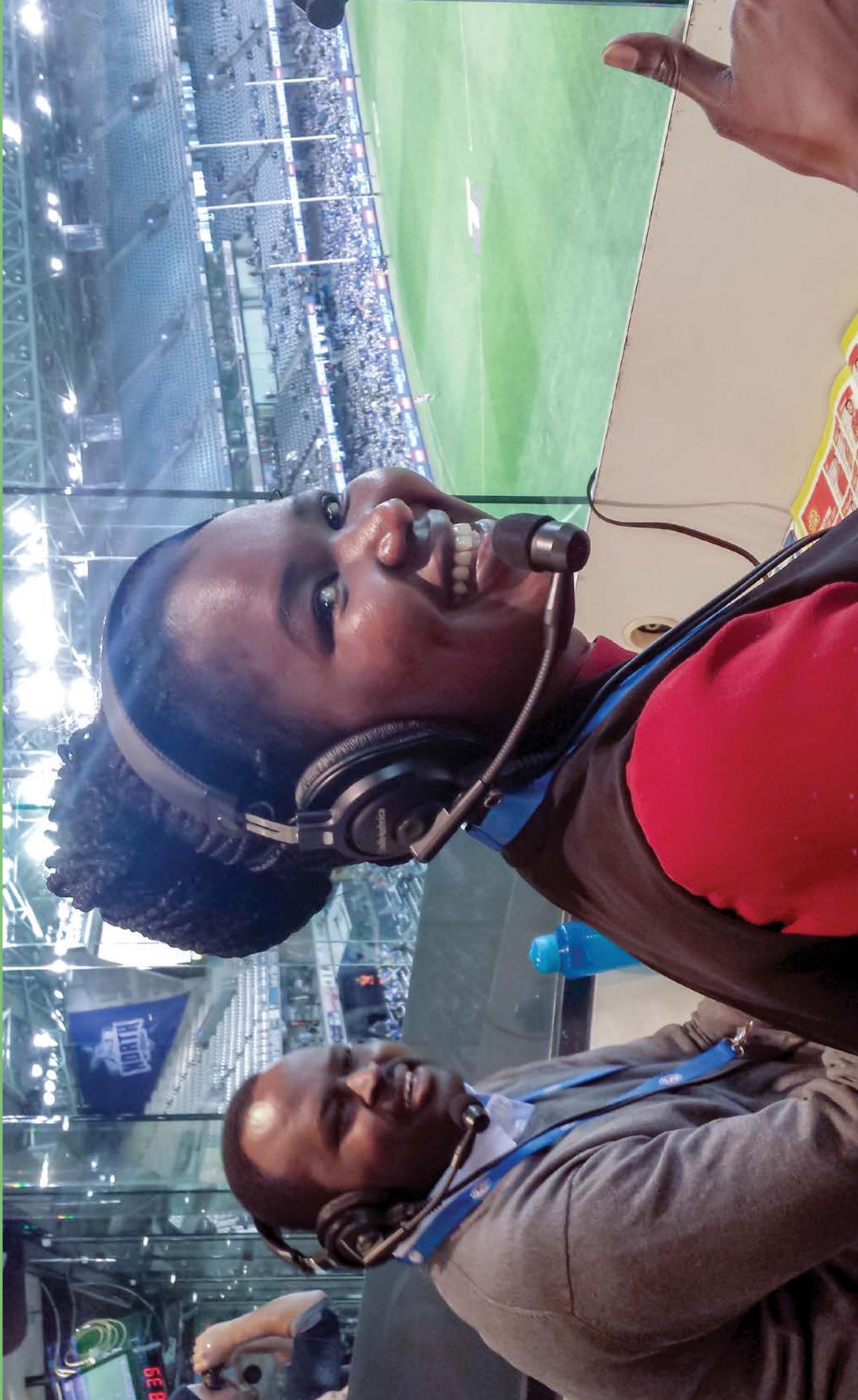
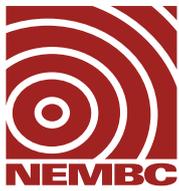


The Ethnic Broadcaster

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

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

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Front cover picture: This is the NEMBC AFL Football Show's very first Dinka live match call by Aguer Athian and Matoc Achol at the MCG. The NEMBC's AFL football programs include a national podcast, AFL news in 8 languages, live Football calls in 7 languages, CRN satellite transmission and the new Multicultural AFL Footy show on CH31 Melbourne, CH44 Adelaide, and CH44 Perth.

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.

Presidents Pen Nick Dmyterko



Привіт, If you were to review the last six months of what has and is happening in Australia, then the only reasonable explanation is that the whole country is going crazy. From the federal government and another Prime Minister, the ABC, the banks and immigration issues. The constant bombardment of negativity seems to be the appetite of media establishments generally. Why do we not celebrate our achievements?

As my grandfather always said, it's very hard creating something from nothing, but it even easier to destroy it. I take solace in these words and try and look on the positive not the negative. I, on the other hand, prefer to look on the brighter side and take solace in what we have achieved over all these years. One thing that stands out is the success of Ethnic community broadcasting. The reason that it stands out is that it is community owned and driven.

This is where we, as an ethnic sector, differ from all other community broadcasting. We have specific needs, and these needs must be addressed by our own people in their own specific languages in a manner that is ethnically appropriate. Now if we were to adopt the current trend of sensationalism, then I think this is the wrong path to travel. We don't go for sensationalism, we do programs that are relevant, local and address the needs of our individual communities, whether they are old right down to the younger generation. We address these issues very well as a sector as well as from the perspective of individual stations.

Another issue that separates us from the rest is that we are not mainstream and heaven help us if we were to ever become mainstream. The ethnic sector by its own design

cannot be mainstreamed and if we ever were, who would be our voice when dealing with government? How would these people know our needs and our expectations? Currently the status quo remains and works well for our sector. All of us have representation from our own stations to the very top at the NEMBC. Conferences are the place where we, as a sector, come together and talk about the issues that concern us. These issues are debated, moved at the conference and passed onto the executive to execute or arbitrate. Your voices are heard and are relevant.

So, the next time you sit down at the console at your station about to broadcast a program, remember that you are not alone, there is always someone else in Australia that shares your belief, your values and your enthusiasm in providing a familiar voice to your community. Celebrate this, celebrate the fact that we as the ethnic sector produce in excess of 2 million hours of programming in Australia, and that is predominantly done on a voluntary basis.

Take care, and I hope to see you at the Conference in Perth.



Nick Dmyterko
NEMBC President

National Conference

PERTH 23-25 November 2018

ABC Lessons Learnt for Ethnic Community Broadcasting

All eyes were on the ABC with the sudden announcement that the General Manager of the ABC, Michelle Guthrie, had been sacked on 24 September.

What happened next on 27 September showed an even bigger picture about the implosion that was occurring at the ABC. The next bombshell was the resignation of ABC Chairperson Justin Milne after a leaked document revealed that he had tried to 'get rid of' an ABC journalist.

Can the ethnic and community broadcasting sector learn anything from the ABC implosion?

ETHOS and PASSION

There are some very strong similarities between the ABC and Ethnic Community Broadcasting sector. They both have a strong Ethos that is rooted in a commitment and passion for their Media. Marcus Kelson, ABC news producer from Canberra, said that working for the ABC was like a 'vocation'. Many at the ABC dedicated their time and passion to the broadcaster. Similarly Ethnic community broadcasting has a strong ethos of commitment from its many volunteers dedicated to putting programs to air every week.

