcasters and programs to improve pathways for culturally and linguistically diverse individuals and communities to participate in broadcast media;
- Increased funding to SBS to carry out its charter obligations to service multi-ethnic audiences; and
- Support for a \$30 million fund to support small media organisations, which would include ethnic-specific media.

Underpinning all of this is a commitment to the idea of multiculturalism. That is why I have committed to introducing a Federal Multicultural Act, which enshrines the value of multiculturalism in legislation. The Greens currently have an exposure draft of the Act on our website, and I encourage you all to view this and provide us with your feedback. greens.org.au/multicultural-act

For Australia to continue being the most successful multicultural nation on earth, as the Prime Minister puts it, we need to move past words of support and start committing to action. The Greens have a clear plan for this.

Senator Richard Di Natale Senator for Victoria Leader of the Australian Greens



Multicultural Women's Living Stories Radio Project: CALL FOR CONTRIBUTIONS

The NEMBC Women's Committee invites women to participate in the Living Stories Radio Project. This is a fantastic opportunity for women broadcasters to share their work and to share stories of women from all cultures and in all languages with the rest of Australia.

The project will gather your interviews as edited radio features, which will be available online through the NEMBC website.

The topics, reflections, memories, stories, experiences and perspectives you choose to discuss and feature are up to you!

Opportunities for Participation:

Broadcasters are encouraged to conduct their own interviews and compile a 5-10 minute radio feature. Community members who wish to be interviewed can also contact the NEMBC to be put in contact with a broadcaster. Interviews can be recorded in any language but please submit a short summary of the interview in the same language as well as in English.

Guidelines:

Interviews should be edited into a 5-10 minute radio feature. Broadcasters must also have permission to include any music which is used in the podcast. To access more information on legal music please go to creativecommons.org/legalmusicforvideos

For more information or to register you interest, contact the NEMBC at admin@nembc.org.au or (03) 9486 9549

Multicultural Australia in a Post Truth Era

I would like to discuss just one aspect of this very large topic and one that we are only just starting to get some sense of and that is the idea of post-truth and false news. My thesis is that it has been increasingly difficult to counter misinformation, spin or irrelevant diversions. Simply to assert that something is true is enough for some people to create an appearance of truth that is accepted. I was unaware how much research has really been done on this topic, but basically it is defined by the scholars as very different from the lies, spin and falsehood that, of course, are as old as mankind. The essence of post-truth is not so much the mendacity itself but the public's response to it. There is a growing primacy of the emotional preference over facts and evidence. Truth is losing its value in a political culture in which public opinion and media stories have become almost entirely disconnected from the substance of legislation and policy.

The tragedy is that the culture of post-truth has enabled Governments and Parliaments to reject evidence based reports by credible agencies or by experts in favour of populist decision making that denies the truth and responds to fear — especially the fear of terrorism and conflict.

Let's look at some examples and one that is really quite dated but which was nonetheless important because of when it arose historically and what has happened since was the statement by Howard Government representatives and Ministers that asylum seekers — mostly Muslim of course — were throwing their children overboard in order to ensure that Border Security Officers rescued them. This was subsequently proven in a Senate enquiry to be entirely without any basis. In fact, it was entirely false. However, the critical point is that the damage was done and the political advantage was gained and I am reliably, I think, informed that the Howard Government won an election subsequent to that event. This was at least, in part, on the basis of this allegation and it began the following I5 or I6 years of politics based on fear.

Within a few months we had that humanitarian Captain of the Tampa sail the ship into the territorial waters of Victoria, the judgement of Justice North recognising the claims as asylum seekers and the actions of the Government to eject them and to refuse entry into Australia. However, a few weeks after that something even more monumental happened and that was the terrorist attacks on the Twin Towers and the Pentagon in September in 2001. So it was a monumental year in which we saw an increasing conflation of asylum seekers, with a fear of Islam, with terrorism and with a need to protect borders and adopt the slogans and policies that you are now so familiar with.

Line in the sand

So that was perhaps, if one is ever to put a line in the sand historically, perhaps that's one area where we can say the rise of Islamophobia, the use of the media to distract and in fact to use false statements in order to create fear and to build on policies that were to follow.



Another example, of course, was the "Save the Children" allegations. This remarkable global organisation was denigrated at the Ministerial level of Government with false statements that they were encouraging detainees on Manus and Nauru to commit suicide or to self-harm or to act contrary to Government policy. An enquiry took place and again, in a democratic system within the parliamentary process, found that there was no evidence whatsoever to suggest that employees of "Save the Children" had done any of the things with which they were accused.

The most recent and more notorious example was the statement by the former White House Press Secretary, Sean Spicer, at the Inauguration of President Trump. He said that "the attendance was the largest ever in the entire history of American politics possibly even of the Universe" and it was clearly wrong. It could not be sustained on any analysis. The answer was given by Kellyanne Conway and she said "Well you're saying it's a falsehood but Sean Spicer simply gave alternative facts to that." Now there is no such thing as an alternative fact. There might be additional information that would qualify and moderate your judgement but there is no such thing as an alternative fact.

Where are the facts?

This is what is so fascinating that, in the generation that I grew up in, the emphasis was always on facts, on evidence, listening to experts, listening to balanced and fair reports and acknowledging enquiries that were conducted through Parliamentary Committees or by reputable Government agencies or non-Governmental agencies that were producing factual information. This was really the new standard for the 60s, 70s and 80s, but now we are finding increasingly that Governments will ignore reports. The Climate Change issue would be the one that perhaps first comes to mind but there are many others where increasingly facts and evidence simply don't matter. There is growing research that facts don't matter to a person who already has a subjective view or prejudice. No research or data will alter the subjective mindset. The checking fact sites



are fascinating – I often look at the fact check sites because they are so accurate and what matters is often the slogan – the quick slogan that the media is of course very likely to reproduce.

So we end up with this rather Orwellian situation where, as you might recall in "1984", the party oligarch says "reality is not external, reality exists in the human mind and nowhere else. Whatever the party holds to be truth is truth." That is really a matter of some concern. Let's look at what some of the approaches to these issues of truth are and one is by Senator Mitch Fifield, who you might or might not know, introduced a piece of legislation into Parliament in Canberra, which I suspect that 99.9% of Australians are obliviously unaware of, but it was introduced and it was the ABC Fair and Balanced Bill.

It was directed at the ABC, not at other sources of media, at the ABC with provisions which would require it to be fair and balanced. It is already in the ABC Charter but nonetheless here we have a piece of legislation to cement it at the Federal level. Now the Minister said "who could possibly object to fairness and balance? It seems motherhood. It seems obvious. Why would you object?" The Bill failed and it failed in part because it raises the question "should we give equal time and weight to ignorance?"

Future of truth

I can say from my personal experience and, many of you may be well aware of this as broadcasters, that there is a growing tendency when interviewing someone to repeat the contrary position at length and then ask the person to be interviewed to defend that position or to speak against it. But what you've done very often in this is to give oxygen, to give air and an apparent credibility to an entirely false position and it's what is described by the researchers as false equivalences. You put one thing against another which do not have a fair position.

So I suggest that fairness and balance is not really the issue. The issue for us for the future is the truth. How do you get to the facts, to the evidence, the expert evidence and respect that? It is not about equality and certainly not equivalent with a biased or an ignorant position. We have to call this out.

I thought I might, in raising this phenomenon of post truth, say "well why do we have it?" You, I'm sure, have some very important views about that. Facts tend to be negative or unpatriotic in a utopian positive campaign. There is an overload of information. With silos of information, so that readers are curiously, despite the vast array of information now available, are curiously siloed into more narrow views

that mirror their own. We walk in halls of mirrors. We go to the social media that actually reflect our own views and this compounds the problem that facts actually don't matter.

Years ago, when all that was available were the newspapers, you could at least be exposed to different points of view in those newspapers. These days, I think, young people hardly ever pick up a newspaper. Many people now, as we know, are not buying them. Reputable and very professional journalists are losing their jobs and we are increasingly going to the social media sites that reflect the views that we already have — right or wrong, fair or unfair.