Oddly enough the ABC has 4,000 staffers and the NEMBC estimates there are 4,000 volunteer Ethnic community broadcasters. Ethnic community broadcasting is a commitment for these 4,000 volunteer broadcasters who provide 2,500 hours a week of on-air programs in 110 different languages.

It was clear that when Guthrie was appointed to the ABC that changes were going to happen. The changes needed to take into account this very strong passion that people have for a cherished and publicly owned national institution. Similarly Ethnic community broadcasting is a cherished media sector that is unique in the world.

Changing Programs – Changing Culture

Many of the changes that Guthrie wanted to put into place meant programs were dumped and the very essence of the ABC began to change. The obvious change was to move away from "news" to a more "popular" approach. This was visible in the dumping of *Lateline*, Stan Grant's "*The Link*", and science show *Catalyst*.

The average ABC viewer is in a similar age bracket to ethnic community broadcasting listeners – 60 upwards. So the majority of the audience didn't like it when their staple programs like 'Doctor Blake Mysteries' —which received sure fire rating success — was dumped as part of a strategy of redirecting resources towards attracting younger audiences.



The average ABC listener also didn't care much for popularising ABC radio breakfast shows to presumably lift the energy levels and make the banter more "inclusive". The move was described as "FM-lite" when Red Symons was dumped and Wendy Harmer was forced to share the microphone with Triple J alumnus Robbie Buck.

It was apparently Google analytics that determined these cuts on news programs, but the ABC audience didn't really care about Google analytics – they loved their staple programs.

Are there any similarities here for Ethnic community broadcasting? Content at the ABC is very different from ethnic broadcaster's productions, however, "Content" for Ethnic community broadcasters is also being questioned. Many broadcasters have been producing their program for decades and those looking to the future are saying "why don't the Ethnic broadcasters do podcasts or extend their program into new platforms?" The production of a podcast is very different to producing a weekly ethnic radio program that provides regular information to a particular audience.

There is a general sense that things need to be NEW. Guthrie dumped a whole lot of the old staples and wanted to create new programs, similarly this push for NEW things in the community broadcasting sector is creating tensions. This is not to say that many Ethnic broadcasters aren't already using the new digital space to expand and create audiences but it's the excessive demand for everything to be 'new' that is causing the disruption.

Don't be Dazzled by Digital

Over-catering for the new digital space was a major factor into the ABC's implosion. While digital is important we shouldn't be dazzled by digital, it's a disruption as much as it is a way forward. The ABC tweaked its Charter in 2013 to allow digital engagement to move to centre stage in line with traditional broadcasting. There were just five words added to the Charter "to provide digital media services".

The amendment had bipartisan support but it allowed a significant expansion into digital while traditional legacy media and newsrooms were under-sourced or being cut.

It was the Chairman of the ABC Justin Milne who had a grand vision to set the ABC up for a future when broadcasting becomes a thing of the past. The idea of rolling out and paying for Jetstream at a time of massive funding cuts put Milne and Guthrie at odds on the project.

Just as there were no real plans for how Jetstream would work, there is no plan in Ethnic community broadcasting for the way forward, but funding tends to favour the multiplatform digital space at a cost to established programming.

The Ethnic community broadcasters are adapting to the digital space in many ways but generally each Ethnic broadcaster has an established cultural audience with a community of dedicated listeners to their language, local voice and service that radio programs provide. It is important when planning for a digital future to not sacrifice our reputable and trusted established media. The audience, according to many surveys, show that radio is maintaining its listenership while TV and, more so, newspapers are gripped with audience loss.

Leadership and Guthrie

When the story first broke there was a lot of focus on Guthrie's leadership and that she had not brought people along with her for the many changes that occurred. Many ABC staff expressed views about what happened. High profile radio host Jon Faine said she was an 'astonishing failure'. Others said she was too weak or was unable to 'sell' her vision of the ABC.

There was a lot of criticism about too much behind the scenes focus on 'internal organisational and management structures' and changing 'infrastructure for content delivery'. There was not enough care taken in the restructuring and seemed to be a lot of 'efficiency' for efficiency sake.

So too in ethnic community broadcasting leadership is important. There are external pressures on leadership and structures to be more accountable and be more efficient. It's hard to disagree with being more "accountable and efficient" but being efficient and accountable means that you're aiming to be more professional.

Forcing community-run Ethnic organisations to become more professional runs the risk of mainstreaming them into corporate structures that takes away the very essence and ethos of community broadcasting. It's important to recognise the community model and culture, and make sure you bring people along with you or run the risk of alienation or imploding similar to what we have seen at the ABC.

Just as there are calls for the next ABC boss to have a journalistic background, the NEMBC would like sector agencies, stations and organisations to make sure their futures 'bosses' have significant community and ethnic community broadcaster experience. This is so they know what it is like to manage, understand what happens at the grassroots level of broadcasting, and to govern.

Governance

When the story broke some days later that ABC Chairman Justin Milne had resigned, all focus shifted to the ABC board. Milne resigned because, following a phone call from Malcolm Turnbull, he had sought the resignation of Emma Alberici. In the leaked document Milne told Guthrie that: "They [the government] hate her ... Get rid of her. We need to save the ABC — not Emma. There is no guarantee they [the Coalition] will lose the next election".

This exposed a wider issue of ABC board appointment and competence. Justin Milne was appointed Chair to the ABC in 2017 by Malcolm Turnbull who was a close friend. There is a long history of problems from consecutive governments appointing ABC board members. Labor in 2007, introduced a new system, similar to that of the BBC, that was accepted by government. ABC candidates were considered by a panel established "at arm's length" from the Communications Minister. If the Minister chose someone not on the panel's shortlist, the Minister would be required to justify their selection to Australian Parliament.

Unfortunately the selection process has not been adhered to and the majority of the board had been appointed by the Minister of Communications – some of whom were rejected by the nomination panel. These include:

Peter Lewis, who is also chairman of listed real estate company McGrath; Vanessa Guthrie, the chair of the Minerals Council of Australia, the chair of the Minerals Council of Australia, and director of oil and gas major Santos; Kirstin Ferguson, and director of oil and gas major Santos; Kirstin Ferguson, a director of SCA Property Group; and Donny Walford, Georgie Somerset and Joseph Gersh.



ABC Lessons Learnt for Ethnic Community Broadcasting



However, the ABC board has one staff-elected director, Jane Connors.

One of the obvious governance lessons learnt for Ethnic community broadcasters is to not appoint boards that don't understand the Ethos and the work that broadcasters do. It's important for our sector and stations to look around and see how many volunteer community broadcasters are on boards. Variety is always good so long as the board is not filled with trainers, marketing experts, digital disruptors, legal experts or financial experts. The only reasonable person to understand journalists and staff on the ABC board, and with the relevant media skills, is the staff elected position.

It's important that our 'community broadcasting sector' stay community focussed and strives for democratic open processes and elections for board members. It's better to improve our elections processes than to start handpicking board members. Ethnic community radio stations have a community broadcasting licence and must serve the purpose of the community and their board must reflect that community. For Ethnic groups, 'representation' rather than 'specialisation' is equally and potentially more important.