We also have an interesting phenomenon of not going to primary sources anymore. How many journalists check Hansard to see if the Minister actually said "x" or "y" or look at the context in which it happens? They repeat each other's scoops because they are not able now, with time, to research a matter properly. There are exceptions of course, thank goodness. It leads to a level of swirling around the same information that is often wrong or misplaced or out of context. Parliamentary processes are breaking down where Parliamentary committee reports, even though embarked upon in good faith, are completely ignored on the Houses of Parliament.

It's not about balance; it's about the truth and about the facts, to the extent that we can find the facts. Now I am not a philosopher and I am not Brian Cox sitting on another planet looking at relativity. We have some basic facts on the ground and you all know that and I think to the extent that we can find those facts then we should stand up for them, to speak up for them, to achieve your objective today of action and change.

This is the short version of Professor Gillan Triggs' Presentation at the NEMBC Conference in 2017. For the full version go to our website: www.nembc.org.au



Speaking Up – Gillian Triggs new book Speaking Up will be published on 1 October 2018

Speaking Up shares with readers the values that have guided Triggs' convictions and the causes she has championed. She dares women to be a little vulgar and men to move beyond their comfort zones to achieve equity for all. And she will not rest until Australia has a Bill of Rights. Triggs' passionate memoir is an irresistible call to everyone who yearns for a fairer world.

Migration contributes billions of dollars to our nation

Migration is good for Australia and is making our nation wealthier according to a new report from the Federal Government. The new report prepared by the Departments of Treasury and Home Affairs, found the 2014/15 intake alone would contribute nearly \$10 billion to the budget over the next 50 years. The annual permanent migrant intake is forecast to add up to one percentage point of GDP growth each year.

The release of the report makes the case for a big Australia and smashes the myths that migrants are a welfare burden or are taking jobs from Australians. The release of the report comes at a time of hysteria over new arrivals and heated debate in government over whether to cut immigration levels. This evidence based report is welcome and will hopefully be used constructively by organisations and the media over the coming months as the migration debate will intensify until the federal election.

An abridged version of the report is below and for the full report and references to data go to: research.treasury.gov.au/external-paper/shaping-a-nation/

Migration fosters strong economic growth

There is considerable evidence pointing to the role of migrants in sustaining or fostering strong economic growth over the longer term. The 2015 Intergenerational Report (Australian Government 2015) estimated that, over the 40 years to 2015, population factors contributed almost 18 per cent of the 1.7 per cent annual average growth in GDP per person. This was mainly due to the growth in the working age share of the population and suggests that migration helped the economy successfully weather the Global Financial Crisis, the slow global growth and poor economic conditions that followed.

Unemployment among skilled migrants is low. The unemployment rate of the skill stream (including both primary and secondary applicants) is comparable to unemployment rates in the general population after migrants have been in Australia for only 18 months (DIBP 2016c).

Skill stream migrants are also estimated to contribute more to government revenue through taxation than they receive through government services and benefits. Even migrants in the family stream, who are not brought into Australia for their skills, are estimated to have a positive fiscal impact over their lifetimes, provided that they arrive relatively early in their working life.

In addition, the increased diversity that migrants bring is likely to play an important role in helping Australian businesses to innovate in the face of intensified global competition and technological change.

In some ways, migration mirrors trade in the benefits it can bring to an economy. In general, migrants can bring with them productive skills and preferences for goods and services that are different to those of the local born population. These differences can generate wealth that would otherwise not exist by enabling specialisation of activity and international trade in goods and services. In contrast to international trade, migration realises these benefits onshore rather than across borders. However, the

gains from migration would be greater than the gain from international trade in goods and services when the migrant has access to more opportunities or resources in Australia than in their home country.

Migrants affect economic growth through several mechanisms

Migration contributes to the economy in a number of ways. These can be thought of as contributions through the demand side of the economy, and the supply side of the economy. On the demand side, permanent migrants increase overall consumption in the economy by enlarging the pool of consumers, encouraging personal and business capital flows, and requiring government services. Temporary migrants can increase exports, including education exports. On the supply side, migration adds to the supply of goods and services through the 3Ps — population, participation and productivity.

Say's Law suggests that, over time, the supply of goods and services will grow by enough to meet the demand for goods and services. On the one hand, migrants work and participate in the local labour market. On the other hand, migrants consume and spend on locally produced goods and services, which in turn increases demand for all factors of production, including land, capital and labour.

Migrants have demandside impacts on GDP

Migrants add to consumption in a similar way to Australian-born consumers

Migration leads to a larger population, which leads to increased consumption. To the extent that the increased demand is for domestically produced goods and services, the additional consumption will increase GDP.



In Australia, there is little difference in overall spending patterns for Australian-born and migrant households. In 2009-10, average weekly expenditure for the Australian-born population was \$1,242, compared with \$1,225 for migrant households (ABS 2015, cited in Productivity Commission 2016). This suggests that while migrants increase GDP through increased consumption, they are unlikely to affect GDP per capita through this mechanism alone because they spend similar amounts to the Australian-born population.

Migrants consume less in government services than they contribute to tax revenue

While an increased population will generally demand additional government services, higher levels of migration are likely to be associated with lower per person spending on social services (for example, health, aged care, transfers, and education). This is because migrants are predominantly of working age. This makes them more likely to contribute to tax revenue and less likely to claim social services.

Temporary migrants have been a large contributor to exports

Expenditure by foreign residents who are in Australia for less than 12 months is counted as exports. In addition, expenditure by non-resident students on education tuition fees, course material and other goods and services are also counted as exports (with certain exemptions). Education export volumes in Australia have more than doubled in real terms over the past 15 years. In 2016, education was Australia's third largest export industry. In 2016–17, education export values were at their highest level at \$28.0 billion, accounting for 7.5 per cent of total exports.

Migrants have helped improve Australia's labour force participation rate

After trending upward for almost three decades, Australia's labour force participation rate declined from the early 2010s through to 2016 (Figure 22). This decline coincided with a large cohort of baby boomers reaching retirement, which weighed on Australia's participation rate. Yet evidence shows that migrants, particularly skilled migrants, have helped curb the ageing of the population by boosting the labour force. Without the contribution from migrants, all else being equal, Australia's participation rate would be lower than at present.

Productivity is the most important mechanism for sustainable income growth

Although participation in the labour force is an important contributor to economic growth, productivity growth is the most important mechanism for sustainable economic growth and growth in incomes.

There is a large body of literature on the link between increased human capital and skill levels and increased productivity. As mentioned previously, Australia's immigration arrangements prioritise skilled migrants, with around 70 per cent of permanent migrants arriving through this stream. Skills in immigrant labour input has grown more rapidly than those of Australian-born labour, with a resulting positive impact on productivity. Migrants accounted for 0.17 of a percentage point of annual labour productivity growth between 2006 and 2011. This represents about 7 per cent of the average rate of labour productivity growth of 2.4 per cent a year over the period 1994–95 to 2007–08.

These findings are consistent with international evidence, with the IMF finding that highly skilled migration increases productivity per worker through innovation and diversity of skills, and low and medium skilled migration complements the skills of native-born workers.

While these estimates take into account the direct human capital effect of skills and work experience, they do not account for the indirect spillover effects associated with migrants' impacts on firms or the broader economy. Positive 'spillover' effects are thought to occur because migrants are different from the resident population. Research examining the benefits of cultural diversity on business operations has found a positive relationship between having diverse staff members and the performance of multinational corporations. A diversified workforce is likely to have different skills and mindsets, which in turn are positively correlated with business, technological and cultural innovation.

Culturally diverse staff members, particularly migrant workers, may also have international connections aiding the flow of labour, goods, and services between Australia and their nation of cultural heritage.

In fact, migration likely encourages a number of flows, many of which have positive impacts on productivity. The geographic mobility of labour that occurs through migration is one of the major mechanisms for diffusion of knowledge and experience across countries (Döring & Schnellenbach 2006). This may support organisations to take up new technologies and improve processes by bringing a fresh perspective, and applying international best practice (PC 2016).



Culturally and linguistically communities take to the radio airways to talk about ageing well in Australia

'Speak My Language,' is an exciting and innovative project that offers ethnic community radio broadcasters the chance to provide information, in their own language, about healthy ageing options.

'Speak My Language' will assist, culturally and linguistically, seniors and their families and friends to make empowered and informed decisions about their needs today, and for the future. By being a part of this Project, ethnic community broadcasters will have the opportunity to make a major difference to people's lives as our migrant communities age and the Australian aged care system develops.

Culturally and linguistically diverse seniors, aged care experts, doctors and community leaders will take front stage, as they feature each week on air to talk about their own aged care experiences and journeys, with the hope of inspiring others to pick up the phone and seek help.

Ethnic Communities' Council of NSW, as the lead agency of this program, and the NEMBC, community media partner, invite you to join 'Speak My Language' as we broadcast live across Australia in over 25 languages from 80 ethnic radio broadcasters.

The ethnic community radio program will be supported by a carefully selected Bilingual Aged Care Facilitator who will help develop the radio program schedule, find guests and guide the ethnic broadcaster to deliver the on air Program. The Facilitator is there to work with the broadcaster and to assist and ensure the quality and success of the on air programs.

The successful radio programs will have the option to deliver a 6-14 weeks on air radio program about aged care to listeners. The exact model and number of weeks will be decided between the radio program and the Facilitator.

The live radio shows and podcasts will be delivered and recorded in diverse languages. Listeners will also have access to several technological based solutions such as an interactive website, webinars, in-language podcasts and bilingual resources which will help to assist seniors and their families and friends to make informed decisions about their requirements today, and for the future.

The longer term benefits for ethnic and multicultural community broadcasters is to build and strengthen networks with local aged care agencies and provide ongoing information to communities as they age and deal with a

changing aged care environment.

Ms Terrie Leoleos, National Manager of the 'Speak My Language' Program is proud of the developments to date. "We are well on our way to developing a program that aims to harness the strength and scope of community radio to deliver much needed information to the broader CALD community about the Commonwealth's aged care system. The simple in-language conversations both on-radio and through our newly developed Café Conversation Podcast, will assist CALD communities to better understand the recent aged care changes and make informed decisions about their health and wellbeing."

Recent consultations with CALD seniors identified fourteen (14) priority aged care topics which have now been developed into interactive bilingual scripts in preparation for radio broadcasts. These topics include My Aged Care; Commonwealth Home Support Program; Packaged Care; Residential Care; Planning for the Future; Costs and Fees; and, early stages and advance stages of Dementia. The radio programs will also be discussing issues pertaining to elder abuse; senior's rights and responsibilities; assessments; complaints mechanisms; and, allied health services. The radio content will explore wellness, restorative and reablement approaches to care and what it means to age well in Australia.

The Chair of ECCNSW, Ms Marta Terracciano believes "All Australians, no matter what background or language they speak, deserve an aged care system that is responsive and meets the specific needs of our diverse communities. Through this initiative the Ethnic Communities' Council of NSW together with its partners, is committed towards supporting governments to build a system that is flexible and responsive to those most vulnerable in our communities. The ECCNSW envisages that 'Speak My Language' will build partnerships between ethnic



radio, aged care services and the Commonwealth to provide a communication framework which will assist us to continue delivering valuable and up to date aged care information, direct to our CALD communities, in their own language, thus providing equity of access for all older Australians".

There has already been a lot of



excitement for the 'Speak My Language' Program in the lead up to its launch, including a successful event delivered at the 2018 NSW Seniors Festival Expo. Sharing a stall with Elder Abuse Helpline & Resource Unit, the 'Speak My Language' team asked CALD seniors: "What does 'ageing well' mean to you?" In just nine hours a total of 516 responses were collected, while hundreds of photos were taken and shared on social media.

The 'Speak My Language' Program will launch its first series of on air radio programs in NSW, QLD and Victoria coinciding with the national launch in June 2018. Café Conversation Podcasts and radio conversations in English will be included in the first stage of the roll out. We encourage ethnic radio stations who might be interested in hosting the program on their radio to contact the National Manager at ECCNSW to find out how they too can be part of these exciting new national multicultural radio broadcasts.

This was an initiative of ECCNSW, the lead agent, and the NEMBC. The project is funded under the Commonwealth Government's 2017–2019 Dementia Aged Care Choices funding grant. It is auspiced by ECCNSW and its key partners, ECC Queensland (Diversicare), ECC Victoria, The Special Broadcasting Service (SBS) and the National Ethnic and Multicultural Broadcasters' Council (NEMBC) will be implementing this program over 2 years.

Visit the official 'Speak My Language' website for more information at www.speakmylanguageradio.com and follow them on Facebook for updates at www.facebook.com/speakmylang.

Why this National Radio Program is different

There are a number of features which makes the 'Speak My Language' Program unique, including:

 A national coordinated approach with consistent aged care information and messages;

- CALD consumer stories and aged care expertise delivered entirely in-language live on radio;
- Technological based solutions including online tools, podcasts, access to virtual Café conversations and an intranet for facilitators and radio hosts;
- Short films detailing the 14 priority aged care topics which have been developed and used as learning guides;
- Capacity building and partnerships between CALD ethnic radio and the aged care sector beyond the life of this program;
- A robust national evaluation process providing the Commonwealth with quantitative and qualitative data, feedback and future policy recommendations.

National coordination

National coordination is essential for the success of the program. The project is overseen by a National Manager with media partners SBS and the NEMBC and delivered by three State Coordinators who are based at each of the Ethnic Communities' Councils in New South Wales, Queensland and Victoria.

Currently there are no other known national CALD marketing campaigns or communication strategies targeting CALD communities collectively through ethnic radio.

Bridging the gap between radio and aged care

To date various independent multicultural aged care services have coordinated their own in-house radio programs with a number of community radio stations. Although these were seen as valuable and demonstrated a positive impact for the listeners, a lack of a broader collective, national coordinated approach was evident, particularly one that could reach the more isolated CALD populations in regional or rural areas on a national scale.

The long term benefits

The 'Speak My Language' Program aims to build robust and engaging relationships between the aged care sector, ethnic radio, allied health and everyday CALD consumers with the aim of developing long term collaborations beyond the life of the program. Ongoing aged care reforms and changes to the aged care system, has made these partnerships even more important today than ever before.

Continuing to seek and identify language specific aged care services and skilled bilingual aged care workers has and will become even more challenging as the reforms continue and the aged care workforce changes and evolves. Being able to forge partnerships which overcome these systemic sector challenges and trends is essential.

How to make media with the CMTO

With constant changes and updates in technology across the board, audio producing for radio has gone from a laborious experience, something you could only really do in a studio to something you can do from anywhere with many user-friendly tools (yes even your smartphone!).

The Community Media Training Organisation is a registered training organisation that delivers free accredited training and pathways training to individuals in the community radio sector. Late last year we were lucky enough to be invited to the 2017 NEMBC conference to deliver workshops on making media for a digital audience.

In a session CMTO CEO Giordana Caputo and National Training Manager Emma Couch delivered to the NEMBC Youth Media Conference in 2017, they equipped ethnic youth broadcasters with the tools and knowledge they needed to be able to use their smartphones in a radio capacity and the ability to build compelling and balanced stories. The session was a great success, with participants keen to take the skills they learnt and implement them into their workflows.

So what does go into making balanced and compelling stories?

Every good content maker knows that if you do the following, you'll have what you need to create a balanced and compelling story:

- Research that covers different sides of the story.
- Diverse characters or 'talent' that bring different perspectives. The best characters are often ones with an interesting story of their own to tell.
- A solid story structure with an emotional connection.
- Basic interviewing skills to get the most out of your characters.
- The scripting and presentation of your story.
- Some clean audio and a creative audio mix.

Possibly one of the most important practical skills you need to possess in order to produce a compelling story is getting the audio sounding professional. Contrary to what you might think, you don't have to own the latest model of field recorder to capture great audio on location. Most people walk around all day with a little recorder in their pockets and they don't even realise!

Here are 6 common problems that face content makers who record audio using their smartphones...SOLVED!

1. Sounding far away from what you're recording

Nothing stands out more in an audio recording than sounding like you are far away from your source. It's pretty easy to make this mistake when recording on a smartphone because you wouldn't normally be used to putting your phone very close to something.