Conclusion

The ABC — like all media organisations — are challenged by a new media environment with external pressures such as the digital disruption and shifting audience patterns, funding and revenue streams. In an age where 'truth' is under the spotlight, 'Content' is constantly questioned and Government pressure had its effect on the ABC.

These external pressures in turn force internal pressures that cater for more popular, uniform homogenised outcomes. The overall effect is a mainstreaming of the services. Unfortunately in that mainstreaming process, complexity is lost and the quest for improvements and change only creates disruption and division. What is concerning for Ethnic community broadcasting is the loss of diversity in the mainstreaming process.

The biggest conflict occurring at the ABC is the perceived need to change. Ethnic community broadcasting and all media organisations are not immune from this need to adapt to 'new' things, however, the Ethnic community broadcasting Sector cannot afford to ignore what happened at the ABC. Stations and broadcasters need to adapt, at their own pace, to this new media environment.

There's a lot the community broadcasting sector can learn from the recent woes and troubles of the ABC. The take home message is to stick with what you are good at, be extremely aware of the culture and the Ethos of your sector and, when making changes, make sure you bring people and audiences along with you or suffer the consequences.

Russell Anderson

Executive and Policy Officer

exec@nembc.org.au

It's been a big footy year – more to come in 2019

Last month the NEMBC concluded its first full season of the very successful Multicultural AFL productions. We have engaged our members in something that their young and many older listeners alike are very much interested in, especially with emerging multicultural communities.

What started as a broadcast experiment last year has now grown in quality, reach and diversity in communications with the addition of not just more radio stations, but the advent of a free-to-air Television production on Community TV in Victoria, South Australia and Western Australia.

The NEMBC and its members have achieved much over the last 12 months. Additional broadcaster training has been undertaken for more languages and broadcast presentations. This will continue in the new year as professional presenters run workshops for NEMBC youth members who want to participate in the world of live commentating.

The NEMBC is grateful to the AFL and the CBF for supporting its vision of multicultural broadcast training, production sharing and member engagement. The funds provided through grants allowed for the refinement of the programs and the personnel required to deliver the additional language AFL news programs and live diverse language match calls.

The *Multicultural AFL Football Show* for the 2018 season, expanded the Multicultural AFL News component to include an additional 3 languages Dinka, Greek and Italian. This facilitated the training of 6 new ethnic presenters to

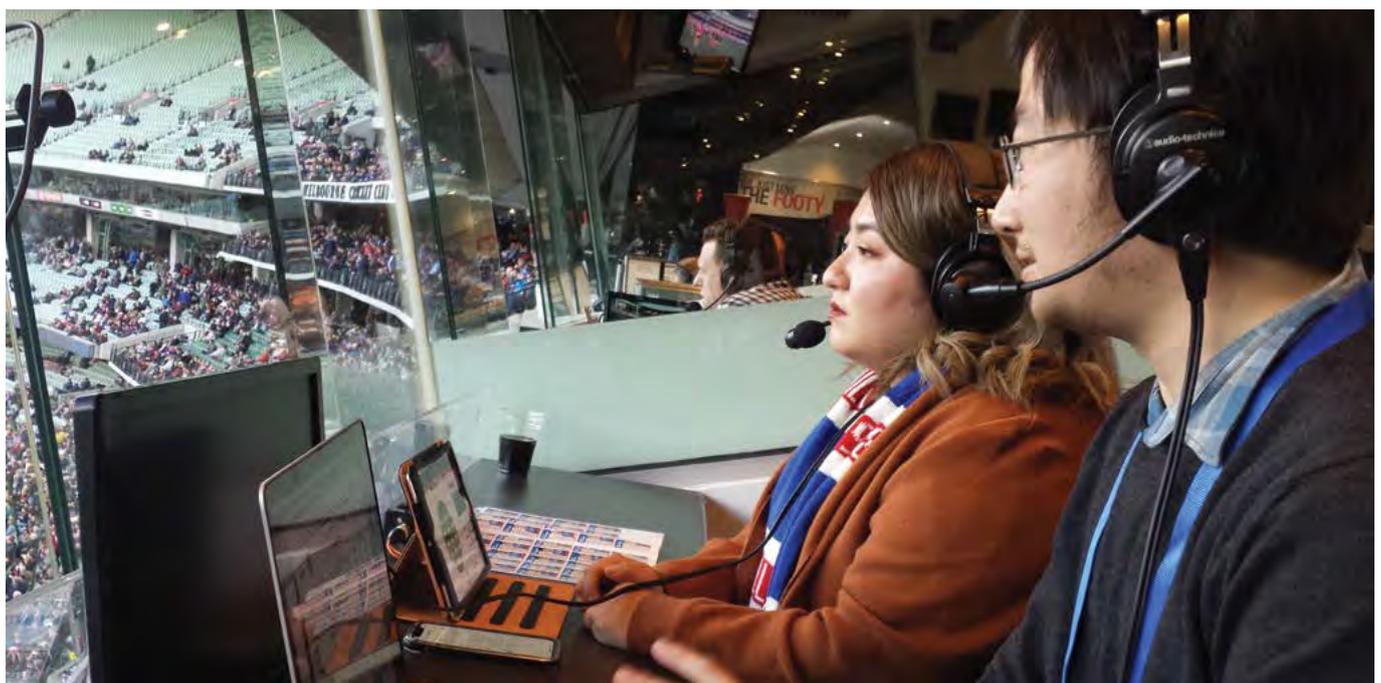
cover the additional languages, who were also trained through the NEMBC program to call the live games.

The NEMBC produced and distributed a weekly 28 minute Multicultural AFL Football Show as an English language podcast with news, reviews, interviews and previews covering the entire 27 week (inclusive of Finals) AFL Football Season. The podcast was complementary to the 7 language x 5 minute weekly news podcasts which members repeatedly used in their diverse language programs.

Live match digital broadcasting was another feature of the AFL Multicultural project, with selected language live game broadcasts in 7 different languages **Arabic, Dinka, Greek, Hindi, Italian, Mandarin and Spanish.**

In order to broadcast to the widest audience possible we distributed our podcasts to all the stations which have our members and through the CBAA's Community Radio Network (CRN) satellite which opened greater exposure for the Multicultural AFL Football Show to over 2 million listeners across Australia.

The unique aspect in all of this was that all participating radio station members and programme presenters were free to source their own sponsors (advertisers) for the podcasts and could sell up to 3 minutes of sponsorship announcements during the 28 minute show, raising revenue for the station along the way. In fact the weekly show and news podcasts could enjoy repeated air play for further revenue opportunities. The NEMBC provided this service free of charge and no commissions.



Mandarin AFL Broadcasters Agnes Lu and Barney Yu Xia

It's been a big footy year – more to come in 2019



In July, the NEMBC decided it was time to develop the show further and formed a production partnership with Channel 31 Community Television to create a 30 minute pilot television version of the Multicultural AFL Football show. It was the intention of both organisations to use the pilot program as a prelude for production next year. However, the NEMBC assessed the pilot program and, together with CH31 TV, produced the successful new show for the 2018 finals series.

The Multicultural AFL Football Show was, not only a podcast radio version, but also a footy show on Channel 31 and national affiliated TV stations CH44 Adelaide and WTV Perth. The great part about the TV show was it also allowed us to develop the idea of having the MP3 sound track as our radio podcast. Again we didn't just rely on word of mouth to get the show moving but made it available on vidcast, Soundcloud, Whooshkaa and on demand through YouTube and other social media platforms.