If you are recording the voice a good guide is actually the shakka! Make a shakka symbol like you've just caught the biggest wave, put your thumb on the bottom of your chin. The microphone of your smartphone should be where your pinky is, facing towards you.

If you're recording someone else talking or the sound of something, get nice and close! Don't be shy. Watch out though. Smartphones aren't that great at dealing with super loud noises. Luckily we solved the clipping issue.

2. Distorting/clipping

Clipping or distorting is a huge issue when it comes to recording on a smartphone. Their microphones are good quality, however, if the sound source is too loud, your smartphone will compensate by either distorting the sound or softening the sound to the point where you can't hear anything.

A quick solution to this problem is bringing a roll of masking tape with you and if you know you're going to be in an area that is going to get loud, cover the microphone of your smartphone with the tape. It will create a barrier between the mic and the sound and reduce the risk of distorting!

3. Getting notifications

Ok let's face it, we're all pretty into our various social media pages ... oh, and we also have a LOT of friends. Do yourself a favour and switch your phone to 'Aeroplane Mode' when you're recording audio out in the field. It will save you a lot of hassle down the track.

4. Handling noise

The sound of you touching the microphone can be super distracting for the listener. There should be nothing in the way of the sound and the ear of the person you're telling the story to. To eliminate handling noise, try recording your audio using a selfie stick. Otherwise, placing your smartphone on a stable surface is a good option.

5. Wind noises

The sound of wind blowing... relaxing. The sound of wind blowing across a microphone...annoying. It's arguably the most important accessory you can get when recording using your smartphone. Two ways you can deal with this issue are by covering the microphone with masking tape or by making your own wind sock. Alternatively, you can reuse one made for a regular microphone.

6. No control over audio levels

The worst thing about recording audio using your smartphone is that you cannot physically change the input and output levels of the audio like you can with ordinary recorders. A way to get around this issue is by carrying around headphones. That way you can monitor your levels and physically move the recorder towards or away from a sound source. This can be particularly helpful when conducting interviews at busy ethnic festivals going on in your community. You might want to even record some atmosphere to get your audience excited!



7. There's an App for that

Don't feel like you have to go out into the field with nothing but the in-built recorder on your smartphone. Apps like 'Hindenburg Field Recorder', 'Voice Recorder HD' by eFusion and 'Audio Memos' can make the recording process easier by giving you control over the audio levels and allowing you to record in the background whilst using other apps at the same time.

Sharing your work

Once you've collated all your material, the next step is thinking how your story is going to translate from a single-platform experience (radio) to a digital landscape. Digital content differs to single-platform experiences as it could be the visual components that go with your story, videos as well as text delivered online and on social media. This will allow your audience to experience your content in a whole new way.

Think of social media as an excellent tool for reaching your community. It can be a great way of communicating directly to your audience in your language.

Creating Audiograms

One example is the way in which the CMTO, in collaboration with the CBAA, created a bunch of videos of the audio for the 2017 National Features and Documentary Series using the free online tool Audiogram.

These videos are designed to be able to share on social media and to embed on the CBAA and CMTO website. Whilst the background image and title stay unmoving, Audiogram allows you to visualise the waveform, so you can see the sound.

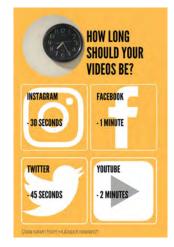
You can get a whole lot more out of your content if you share it further than just broadcasting it on air. The next natural step is to supply it for your audience as a podcast or a piece of downloadable audio. Audiogram allows you to do this, while adding a visual element. This is great for social media platforms like Instagram (which relies solely on videos and pictures) and Facebook (whose algorithm is fixed so that videos have far more reach than text or pictures) or the social media platform that's most used by your audience.

Step-by-step guide on how to make an Audiogram:

To make an Audiogram first you will need to decide if you're going to share the entire audio or just a preview where you can link to the full audio piece. Keep in mind that the video length should change depending on the platform.

Step I. Cut your audio to the appropriate length depending on the platform you are going to share it on. We recommend making multiple versions to use on different social media platforms. Save your cuts and move on to step 2.

Step 2. Choose an image that best reflects the audio you will be sharing. You may want to take a photo of the location of the story or a picture of one of the main voices on location.



Sometimes more abstract images work well too depending on the mood of the piece. Crop the image to be 640x360 to fit into a video format. Add your story title and credits using Canva – another free online graphics tool we love.

- **Step 3** Then you will create the audiogram by heading to headliner.sparemin.com. Upload your cropped audio and image.
- **Step 4.** Generate and download the audiogram as an mp4 and upload to social media.
- Step 5. If you want to add captions to the Audiogram, head to Amara (amara.org) an online captioning software which allows you to easily caption your video files. Download the captions as a VTT file. This is a great tool especially for Facebook and Instagram where people may want to watch the video with the sound off, or if you want to offer subtitles in your language to content that is in English (or vice versa).

All in all, having the important base elements of your narrative is key. Once you've got everything down from your research to your excellent sounding audio, you can then go on to focus on getting the maximum amount of engagement on your piece by sharing it on your station's website, Facebook, Instagram and Twitter or whatever platform your audience uses.

The CMTO offers a number of accredited and short courses which can help you in all stages of this process. Head to www.cmto.org.au to find out how you can get free media training!

Greta Balog, CMTO RTOID 91800

The NEMBC's AFL broadcasts extended coverage for 2018



Back row L to R: Ahmed Osman (Arabic) Habir Singh Kang (Hindi) Barney Yu Xia (Mandarin), Maximo Perez-Torres (Spanish) Front row: L to R: Renu Tiwary (Hindi) Salam Hasanein (Arabic) Agnes Lu (Manadarin) and Vanessa Gatica (Spanish)

After last year's successful footy show podcasts, broadcasts and live calls, the NEMBC has once again partnered with the Australian Football League (AFL) and received support from the the Community Broadcasting Foundation (CBF) to bring to our members, potential members and the broader multicultural community the "The NEMBC Multicultural AFL Football Show" for the 2018 season and the expanded AFL News in Dinka, Hindi, Middle-Eastern/Arabic, Greek, Italian, Mandarin, and Spanish and diverse language live match calls throughout the year. Dinka, Greek and Italian are new in 2018 on our team of commentators and presenters.

The NEMBC is producing and distributing a weekly 28 minute English language as a podcast with news, reviews, interviews and pre-views. The podcast is complementary to the 7 language news podcasts. Live Game Calling will be another feature of the project with selected language live game calls broadcasts in 5 different languages *Dinka*, *Hindi*, *Arabic*, *Mandarin and Spanish and in English* to non-English speaking listeners.

Here is the cool for business part. All participating radio stations and programs can go out and obtain their own sponsors (advertisers) for the podcasts and can run up

2 to 3 minutes of sponsorship announcements during the 28 minute show, or AFL news broadcast raising revenue for the station along the way. In fact the weekly show and news podcasts can enjoy repeated air play for further revenue opportunities. There is nothing to pay for the production of the show or give away sponsor commissions!

Members and non-members alike can download the AFL podcast and news each week from the NEMBC website, or listen and replay from the NEMBC Soundcloud for free, or if you are a member, from the Community Radio network (CRN) satellite service on Friday's at 10:30 am. If you want the program(s) sent to you for broadcast let our NEMBC office know, so we can invite you to a Drop Box to download in any or all of the 8 languages inclusive of English. Without your participation we don't have a program!

The NEMBC is also publishing on-line, a regular AFL Enewsletter, round by round footy match previews and tips for the week. Please go to the NEMBC's website for more information.

Further to the NEMBC's ongoing commitment to training our members and enhancing the big picture, we shall further develop our training program specifically targeting



youth broadcasters from all states to work in synergy with mainstream arts, music, health, news, sports, AFL commentary and media organisations. There is also a possibility that the NEMBC and Community TV 31 may cooperate to create a simulcast panel type program of the NEMBC's Multicultural AFL Football Show /News podcasts towards the latter part of the 2018 season, creating increased opportunities for participation and engagement.

The NEMBC is here to encourage and promote our members participation and engagement in worthwhile informative and fun projects as well as branding our multicultural productions. By building awareness of ethnic broadcasting in the broader community we can expand our reach, sustain our creative products and consolidate multicultural broadcasting as part of the Australian mainstream media landscape.

Fiv AntoniouOperations Officer
NEMBC

The NEMBC Multicultural AFL Football Show and AFL News podcast was made possible by the AFL and support from the Community Broadcasting Foundation (CBF).

Meet the 'multicultural football show' team for 2018

The Podcast: The NEMBC Multicultural AFL Football Show

Duration: 28 minutes

Executive producer NEMBC: Fiv Antoniou **Recording producer:** Gabriel D'Angelo

As well as your local radio station you can listen or download the program from the following locations:



Websites



Dropbox - podcast



Soundcould



Facebook



Pinterest



Twitter



Whooshka

Commentators podcasts and broadcasts

ARABIC: Ahmed Osman, Salam Hasanein DINKA: Matoc Achol, Aguer Athian



Dinka language group, Matoc Achol and Aguer Athian

GREEK: Zisis Pouros, Iris Filolli





ITALIAN: Matthew Giacomantonio, Angela Khan





HINDI: Harbir Singh Kang, Renu Tiwary MANDARIN: Barney Yu Xia, Agnes Lu

SPANISH: Maximo Perez-Torres, Vanessa Gatica **ENGLISH:** Gabriel D'Angelo, Salam Hasanein,

Habir Singh Kang

CBF New Grant System

As many of you are aware the Community Broadcasting Foundation (CBF) established a new grants process in 2017. With the support of the wider community broadcasting sector and the Government, the CBF was able to make these changes and now has a new constitution, assessment and distribution process. The ethnic community broadcasting allocations remain the same; the Government provides 3.9 million for ethnic community broadcasting and this amount is to be used for the benefit of our sector.

As many of you might be aware the NEMBC, the Ethnic community broadcasting sector and others, were initially opposed to the changes. While the NEMBC still has concerns about the changes, it is important to adapt to this new environment and importantly to assist stations and broadcasters to acclimatize to the new guidelines. Our major concern is ensuring that stations that broadcast ethnic programs and our Ethnic community broadcasters are not disadvantaged. To this end we have been working closely and constructively with the CBF to assist the process and identify where stations have issues filling out the forms and require assistance.

There were always going to be difficulties in the 2017 first new grant Round. This latest Round in 2018–19 will, no doubt, improve with fewer stations losing funding.

It is important, however, to give an overview and provide a report to our members and community so that there is transparency about what happened in the 2017 Rounds.

The graphs below show stations that lost funding; stations that gained funding and the amount that was gained and lost.

Under CBF's new system, 40 radio stations (out of 64) lost funding to the amount of \$689,000. Seven stations did not receive any funding and there were other stations that lost large amounts.

This graph shows that 39 stations (out of 64) lost funding in the new CBF Grant System. (8CCC is not on the list because it was so minimal).

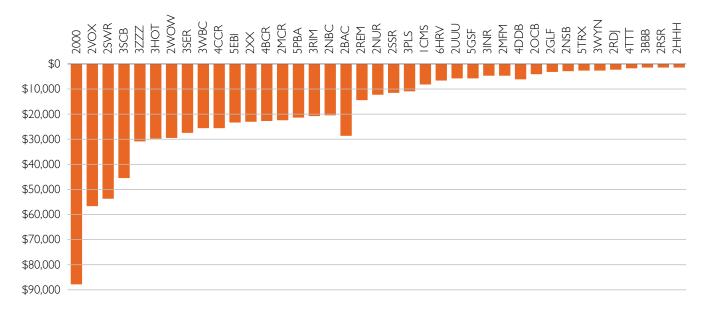
Conclusion

Under the new grants system a significant number of stations were 'disadvantaged'.

The NEMBC does not think there should be winners and losers in the new grants process. We believe that each station should be rewarded equally for the amount of language programs they broadcast.

The NEMBC will continue to work constructively with the CBF, our stations that broadcast ethnic programs and our members and even non-members to try and create parity that matched the old grants system.

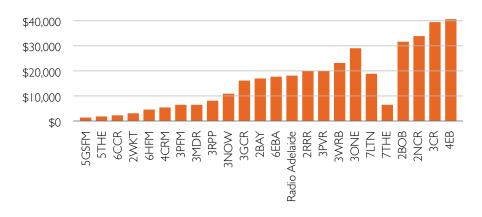
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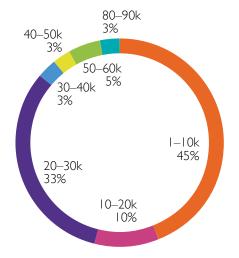
There were 24 stations that gained funding totalling \$446,000. Three stations received funding that did not receive funding in 2017.



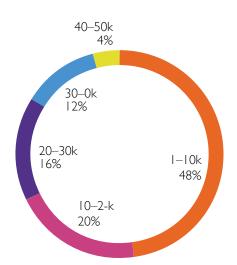
This graph shows that 24 stations (out of 64) gained funding in the new CBF Grant System.



This graph shows the percentage of losses. For example 3% lost between \$80,000 and \$90,000



This graph shows the percentage that gained. For example 4% gained \$40,000 - \$50,000





Jo Pratt-General Manager Radio 4EB/Global



Radio 4EB is pleased to announce the appointment of Jo Pratt to the position of Station Manager. In welcoming Jo to the team, the Chair of 4EB, Nick Dmyterko, said: "I would like to welcome Jo Pratt to 4EB and look forward to working with her and sharing in the experience and enthusiasm she will bring to the role of

Station Manager. I would also like to extend the thanks of the Board, staff and volunteers to outgoing Station Manager, Peter Rowender, for his 15 years of service to the organisation, and wish him all the best in the future".

Jo joins 4EB with a raft of experience. She is currently the Senior Producer for the Women of the World Festival, (an international 3 day celebration of the women of the Commonwealth, to be held as part of Festival 2018 and the Gold Coast 2018 Commonwealth Games), and the General Manager at Vulcana Women's Circus. Prior to those appointments, Jo was the Artistic Director / CEO of Brisbane Multicultural Arts Centre (BEMAC) for six and a half years, where she established herself as a passionate advocate of cultural diversity.

Jo has a proven track record of success in meeting the challenge of volatile political and economic environments, having started with BEMAC at a point of severe financial crisis, Jo tirelessly worked together with the Board, members and artists to steer the organisation into a position of strength and leadership within the arts sector. Jo brings a wealth of sector knowledge and relationships and enthusiasm to lead 4EB into a new chapter as the organisation prepares to celebrate 30 years in its current location at Kangaroo Point in August this year, and 40 years of broadcasting in 2019.

On her new role, Jo said: "I have worked outside the multicultural space for the last two years and have missed the daily thrill of learning something new and sharing and exchanging with the wonderful people who contribute to our city's fantastic diversity. I feel immediately engaged with 4EB's vision of providing a hub for connection for culturally and linguistically diverse people, and mission to promote principles of independence, diversity and participation. I know very little about the ins and outs of radio, but I love a challenge, and can't wait join what I anticipate will be a rich and stimulating environment. I look forward to working with the Board, staff and amazing volunteers that make up the 4EB family. I hope to facilitate an expanded reach and impact for the station by bringing my experience and networks to the table, as well as developing new partnerships. I'm thrilled with the appointment and relish getting started".

Brisbane Women's Profile Broadcaster, Maureen Mopio



In March, Brisbane Women's Profile Broadcaster on 4EB, Maureen Mopio, put to air her first one hour radio documentary special on Mental Health related issues facing culturally and linguistically diverse (CALD) adolescents and Non-English speaking women, young girls and families in Brisbane.

Upon liaising with station management regarding obtaining funding for such a radio project in November 2017, Maureen Mopio was surprised to hear of her grant success, "it wasn't long before funding was approved by the Queensland Government and at the same time it would be keenly supported by YWCA Queensland,"

"A working title of 'How Do I Cope' was decided during a meeting and the project gathered momentum from there as I set about planning such a program and thinking about guests to talk on the subject," she said.