It was a smooth transition between radio and television for the podcast show panellists but not without minor adjustments that were rectified early in the recording process and some clever editing. By the second episode everything was running very well. Full credit to our female program anchor, Vanessa, and panellists, Gabriel and Harbir, for their professional attitude and work ethic, which contributed to the success of the program.

How popular was the Multicultural AFL TV Show? It was on a regular timeslot on CH31 Melbourne, CH44 Adelaide and WTV Perth with repeat screenings on all of the TV stations.

Channel 31 had top and tail sponsor spots and 8 sponsors mid show!

The TV / Radio show was a first for community radio and television in Australia, where the production served 3 types of media, on-line / digital, radio and television without being a simulcast program.

Overall in 2018, the NEMBC produced approximately over 30 hours of AFL news in 7 diverse languages, each language in a self-contained production for 210 mini programs which were used on three to five programs on around 18 radio stations. The Show was very popular especially with the addition of Greek, Italian and Dinka this year! Of course the NEMBC's live match broadcasts and weekly podcasts delivered an additional 80 hours of programs. To complement the promotion of the Multicultural AFL productions, we also penned a weekly NEMBC e-news football roundup, previews and tips. In fact our tipster was up there with the mainstream media footy journalists. We even successfully predicted the preliminary and Grand Final winners.

In 2019, the NEMBC is gearing up for a bumper production year with support from the AFL, CBF and 3ZZZ FM.

Not only will the NEMBC continue producing the podcasts, news snippets and television show, we will also be developing a new A-League (Soccer), diverse language news, Multicultural TV and radio podcast Show. This is in response to interest from our national membership which also expressed an interest in the NEMBC creating a WAFL (Women's AFL Football) podcast and live match calls.



Greek AFL Broadcasters Zisis Poulos and Iris Filolli broadcasting at the MCG



The NEMBC will train a number of new young member presenters from interstate. The NEMBC will pay for their air fares and three-day accommodation in Melbourne to train as live match callers and experience how our radio and television productions work. The aim is to incorporate interstate members as audio and visual vox-pop producers to provide support content for our podcast and TV programs. The AFL, Channel 31, SEN Sports Radio and 3ZZZ FM will provide the training schedule.

The NEMBC will be asking radio station managers at our annual Conference to submit names of Youth presenters who are interested in attending the three day training session in Melbourne. The successful applicants will obtain an AFL full 2019 season media accreditation pass to attend games, media functions and conduct post-match interviews in change rooms, assisting with future broadcasts, podcasts and telecasts.

2019 Production schedule plan:

- Train 8 extra AFL presenters from interstate as radio and video producers,
- Add another language to the 8 languages in AFL News for 27 weeks ,
- 12 x match calls in 8 diverse languages over 12 weeks,
- Continue to produce the NEMBC AFL Radio Podcasts for 27 weeks,
- Develop and produce 1 x A-League Pilot program on radio and TV CH 31 to assess production quality and sustainability.
- Commence 12 x weeks of A-League language snippets, radio podcast and TV show on CH 31

2019 Production partners:

- The Multicultural AFL Footy Show has attracted the attention of the Bendigo Bank in Perth
- A number of 5EB Multicultural Sports Sponsors are interested in the A-League productions.
- Ch31 Melbourne/Geelong, CH 44 Adelaide and WTV Perth have expressed an interest to again screen free-to-air the Multicultural AFL Football show and the proposed new A-League show.
- The Responsible Gambling Foundation has expressed an interest in part sponsoring the Multicultural AFL Football TV show.
- Most of our member stations are interested in airing the proposed new A-League Soccer podcast.



The Multicultural AFL Football Show montage with Vanessa Gatica (Anchor) and panellists Harbir Singh Kang and Gabriel D'Angelo on set at channel 31

It's been a big footy year – more to come in 2019



2019 New and existing sponsor partners:

- The Multicultural banking Division of the CommBank will work with the NEMBC on a national diversity instruction program for people in their own language – how the banks product and services operate and the multicultural assistance that the bank offers new and emerging, as well as established Multicultural Communities
- Fully develop the NEMBC's Media Accreditation membership plan to have at least one member as an accredited media journalist in each mid to large multicultural broadcast station in Australia.
- Commence the development of a national broadcast and telecast of a multicultural song festival planned for 2021/22.

Finally the NEMBC would like to thank our AFL Football broadcasters /podcast and news presenters – **Arabic:** Salam Hasanein and Ahmed Osman, **Dinka:** Aguer Athian and Matoc Achol, **Greek:** Iris Filloli and Zisis Poulos, **Hindi:** Habir Singh Kang and Renu Tiwary, **Italian:** Matthew Giacomantonio and Angela Khan, **Mandarin:** Agnes Lu and Barney Yu Xia, **Spanish:** Vanessa Gatica and Maximo Perez-Torres.

Ch 31 Head of Production Shane Dunlop, Matthew Field and Karen Dennerley and all the TV camera, lighting and technical crew. Our panellists, Gabriel D'Angelo, Vanessa Gatica and Harbir Singh Kang and the TV pilot anchor, Marilyn.

Executive Producer /Director: Fiv Antoniou, Radio program Producer: Gabriel D'Angelo, Sound Engineer: Barney Yu Xia and all the staff at NEMBC, Nadine Rabah AFL Multicultural Liaison Officer and our vox-pop camera /reporter Maximo Perez –Torres and Vanessa Gatica.

NEMBC Executive Officer Russell Anderson for initiating the project.

NEMBC sponsors: The Australian Football League (AFL) and the Community Broadcast Foundation (CBF) which without their assistance these programs would not be possible – Thank You.

If you are a member of the NEMBC and wish to assist or participate in our current or forthcoming exciting radio and television program development or just wish to volunteer, contact our office operations@nembc.org.au or call 03 9486 9549 and ask for Fiv.

Fiv Antoniou
Operations Officer NEMBC
October 2018



Spanish language broadcasters, Vanessa Gatica and Maximo Perez –Torres.

Tamworth picked as potential home for multicultural radio station

The Northern Daily
LEADER

TAMWORTH has been hand-picked as one of four regional towns to potentially host a new multicultural radio station to be beamed across the country.

It is the brainchild of former Tamworth man Russell Anderson who has begun the lengthy lobbying process to establish the station through his work with the National Ethnic and Multicultural Broadcasters' Council (NEMBC).

The project would see stations established in Shepparton, Griffith, Wagga Wagga and Tamworth.

While primarily re-transmitting broadcasts from metro areas, it would allow for Tamworth's migrant, multicultural and ethnic communities to produce their own programs and stories, putting the city in the national spotlight.



Meeting with representatives for the Filipino community Edna Sancho and Rhona Abasolo.

Mr Anderson visited Fiesta La Peel on the weekend and pitched the idea to local leaders and stakeholders.

He said there was a need to give migrants a voice through radio in the highlighted regional areas.

While programs could be broadcast in foreign languages, Mr Anderson dismissed any notion it would isolate people, but said it would provide an important connection for migrants living regionally.

"It doesn't make them a silo away from the community," he said.

"It empowers them ... they start to have to get out and become leaders themselves and connect with the wider community."