"The program went to air twice on Radio 4EB, first on FOCUS on 8 March, coinciding with International Women's Day and again on Friday 9 March as a feature on my own program, Women's Profile. 'How Do I Cope' brought together unheard voices from women, girls and families from a mix of communities in Brisbane and the program was used to empower, enrich and evoke thoughts on a health issue that generally gets swept under the carpet in some cultures," she said.

Brisbane Psychologist, Ana Borges provided expert knowledge on the subject and really explained the topic and the stigmas attached to these mental health related issues. She also encouraged them all to have the conversation. "It's important to bring more voices from ethnic and multicultural backgrounds to just have a chat because in some cultures talking about Mental Health is a taboo subject, not to be discussed or addressed in the public forum."

The documentary also featured an interview with Elizabeth, (first name given only for privacy reasons) who talks about her experience of going through a domestic violence situation and was told at the time repeatedly that she had a 'mental health problem' even though she was actually diagnosed otherwise. "This was the type of stigma that was discussed at length on 'How Do I Cope' and I am sure all the listeners of the program learnt a lot from this experience," she said.

How Do I Cope will be available very soon on the National Community Radio Network.

Jeffrey Milne, Radio 4EB, Brisbane



'Flag Yes and Shoot the Shot'

Dr.A.P.J.Abdul Kalam entitled as India's MISSILE MAN, who took the pride of TAMIL to the whole world and coined the indubitable definition for DREAM amidst the young chaps around the world. In his own words, "Dream is never just an illusionary vision that occurs in sleep, but a concrete vision that prevents one to fall asleep". According to common minds, Dr Kalam materially halted his vision on July 27, 2015. But I heartily believe him to be a phoenix with "wings of fire" and certainly justifying the law of conservation of energy. He is consciously awake in every honest and humble soul.



Honouring this legend, a meeting was organised on July 29, 2015. Being new to Brisbane, I went there to meet like-minded people. I got to listen to many inspirational speeches and personal thoughts on Dr.A.P.J.Abdul Kalam. At the end of the meeting, Mr. Palanisamy, the event host/MC, addressed the gathering and asked if anyone else would like to share their thoughts. With my inner voice whispering in my ears "Flag yes and shoot the shot", I raised my hand slowly up in the air. Exactly in the seventh minute from that moment, after having shared my encounter with the Missile man and his vision, I sat back in my chair with a round of applause.

Being one of the invitees to the meet, Ms.Ramadevi Dhanasekar approached me with an unforeseen question of my life. She asked whether I have experience with radio. Even before I nodded a no she continued, "It's totally fine if it's a no, but do you have an interest to volunteer as a Radio Jockey(RJ) in Queensland's only Tamil radio channel, Radio 4EB Tamil Oli?" Without merely realising the reality of being a RJ, and would be heard by thousands of people, I once again trusted my firm whisper "Flag yes and shoot the shot" and gasped "yes". With the immense guidance of Radio 4EB and my Tamil-Oli family, I gained panel operating, broadcasting, telephone operating and remote/ van functional licenses one after the other with the mere trust in that inner voice that constantly echoed "Flag Yes and Shoot the Shot".

In addition to weekly two FM programs in Tamil-Oli, the committee decided to plunge in to a new arena of Global (Digital Radio) for five hour programs weekly. When it was launched, I received another surprise call from Tamil-Oli management and expressed their wish about me hosting the historic first Global program. Realising the privilege and the great honour of the offer I concealed my extensive happiness. Being aware of the fact that most of the experienced broadcasters were on vacation, I allowed my inner voice to lead again, I Flagged Yes and Took the Shoot.

I merely kept accepting all opportunities that came my way as the Team would happily join together. "The More the Merrier", we did countless interviews of achievers within community and gave a special show on every occasion. We experimented with many new concepts like having the announcer microphone ON for the entire one hour, brought in a professional singer to the studio rather than playing songs from track, had school kids participate in many live shows and sending the show link to listen anytime to the community group via email once a week. I would like to extend my cordial gratitude towards Radio 4EB and my Tamil-Oli family, for this achievement and above all a great big thank you to the listeners for constant feedbacks. I warmly thank the readers and with your next encounter to any opportunity just "Flag yes and shoot the shot", and experience what life got to offer you.

> **Mr. Shankar Jayapandian** Broadcaster and Panel Operator, Tamil-Oli Radio 4EB, Queensland.



WOW FM 100.7

Making Community Radio special for its local and abroad listeners

If an award was to be given to "WOW-FM's most dedicated listener", then Rani Embuldeniya would be a front runner to win that award. In fact, there is probably not a more dedicated community radio station listener in the whole of Australia than Rani (pictured here with WOW-FM presenter, Mark Gould, WOW-FM's Vice-President Malama Psarianos, and one of Mark's telephone assistants, Andrew Yeend, on a recent visit to Mark's "Baby Boomer's Jukebox" show – Tuesday nights from 7pm to 9pm).



Rani, with WOW-FM presenter, Mark Gould, WOW-FM's Vice-President Malama Psarianos and telephone assistant, Andrew Yeend.

Rani began listening to WOW-FM 8 years ago. She has her radio almost constantly tuned only to our station, and listens to almost every WOW-FM program. She told Mark that she adores the music he plays (golden oldies of the 1950s and 1960s) and she has hardly missed a single one of his shows in the last 8 years. While visiting the studios Rani was also delighted to catch up with Malama (Malama's Greek night out program — Wednesday nights 6pm to 7pm), whom she has met before and listened to on many occasions.

Rani originally came to Australia from Sri Lanka. Her brother Sunil and sister-in-law Neomi, always listen to Mark's program in Colombo, Sri Lanka, and their sister Ranmali, listens to Mark in Singapore. During Rani's visit to WOW-FM, Mark allowed Rani to go on air and send a cheerio to Sunil, Neomi and Ranmali, and Rani told Mark that her family overseas would have appreciated it so much. She said "this is what makes community radio so special, and what sets it apart from the big commercial stations".

WOW-FM cherishes its association with devoted listeners like Rani, Sunil, Neomi and Ranmali.

Malama Psarianos 2WOW FM

Multicultural Youth Revival at 6EBA 95.3FM

With so many changes taking place at 6EBA, there has been a call from the Station's management committee to seek out the multicultural youth of Perth and bring them back to community radio.



Youth co-ordinator Jordan Fritz, with broadcasters Sasha, Raymond & Sarah on World Radio Day

Council member, Paula Tsakisiris was part of the youth revival some 14 years ago, which at its peak saw more than 100 youth taking part in multicultural youth programs 5 days a week. The Council was adamant that this time around they would show support and make room for the youth to be part of the 6EBA family. The Council met with the current youth, over pizza and drinks, and put their heads together to hear their suggestions and map out a plan to go forward.

Under the guidance of Paula, a new team has been formed, seeking to surpass previous records. The team will be led by Jordan Fritz, our newly elected youth co-ordinator, and broadcaster for the multicultural youth and German community. The team has been expanding rapidly. From just 2 hours of broadcasting per week, we have increased our airtime to 5 hours, and have plans to broadcast daily as our team expands.

The multicultural youth took part in our broadcast for International Women's Day and did a 3-hour broadcast in February on World Radio Day.

As we move forward and the multicultural youth of Perth answer the call and join 6EBA we will not only increase our airtime, but we will have a youth open day at the station, make appearances around Perth with outdoor broadcasts, visit the high schools and universities and host 6EBA's first youth broadcaster's conference in 14 years.

All multicultural youth interested in becoming part of the 6EBA family, please contact Paula, at office@6eba.com.au, and know that we are committed to our youth, and would love to hear new ideas from you.



5EBI Update 2018

The past few months have been very busy for 5EBI in terms of current physical infrastructure and technological upgrades. Recent upgrades were made to the following:

- Replace and upgrade the 5EBI transmitter, after it was damaged by a thunderstorm;
- A new bespoke playout system has now been installed allowing for digital storage of music, sponsorships, and programs for our members;
- Work is currently underway to install new computers in all four studios in the station.