All nationalities would be welcome to use the station and he said there could be scope for local Indigenous programming.

Mr Anderson grew up in Tamworth and said the city had completely turned around in regards to multicultural appreciation and acceptance, highlighting the success of Fiesta La Peel.

Multicultural Tamworth's Eddie Whitham welcomed the project and said it was "the next step" for the city.



Shalini Pratap Chairperson of Multicultural Tamworth Inc. and NEMBC CEO meet at the Tamworth Multicultural Festival.

He said the initiative would help build connections and provide obvious benefits for the city's newest residents.

"If you've come from a long way away some little things like music, conversations or something from home, we all need it," he said.

"Even if we're overseas, we will head for our own channels."

It would be at least two years before the project gets off the ground, if it is successful.

The NEMBC would have to acquire a radio licence for each broadcast area from the federal government through the Australia Communications and Media Authority.



Juanita Doody and Edi Whitham from Multicultural Tamworth Inc.

The council and local stakeholders would also have to display the need, capacity and desire for the project in the community, with local organisations, multicultural groups, radio stations and politicians needed to get involved.

Funding for the station, should it be established, would be sought through the federal government, other agencies and philanthropists.

Reprinted from Tamworth's Northern Daily Leader
Jacob McArthur
Journalist

We have jobs for so many



REGIONAL
AUSTRALIA
INSTITUTE



Many believe that one of the problems with plans to decentralise Australia's population is that there are too few jobs in rural and regional Australia.

It's not true: permanent skilled and unskilled migrants are needed in many areas.

Some simple reforms to immigration policy with support from rural communities to match and settle new permanent migrants will help take pressure off our major cities.

The government is clearly moving on regional migration issues. The Prime Minister announced yesterday a plan to try to channel jobseekers into temporary farm work, which is one specific regional workforce area. Last week Alan Tudge, the Minister for Cities, Urban Infrastructure and Population flagged the possibility of a five-year regional visa to connect migrants with permanent regional jobs.

If a new visa is created for regional migration it should be about providing incentives and rewards for migrants with regional aspirations and skills who commit to settling there. Reform is about securing the right migrants for regions not forcing city-focused newcomers to move elsewhere.

Data from the Commonwealth Government's Internet Vacancy series shows why new permanent migration to regions is a critical issue. In July, there were 46,000 job vacancies advertised in regional Australia. This is up by 23 per cent from February 2016. During this period capital city vacancies rose only 12 per cent.

This need is not about temporary farm work. Today's vacancies are a mix of high-skill and low-skill jobs. Everything from labouring, through to sales, trades and professions. For example, in the Pilbara - with the mining boom long gone - there are about 1600 vacancies including 553 trades (automotive), 332 professionals (engineering and health), 238 machinery operators, 155 labourers and 128 clerical staff.

In the Riverina, there are 1070 vacancies, including 325 professionals (many medical), 159 trades (automotive), 139 clerical and 106 labourers.

In the tropical north (Far North Queensland), there is a minor jobs boom, with 1073 trades (again most being in automotive), 889 professionals (medical), 553 clerical and 483 machinery operators.

Our networks and examples documented in the Regional Australia Institute's *The Missing Workers* report shows that many smaller rural towns will have similar unmet needs which are not effectively captured in the broader national data.



Experience shows that migration from other areas of Australia on its own won't meet these needs, therefore a targeted international migration plan could do some of the heavy lifting when local workers are needed but cannot be found.

Reforms to existing Designated Area Migration Agreements are the key to being able to target regional needs. Today's system is too slow, little used and onerous. Future agreements need to be more widely used, more responsive to the diversity of regional job shortages, and implemented within a three-month period rather than two years.

Identifying the right migrants and ensuring they stay is all about local communities being involved rather than focusing on legislated visa reforms. This has been the missing piece in past reforms and is the game-changer to success.

Locally led migration strategies such as those developed in Dalwallinu in Western Australia and Pyramid Hill in Victoria have led to long-term growth in the local workforce and population. This success can be replicated in hundreds of communities.

The Regional Australia Institute will shortly issue a toolkit to enable communities to emulate this success. A small supporting investment by the Commonwealth directed to the many regions and towns that have put their hand up to lead local migration efforts will help to secure the gains from national policy change.

Recent research in Bendigo confirms the economic impact of successful regional migration. Migrant settlement of the Karen population, over the last 10 years, has been valued at \$67.1 million. Furthermore, an additional 177 full-time-equivalent jobs have been created in the local economy.

This outcome, replicated around the country, will be an enormous benefit to regional economies while taking some pressure off our major overburdened capitals.

Jack Archer
CEO Regional Australia Institute.

Migrants are stopping regional areas from shrinking



REGIONAL AUSTRALIA INSTITUTE

Population growth has profound impacts on Australian life, and sorting myths from facts can be difficult. This article is part of our series, *Is Australia Full?*, which aims to help inform a wide-ranging and often emotive debate.

Rather than being an unsettling force, international migrants are helping to provide stability to the regional Australian communities they settle in. A considerable number of new arrivals are also younger and have the potential to build families and work in these communities.

Research with the Regional Australia Institute, examining the latest 2016 Census data, found 151 regional local government areas were helping to offset declining population in regional areas by attracting international migrants.

We can see that, for many small towns, the overseas-born are the only source of population growth. A majority of these places rely on primary industry for economic viability. Although predominantly rural, these places are not in the most remote parts of Australia.

Of the 550 local government areas we reviewed, 175 regional areas increased their population, while 246 did not; 151 increased their overseas-born and decreased their Australian-born population. Only 20 areas increased in Australian-born population and decreased in overseas-born population.

We also found that 128 regional areas increased both Australian-born and overseas-born population. Another 116 regional areas decreased in both Australian-born and overseas-born population.

Darwin is one example of where international migration has helped counter population decline. At the 2011 Census, Darwin had 45,442 people recorded as born in Australia and 19,455 born elsewhere. By 2016, the number of Australian-born locals had reduced to 44,953 and the number of overseas-born had increased to 24,961.

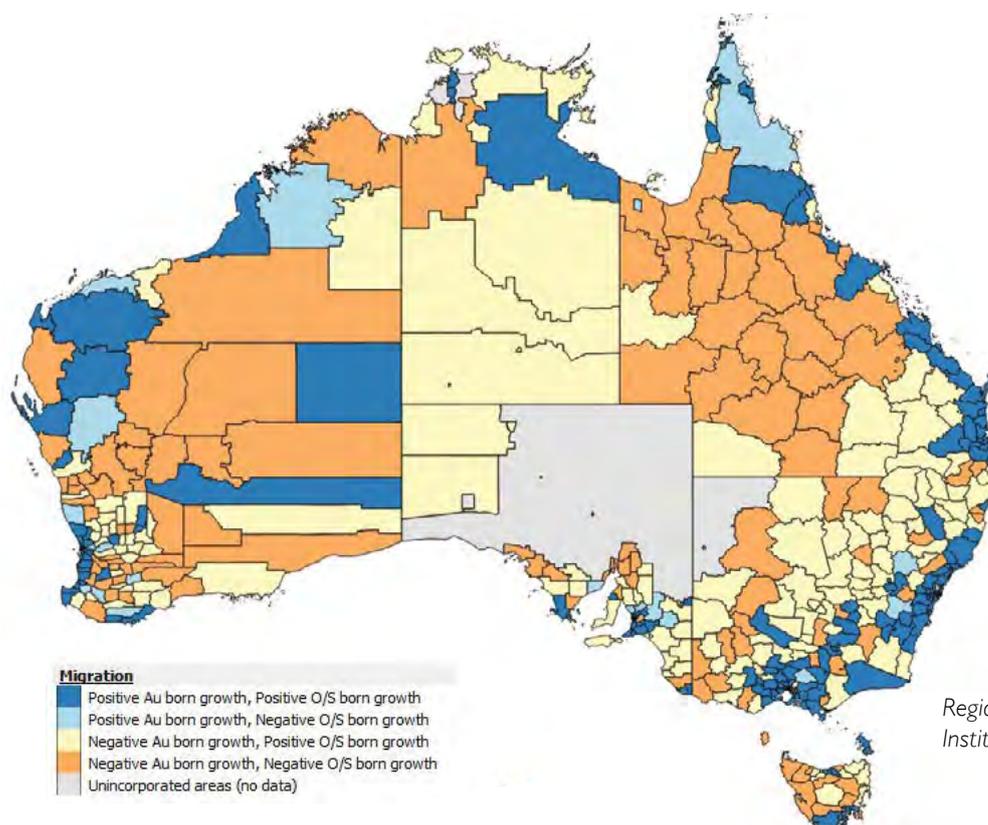
Without this increase in overseas-born residents, the Darwin population would have decreased. The local economy would likely have suffered as a result.

The problem of shrinking regional towns

Ever since the influx of immigrants following the second world war, the settlement of international migrants has been overwhelmingly focused on large metropolitan centres. This has been especially evident for recently arrived immigrants and those from culturally and linguistically diverse backgrounds.

Migrants perceive metropolitan areas as presenting a higher likelihood of finding compatriots and better access to employment, as well as education and health services. Large

Growth of Australian-born and overseas-born population, 2011–16



Regional Australia Institute, Author provided



cities have therefore been considered the most appealing settlement locations, with Sydney and Melbourne the most popular.

If settlement of international migrants had been proportional to the overall population distribution in Australia, an additional 125,000 migrants would have settled in regional Australia between 2006 and 2011.

In a concerted effort to promote the social and economic viability of regional communities, in 2004 the federal government started a campaign to increase migrant settlement throughout different areas of the country.

Regional settlement of migrants has since been encouraged across levels of government as a “win-win scenario” for new arrivals and host communities alike.

What international migrants bring

In the past decade, there has been a particular focus on secondary migration to regional areas. That is, relocating international arrivals from metropolitan areas to regional ones.

Proactive community-business partnerships and local government initiatives have propelled this process. For example, in the Victorian town of Nhill, the local arm of the poultry production company Luv-a-Duck worked with settlement service provider AMES Australia to help more than 160 Karen refugees find work in the area between 2010 and 2015.

In another town, Dalwallinu in Western Australia, the population was in decline and local infrastructure was deemed underused. In response, the local council has worked closely with residents since 2010 to attract skilled migrants.

Notwithstanding the challenges involved in attraction and retention, international migrants remain a vital asset for building regional economies and communities. They help stem skilled labour shortages in these areas – for example, by filling much-needed doctor and nursing positions.

International migrants are also key contributors to the unskilled workforce, often filling positions that domestic workers are unwilling to take on. For example, abattoirs and poultry plants are important businesses in regional Australia. Many would be unable to operate without international migrants, as many local residents do not consider this kind of work “acceptable employment”.

As a consequence of the various efforts to spread the settlement of overseas arrivals, the number of international migrants living and working in non-metropolitan Australia has increased. Between 2006 and 2011, 187,000 international migrants settled outside the major capital cities.

Still, regional areas have remained underrepresented as a settlement location. Despite regional Australia being home to about one-third of the population, less than one-fifth of all new arrivals between 2006 and 2011 settled in a regional area.

For regional areas to make the most of the many advantages migrants have to offer, there needs to be more focused policy that encourages and assists regional settlement across the country. This policy needs to be informed by the work in a growing number of regional communities (like Nhill and Dalwallinu) that already draw on international migration to combat population loss and persistent labour shortages. By encouraging more international migrants to call regional Australia “home”, we can start focusing on ensuring regional prosperity for the long term.



Immigration, Housing Affordability and Population Increase

Immigration will be one of the big issues for the upcoming Federal election. In September 2018, Scott Morrison proposed a policy to address the issue of overpopulation due to migrant intake. The Morrison Government announced that it was considering a plan that would require new migrants to settle outside of Sydney and Melbourne for up to five years. The plan is part of the new government's landmark population policy to 'ease congestion' in the two major cities. Industry and migrant communities, including FECCA, say they will need to see more details about the Coalition's proposed regional migration policy before making conclusive assessments.

On October 9, Population Minister Alan Tudge advised that "Regional Migration" was again being discussed by Ministers as part of the plan to 'ease congestion', however, he was unable to advise which visas would have new conditions imposed requiring migrants to stay in regional areas for several years.

Emeritus Professor of Environment and Planning at RMIT University, Michael Buxton responded in an article on SBS News Online, that population pressures were so significant in Australia that encouraging migrants to live in regional areas "would make little impact". The emeritus professor said the problem was that governments failed to plan and build the infrastructure to cope with rapid population growth.¹

The Government report *Shaping a Nation: Population Growth and Immigration Over Time* makes the case for a big Australia and smashes the myths that migrants are a welfare burden or are taking jobs from Australians as well as being the cause of the rise in house prices. 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 intensifies leading up to the Federal election.

An abridged version of the report is below. The full report and references to data are available at: <http://research.treasury.gov.au/external-paper/shaping-a-nation>

Population growth and associated pressures

Population growth – and the distribution and composition of the population – has a range of economic, environmental, infrastructure and social consequences. This is especially true for Australia's major cities where growth has been concentrated.

Issues such as congestion and pollution are not new. These issues have concerned policy makers for decades and are the result of a range of legacy issues (such as environmental practices or town planning decisions) in addition to population growth. These issues would continue to be relevant for Australia even in the face of zero population growth. However, population growth tends to heighten existing challenges.

It is worth noting that the effects of population growth are not one-sided: although more people can create more problems, more people are also available to help solve them. This is because population growth results in more consumers, workers and employers. However, the costs and the benefits of population growth and immigration may not always align, which may result in distributional or compositional effects. To continue to reap the benefits of immigration and population growth, it is important to address the costs through a continued focus on existing challenges.

Treasury's Melbourne Office's consultations on population found that Victoria's economy is currently benefitting from strong population growth, but growth presents ongoing challenges for urban planning, transport and infrastructure. So why is population growing so rapidly in Victoria? Many people Treasury consulted suggested that Melbourne, as one of the two major international cities in Australia, is a drawcard for both overseas and interstate migrants given its deep labour market and comparatively affordable outer urban housing. Compared to Sydney, office space is cheaper, and the cost of land and construction is often lower. Developers are trying to keep pace with residential building on the outer fringe, where most of the population growth is occurring.