An infrastructure grant awarded by the South Australian Government in late 2017 will allow for critical upgrades to the station, inclusive of:

- a new security system;
- · upgraded air conditioning;
- new flooring and signage.

It is anticipated the upgrades will be completed by the end of 2018.

The 5EBI membership has also been very active. The South Australian Multicultural Ethnic Affairs Commission hosted several community events in late 2017 and early 2018. The station demonstrated a very active community voice, with strong representation from 5EBI members attending these events.

New members have joined the station as well, with the inclusion of new French, Telugu and Persian programs presently broadcasting. Active discussions have been taking place to commence broadcasting a new multicultural youth program in collaboration with Thebarton Senior College.

If successful in the latest CBF grant round, we will be able to expand on our youth specific activities, with the aim of providing a pathway for young aspiring broadcasters to have an accredited training and journalism training course based in our studios.



5EBI members with South Australian Minister for Multicultural Affairs Zoe Bettison, celebrating being awarded a \$107,000 infrastructure grant.

As with other NEMBC members, the station has found the new grant structure under the CBF to be onerous. Community radio plays an important part in promoting our multicultural community, but this becomes all the more difficult when the future of the station is reliant on an annual grant application process. Despite these challenges, our members and staff have been working hard to ensure that they continue to serve our listeners and community. With new upgrades and members joining the station just around the corner, 5EBI is looking forward to a dynamic and exciting 2018.

Kym Green Manager 5EBI



5EBI made up the majority of attendees at the South Australian Multicultural Ethnic Affairs Commission 2017 end-of-year function at Parliament House.

Women of 6EBA

The women of 6EBA are taking action and reclaiming their place at 95.3FM, after being quiet for so long.

In 2017 four women were elected to the station's management committee, making it the first-time women were the majority on the committee.

Shortly after a women's committee was formed, for the first time in 12 years. Led by committee convenor and NEMBC Women's representative for WA, Paula Tsakisiris. Joining Paula is 6EBA Life Member Diane Popovich and broadcasters Laura Stacey and Charlotte Weber.

The women's committee have big plans for 6EBA and have started by uniting the women of 6EBA. All were invited to take part in 6EBA's first ever broadcast for International Women's Day on the 8th March 2018. The station was open to all, with morning and afternoon tea provided and a broadcast from 10:00am to 4:00pm.



Women's Committee Paula Tsakisiris, Laura Stacey and Diane Popovich celebrating on International Women's Day

Broadcasting live were women within our community who make a difference and are advocates for women's rights, the women of 6EBA and our youngest female broadcaster, Paraskevi Dimitriou, who at age 9 has been broadcasting for the Greek community since age 5. Showing us all that age and gender are irrelevant.

On this special day the women of 6EBA made a pledge to launch a weekly women's program which will commence in May 2018, every Wednesday morning, from 8am to 10am.

The women of 6EBA are at the beginning of a new journey for their station and are thankful for the support from their Chairman, Gordon Stacey, and his management committee while together we #PressforProgress.



Youngest female broadcaster at 6EBA, Paraskevi Dimitriou, preparing for International Women's Day



Paula Tsakisiris, 6EBA Women's Convenor and NEMBC Women's representative for WA

Women in Radio at 4EB

2017 was a great year for the Women in Radio at 4EB having three Luncheon events during the year. Since these gatherings were so popular there was a request to have a Christmas Break up.

We celebrated in style with a Retro Theme having a menu consisting of food from the 60's onwards accompanied by Music from the past. It was a great night and a fun way to finish up the year.

These luncheons have been a great opportunity for all Women to come together and share experiences as well as an occasion to hear guest speakers from different organisations with information they would not normally have access to.

It has also been a chance for us to form friendships with each other. Producing programs at different times, we rarely attend the studio at the same time. Therefore the events are an important communication path for all to improve ourselves in whatever path we choose in life.

Our First Luncheon for 2018 will be held on the 24th March, celebrating both International Women's Day and the WoW (Women of the World) Festival at Power House in conjunction with the Commonwealth Games.

4EB has partnered with WoW for the training of some CALD Women to be volunteer interviewers during the festival. We will also have the Outside Broadcast Van on site for Live broadcasting during the weekend 6th to 8th April.

The training will encompass broadcasting, interviewing and how to use a digital recorder. Hence, guests for this luncheon will be some of the Producers of WoW.

We are anticipating to have more than 20 women in the first luncheon and many of them taking part in mock interviews, improving our own skills and getting well organised for WoW and future events.













National Conference in Canberra report

The NEMBC National Conference was held in Canberra from 24 to the 26 November.

The NEMBC Annual Conference representing thousands of ethnic community broadcasters has again exceeded itself in creating a positive environment for information sharing and networking and for strengthening relationships with stakeholders and creating constructive member engagement.

The Host Radio Station, ICMS, management and staff were incredibly efficient in their application and went out of their way to create an atmosphere of friendliness and fun as well as assisting the NEMBC staff with the operation of the Conference. ICMS not only provided their staff and recruited volunteers to assist with the running of the event but also had a large input into providing and running the NEMBC's Gala Dinner Awards Night entertainment. The NEMBC's gratitude goes out, in particular, to Lieta Sauiluma-Duggan the Station's President and Kerri Marie Dickfos, Station Manager. Without their assistance and synergy, the Conference would not have enjoyed such success.

Member engagement

This was a particularly good year for Member Engagement with a special session to receive 'Feedback' from our members and a plenary session to assist our members to understand the new CBF grant rounds process and a special session on Regional Stations.

The 'Feedback' Session was well attended and asked ethnic community broadcasters for feedback on the NEMBC, the services we provide and to identify key topics that will determine the future of ethnic community broadcasting.

Chinese News Sowice
Regional Retention
Multiplatform builty Restore
Mentovin
Bridging Pathway
Awareness a University
Training Ground
Repl Sevice Members
Repl Sevice Members

Following the discussion the members in the room were asked to vote if they thought the NEMBC as a 'Representative' organisation is providing a good service to its members. Ninety-nine percent of the people (approximately 40 members) in the room raised their hand

to agree. When asked if you don't think the NEMBC as a 'Representative' organisation' is doing a good job, ONE person put up their hand. We know this person well. They would like the NEMBC to start an ethnic radio station in Wagga Wagga.

"At this session 99 percent of the members thought the NEMBC was doing a good job".

Topics mentioned for further development were:

- Chinese news Service
- Regional Retention and Support
- Multiplatform support
- Bridging: Employment, Pathways, Mentoring
- University Awareness
- Networking programs
- Develop the NEMBC Radio App
- Act as a Training Ground
- CBF CEO Ian Stanistreet: 'Representative Service to Members'









Grants session

The NEMBC participated in the Grants Session to provide a balanced view and provide information to our members about the grants process. Our presentation queried the new grants process and if it had been "Simple, efficient and effective" as promised and if "any station had been disadvantaged".



The NEMBC was in contact with a lot of stations after the 2017 Grants Round and conducted a telephone survey with a standard set of questions. The responses received from the vast majority were about how 'confusing' the application process was and about the uncertainty of the future, and that made people very nervous.

Clearly stations were disadvantaged and the application process was not as 'simple', especially for the majority of stations that lost funding. At the time of the Conference it was reported 26 stations had lost funding but in hindsight it now seems more like 40 stations lost funding.

Since the first grant Round there has been good communication with the CBF and certainly some positive responses to our input to provide more transparent figures about grant allocations.

The NEMBC hopes to be able to continue with this work and offer assistance, as there is a concern that stations are being 'disadvantaged' and we don't want ethnic programs going off air.



We certainly can give information to the CBF because people speak to us differently, they are more open.

Presenting in the main plenary were CBF President Peter Bachelor, CBF CEO Ian Stanistreet, CBF Acting Executive Officer Claire Stuchbery, Executive Officer NEMBC Russell Anderson.

Taking care of regional areas and stations

Regional Stations close to the ACT were encouraged and supported to be part of a regional session at the NEMBC Conference and to tell their story about what's happening at their station and how their Voice and Change can become our ACTION.



Regional areas represented were: Shepparton, Wagga Wagga, Orange, Albury, Illawarra, and more.