Infrastructure was a pressure point raised in consultations as it can sometimes lag behind population growth. This includes new growth areas having little access to transport infrastructure but also extends to social infrastructure – housing often arrives in greenfield areas before hospitals and schools. Around 800,000 people travel to Melbourne's CBD each day (City of Melbourne 2017). Work by the Grattan Institute reveals that congestion in Melbourne is as bad as in Sydney, and can be worse for hybrid trips that involve getting on and off major arteries (Terrill et al. 2017). Most of the organisations Treasury consulted have indicated that public transport has an important role to play in addressing this issue.

¹ SBS News, *Forcing migrants to regional areas to relieve city congestion 'will have little impact'*, October 9, www.sbs.com.au/news/forcing-migrants-to-regional-areas-to-relieve-city-congestion-will-have-little-impact

Immigration, Housing Affordability and Population Increase

Increased housing stock must accompany a higher population

There has been much commentary in recent times on the availability and price of housing and the role that population growth and migration have played. While migrants contribute to population growth and therefore add to the demand for housing, individually, migrants appear to have a similar effect on the housing market as the Australian-born population. When they are young and childless, both the Australian-born and the overseas-born are less likely to own their own home or live in a detached house. As they age and start their own families, both the Australian-born and the overseas-born are more likely to seek to own their own home and buy detached housing (Capuano 2016).

On average, increasing real dwelling prices have been a feature of Australia's housing market for several decades (Table 6). The cumulative effect of increases in dwelling prices above inflation has meant that dwelling prices are high compared to average incomes – for example, in Sydney, dwelling prices are 8.4 times incomes on average (CoreLogic 2016).

Table 6: Nominal and real house prices over time

	1980s	1990s	2000s	2010s
Nominal average annual house price growth	12.4 %	3.3 %	7.7 %	5.3 %
Real average annual house price growth	4.0 %	0.8 %	4.5 %	3.0 %

Source: Unpublished CoreLogic 2017 data.

On average across Australia, dwelling prices have increased markedly between 2012 and 2017. The average increase across Australia is reflective of high dwelling price increases in Sydney but also in Melbourne. Dwelling price movements in other areas have been more muted, with dwelling price rises being much lower in Brisbane and declining in Perth.

Kohler and Van der Merwe (2015) point to population growth as being the main factor driving housing demand and price growth since the mid-2000s, since both natural increase and immigration increased more strongly over the current decade compared to the previous decade. In contrast, Stapledon (2016) found that low interest rates and financial deregulation were the key drivers of house prices in the period 1991 to 2016.

In NSW and Victoria, population growth has been strong relative to growth in dwelling supply, and the ratio of completions to changes in population has been below long-term averages. Over the past decade, population growth has risen more strongly in Victoria than NSW but has been better matched by supply increases. The rate of population

growth in Victoria has more than tripled over the period since 1982, while the rate of population growth has doubled in NSW. Further, most States experienced a drop in building activity leading into the Global Financial Crisis but the drop in NSW was more pronounced compared to trend than the drops in other States. This soft building market in NSW in the mid-2000s and the lagging supply response could explain why Sydney house prices have increased so markedly in recent times compared to the rest of Australia.

It is useful to distinguish the impact of population growth and immigration from the impact of foreign investment in residential property. Foreign investment overlaps with immigration in that foreign investment includes investment by migrants on temporary visas (excepting New Zealanders). A 2016 Treasury paper (Wokker & Swieringa 2016) which looked at data from July 2010 to March 2015 found that foreign demand increased dwelling prices by between \$80 and \$122 in Melbourne and Sydney in each quarter. This is modest when compared to the average quarterly increase in dwelling prices of \$12,800 in Australia's two largest cities during the period.

A number of factors that influence public views on immigration

Economy

Although community support for immigration has been consistently high over the past 15 years — even as migration levels have increased — the performance of the Australian economy, and particularly the unemployment rate, appears to influence community attitudes towards migration levels.

Local factors

Migrants are largely drawn to settle in large metropolitan areas where there are more job opportunities and where their family members and co-ethnic communities are already settled. This can be beneficial if jobs are available and communities are supportive, as community and social networks can assist in orientation, adapting to local market conditions and finding employment. However, ethnic co-location can be less positive if the local areas are of low socio-economic status and high unemployment. While pockets of such disadvantage coupled with high migrant populations do exist, Australia has to date avoided the isolated migrant communities that exist in many other countries.

Scanlon Foundation surveys of selected Local government areas have consistently found lower levels of social cohesion in regions with both a high immigrant concentration



and low socio-economic status. This is reflected in survey findings on trust, sense of safety, experience of discrimination, political participation and involvement in voluntary work. A relatively high proportion of 'long-term' (third-generation or longer) Australians in these areas indicate dissatisfaction with their neighbourhoods (Markus 2012). However, it has been argued that it is **segregation** that reduces trust, rather than **diversity** in itself, and that diverse but integrated neighbourhoods (whose members have diverse social networks) actually have higher levels of trust (Uslaner 2012). Studies have shown that more diverse communities are, in general, more accepting of difference (Allport 1954; Christ et al. 2014).

Among skilled migrants, highest priority is given to those seeking to migrate to a regional area (PC 2016). This policy is designed to address skill shortages in regional Australia and has helped attract skilled migrants to areas where they are needed (Wright et al. 2016). However, retaining skilled migrants, just like retaining skilled Australian-born residents, in regional and remote locations remains a challenge. Many migrants move to larger cities once their visa requirements for permanent residency are met (Taylor, Bell & Gerritsen 2014).

Regional settlement locations have proved successful over time, in particular for Humanitarian Program entrants with no direct family or community links in Australia. This is particularly the case where there are employment opportunities, sufficient support services and the local community is welcoming.

Conclusion

The history of Australia is the history of its population. In particular, Australia has been shaped by successive waves of migration.

Following World War II, Australia opened its doors, and in the name of nation building, or 'populate or perish', welcomed in the first major wave of migrants, many from the war-torn countries of Europe. Over time, the focus of migration shifted, and instead of targeting a growing population, the goal became to support a growing economy. In the mid-1990s, the migration program was significantly expanded and the focus on attracting highly skilled migrants was strengthened. Since that time, migration has comprised more than half of Australia's population growth, similar to some of the previous peaks in migration in the 1940s, 1960s and 1980s.

A bigger population brings challenges, in the form of congestion, pressure on the environment, and additional demand in key markets like housing. These pressures exist regardless of migration, but a growing population exacerbates existing pressures, particularly if policy and planning efforts by Commonwealth, State and Local Governments do not keep pace.

Santina Cotela
Administration Officer NEMBC

Why we must include ethnic communities in conversations about aged care



On 16 September 2018, Prime Minister Scott Morrison announced the Government's decision to request a Royal Commission into the aged care sector. It seems that now, more than ever, aged care is on the radar as an issue of great national importance. Since it was announced that there would be a Royal Commission into Aged Care Quality and Safety, multicultural groups across Australia are urging peak aged care bodies to recognise the importance of culturally appropriate support and services.

In light of these developments it is absolutely crucial that we take a close look at the challenges faced by our ethnic communities when it comes to aged care. In 2016, the Australian Institute of Health and Welfare found that 1 in 3 older people were born overseas and the majority of these people were born in a non-English speaking country.¹ The Government acknowledges that many overseas-born Australians face substantial barriers in accessing and engaging with essential aged care supports and services that are designed to benefit and enrich the lives of Australian seniors.

Older members of our ethnic communities who may not understand English well may experience significant challenges when finding information on aged care. Unlike older Anglo-Australians who can rely on mainstream outlets for information (daily news, helplines, websites), older Ethnic-Australians are more likely to rely on: ethnic community radio, bilingual workers, doctors, and family members.

Community broadcasters hold a particularly valuable position in the lives of our ethnic elderly. For many, it is the cherished radio broadcaster who can always be counted on to deliver entertainment and information in a language they can understand. It is important for ethnic community broadcasters to use their vital platform to keep their communities informed on any changes that might affect their lifestyles and future planning.

It also comes as no surprise that culture plays a major role in the way each of us perceive ageing, often feeding into an older person's willingness (or reluctance) to seek aged care support services. Families might struggle with opposing views on how care "should" be organised for their older loved-ones, and each person's perspective is shaped by generational and cultural values.



Older people from ethnic backgrounds may have unmet cultural, linguistic and spiritual needs when accessing, or even while receiving, aged care services. It is important that we equip our ethnic communities with the information they need to navigate the Australian aged care system – which can be tricky at times. Reminding communities that free translation services exist is just one of the many different ways that we can promote older people to seek advice.

While there is still plenty of work to be done, community initiatives such as the *Speak My Language Program*² aim to bridge the language and cultural gap evident in our aged care system today. Through simple radio programs and podcasts aired in over 25 different languages, *Speak My Language* explores important aged care topics such as wellness, dementia, elder abuse, and future planning. Moreover, *Speak My Language* shines a bright spotlight on powerful stories by allowing older, ethnic people to share their own personal journeys.

To put it simply, it's not enough to simply provide our ethnic communities with information about aged care in a cold and clinical fashion. It's also about thinking creatively towards how we can inspire older members of our communities to be an active voice in the conversation. Let's work together to ensure that we improve the diversity of Australia's ageing agenda, and to give our ethnic communities the platform and microphone to share their experiences.

Anne Tong
(Media and Communications Officer of the
Speak My Language Program)

¹ www.aihw.gov.au/reports/older-people/older-australia-at-a-glance/contents/diversity/culturally-and-linguistically-diverse-people

² *Speak My Language* is an initiative funded by the Commonwealth under the Dementia and Aged Care Services Fund Research and Innovation Grants.



Radio 4EB celebrates 30 years of Broadcasting from Kangaroo Point

The month of August marked a significant milestone for Radio 4EB as it celebrated 30 years of continuous broadcasting from its studio complex located at Kangaroo Point, close to the city of Brisbane. The fulltime multicultural broadcaster organised a carnivalé type theme to celebrate the event on Sunday August 12, an event supported by the Queensland Government.

Organisers for this day in history spent months on the carnivalé plans which involved transforming a covered carpark area into a fully operational entertainment and information type venue complete with stage, sound and power for stall holders so they could provide a range of specialist foods to visitors on the day. Colourful performances of dance and music from across several language groups kept everybody entertained. In addition to outside entertainment, a wall of history and video played indoors with studio tours running all day presenting a unique opportunity to talk and engage with new members as well as bringing a new awareness of Radio 4EB to the Brisbane community.



Dignitaries with Station Manager and Secretary.

A number of special guests were in attendance for the official welcome and opening of the event including Hon Stirling Hinchliffe MP – Minister for Multicultural Affairs, Hon Jackie Trad MP, Deputy Premier, Treasurer and Minister for Aboriginal & Torres Strait Islander Partnerships, Terri Butler MP, Federal Member for Griffith, Cr Jonathan Sri, Councillor for the local GABBA Ward and Queensland Police Commissioner, Ian Stewart.

While Radio 4EB has been broadcasting since December 1979, it wasn't until 1988 that it secured a more permanent home for its studios, office and meeting space. This has since expanded to include its GLOBAL Digital operations and extra studio space needed for broadcasting in the last ten years. Over the past 30 years, 4EB has maintained a steady membership base of around 4000 members with

over 800 being actively involved as broadcasters and panel operators for their on-air weekly programs. Language group numbers have varied but it has always been above 50 during this time. Training of broadcasters has also been a huge part of Radio 4EB's success over the past 30 years.



Stage entertainment.

The last decade has seen a shift towards more pre-recording of programs for both 4EB and GLOBAL and it is this flexibility that has encouraged the groups to maintain their airtime for the benefit of their community members. Due to technology and the use of 'On Demand', a feature operating from the 4EB website, has enabled even more listeners to enjoy its programming mix of original music, international news, entertainment and culture views, news and history.



A large array of street stalls

Today, the station continues to provide a crucial role in the Australian community broadcasting landscape by following its vision of being a multicultural media hub, offering a connection for culturally and linguistically diverse people while holding on to its mission of providing a comprehensive ethnic broadcasting service of a high standard on all levels of multicultural media.

New station manager of Radio 4EB and GLOBAL Digital, Jo Pratt praised the organisers, board, staff, its many volunteers and local group members who contributed to this eventful day in 4EB history. "I have no doubt 4EB will continue to be a successful multicultural broadcaster on-air and online into the future," she said.

Jeffrey Milne

7THE Hobart FM

From its beginnings as Hobart's first FM station in 1977, Multicultural and Ethnic Broadcasting has been a feature of Hobart FM's programming. Each weekend the station broadcasts 15 hours of Ethnic broadcasting ranging from Polish, Chinese, Italian, Greek, Serbian, Filipino, German, Croatian, Irish and Spanish, World Music, and now French as well as Nepalese.

Many of the station's Ethnic Broadcasters have had a long association with the station, and many have been awarded Life Memberships for their valued and long service to the station and their respective various Ethnic groups throughout Hobart and further afield via the world wide web.

The Nepalese program began in August and is presented by a team of enthusiastic volunteers. Sujan Thapa, Pragya Gautam, Pradeep Dhungana and Punam Panta. The program features not only news of interest to the 3500 plus Nepalese residents of Tasmania, but also lively music and interviews with such luminaries including a magazine editor, Principals of the Nepalese language School in Hobart, as well as actresses and singers.

Pause Cafe, Hobart FM's new French program, also began on the same weekend. A team of four young presenters,

Aurielle Charenton, Sandrine Harris, Clothilde Langlais and Chloe Bibani prepare and present an hour of French music and topics of interest for French speaking listeners as well as the wider Hobart community. Also featured throughout the program are reviews of French movies screening in Hobart as well as events that are being held across the city.

Pause Cafe is also an opportunity for the wider community to learn more about French culture, introducing them to French sayings, recipes, history and culture.

Hobart FM is totally volunteer driven and has no paid staff, and as a station we are indebted to the time that all our presenters both ethnic and non-ethnic speaking put into preparing, producing and presenting their weekly programs, many which have been broadcast on the station for four decades.

Though a Capital City radio station, Hobart FM is small compared to many mainland counterparts. But what it lacks in size and budget, the station punches well above its weight when it comes to diversity and dedication.

Craig Cracknell
Hobart FM President



French presenters Aurielle Charenton (left) and Clothilde Langlais (right)



Nepalese presenters Sujan Thapa (left) and Ratish Thapa (right)



Launceston

Elena Chagoya from City Park Radio 7L TN Launceston is a well known and respected Spanish language multicultural broadcaster and on Harmony Day this year, was fortunate enough to interview Besta Peter live during the festivities. Elena's on-air interview edited in the following transcript, encapsulates