The input and feedback from this session was very important and covered:

- Access for ethnic communities
- Real experiences of racism in regional areas
- Changing demographic from established communities to new emerging communities.



The Session on Regional Radio confirmed the need to be supporting regional stations and areas that have large and diverse migrant populations but have nominal access to community broadcasting. The NEMBC will explore partnerships and funding opportunities to continue the 'ENGAGE' Project and also 'think outside the box' by reconsidering re-transmission from metro

stations and develop radio production units in regional areas that provide easy access for migrant communities to produce and broadcast.

National Conference in Canberra report

Radio broadcast opportunities 'Becoming a journalist and not just a Broadcaster'

Although the session highlighted the joint initiative with our broadcasters in providing weekly Multicultural AFL Football Show news, it was all about having our broadcasters regarding themselves as radio news/sports journalists and not casual or just sports presenters. NEMBC's partnership with the AFL and 3ZZZ has created the opportunity of training radio broadcasters of all ages in live commentating and sports reporting but we are looking at adding enthusiastic broadcast members to cover News reporting, the Arts, Fashion, Music, or as advocacy partners.

The session included broadcast producers and presenters who were involved with the AFL trial project talking about their personal experiences and training by participating on a Q & A panel followed by, the highlight of the session, live calls of AFL games.

Broadcasters were also given advice on how to create, brand, sell and open their programmes for investment by attracting new listeners and sponsors alike. Guest speaker Paul Pearman, 6EBA General Manager, also gave an insight into how sponsorship of a popular program (AFL) can make revenue for the station.

Strengthening stakeholder engagement

The NEMBC has had some real successes with holding a conference and using the event as a springboard to develop networks, partnerships and future projects to support our members. Following the Canberra conference the NEMBC will be working closely with:

Settlement Services of Australia (SCOA) speaker at the Conference was CEO Nick Tebby: The NEMBC will partner with SCOA who is interested in educating recent arrivals, to Australia, about community radio. The NEMBC will develop an online learning tool based on its *Media Kit* that can be used by Migrant Resource Centres. The kit will be used to inform recent arrivals about community radio, so they can understand and appreciate the opportunities they can benefit from starting an ethnic community radio program.

Media Diversity Australia (MDA) and The Australian Broadcasting Cooperation (ABC): MDA Speaker at the Youth and Main Conference was Isabela Lo: The NEMBC will partner with MDA to develop opportunities for people from a migrant background to improve employment pathways.

Speak My Language is a partnership between ECCNSW, SBS, ECCQ, NEMBC and ECCV; this project is about providing opportunities for ethnic radio programs to enhance awareness about Aged Care Services and for their aging audience to understand how to manage their future care and support them to become active participants in decisions about aged care improving their outcomes. At the 2017 Canberra Conference, the coordinator Terrie Leoleos presented a session on this project with 15 broadcasters signing up to take part in the project.

Australian Film TV and Radio School (AFTRS) had a stall at the conference: The NEMBC is working with the AFTRS to create an annual scholarship program and is seeking funding

Radio Stations broadcasting ethnic programs: The session on Regional stations and the 'Feedback' session confirmed the NEMBC's commitment to assisting stations that broadcast ethnic programs. It was again confirmed that development of an Ethnic Radio App was important and the NEMBC continue to pursue this as an option for its members and radio stations that broadcast ethnic programs.

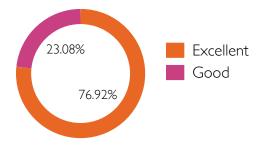
The Youth Media Conference was exceptional again this year in forging and bonding relationships:

Youth Media Conference

Friday 24 November with the Youth Media Conference, the only event of its kind in Australia bringing together young community radio broadcasters, media producers, community leaders and organisations from a diverse range of multicultural backgrounds. These young people are Australia's leading network of up and coming media makers and are the faces that can with much inspiration shape Australia's radio journalist landscape over the next twenty years.

The Youth Media Conference received very positive feedback 100 percent stating excellent or good.

Youth Conference

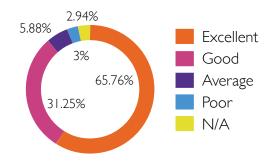




Overall Feedback

There were feedback forms in the conference bag and we thank everyone for filling out the forms so we can have a clear picture of what people thought about the conference.

Overall



The conference participants thought the conference was a success with 93% of respondents giving feedback that the conference was either excellent or good.

The Canberra conference was well attended with numbers similar to previous years. Over the three days there were 170 participants, this was a high attendance rate for a Canberra conference considering that the ACT usually attracts less participants due to additional costs for travel to the ACT.

The NEMBC was very active this year in contacting regional stations in NSW that are close to the ACT to attend and be part of a workshop about regional radio stations.

The conference feedback

The theme for the conference was "Your Voice, Your Action, Our Change" and was a call out to find your voice, inspire yourself into action and create the kind of change you want to see.

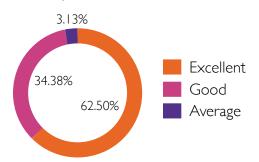
The idea of voice, action and change was presented in the context of the wider global situation where social cohesion is being eroded as society becomes more polarised where multiculturalism and diversity is often under attack.

Keynote speaker

Professor Gillian Triggs former President Australian Human Rights Commission was out keynote speaker and her presentation is published in this edition and her unabridged presentation is available on our website.

In feedback, participants said that the highlight was the Keynote speech by Professor Gillian Triggs with 97 per cent agreeing she was excellent or good.

Guest Speaker

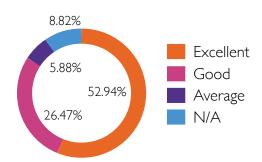


Official opening

The official opening was well represented by prominent politicians from the Coalition, Labor and the Greens; including those present at the conference Shadow Minister for Citizenship and Multicultural Australia Hon Tony Burke MP, and the ACT Minister for Multicultural Affairs Rachel Stephen-Smith, MLA. video from the Minister for Communications the Hon Mitch Fifield and a video presentation from Senator Richard Di Natale Leader of the Australian Greens.

Workshops

Workshop Topics and Presenters



The workshops received favourable feedback; 79 per cent excellent or good.

The workshops were:

- Enablers of Technology
- Why Become a Reporter and not only a Broadcaster
- Amazing Mindframe

The sessions on Regional Stations, grants and members Feedback is covered in other part of this edition are cover in other parts of this magazine:

Thank you to the Sponsors





National Conference in Canberra photos

































We're here to help



Have you met our team of Grant Administrators?

Bek, Barbara, Georgie and Jon (featured above, left-toright) are here to answer questions you may have and guide you through our Grant Application process. In a recent survey, people applying for our grants voted them the most valuable resource during the application process!

Get in contact with a Grant Administrator to chat about your Round 2 application – they look forward to hearing from you.

Join our Grant Assessor Team!

Are you looking to give back to community broadcasting or gain insight into the grants process? Join our team of volunteer Grant Assessors who independently consider, score and provide advice on Grant Applications. Appointed by the CBF Board through a nomination process, Grant Assessors are called on twice each year to review incoming applications.

As a much-valued CBF volunteer, we'll provide you with lots of ongoing training and support.

Leave your mark on community broadcasting – contact Georgie on 03 98341 5900 to find out more about joining our Grant Assessor Team!

Express interest in solar



We recognise that to keep broadcasting 24-hours a day, seven days a week, costs can be significant, and one of the biggest ongoing and growing budget pressures is electricity. Solar can make an enormous difference to stations with modelling showing average energy savings of 37%.

We want to do more to help – that's why we're focused on supporting the conversion of stations to solar. We're looking to secure additional funding so we can help stations 'go green' and install solar.

If your station is interested in solar, we invite you to submit an Expression of Interest form at cbf.com.au/solar-eoi.

For more information, contact Lori in Philanthropy & Partnerships on 03 98341 5999.

| Key dates 2018–2019 | | |
|---------------------|-------------|--|
| Round I | | |
| Grants announced | 4 June | |
| Round 2 | | |
| Grants open | 2 July | |
| Grants close | 27 August | |
| Grants announced | 12 November | |

National Conference in Canberra photos































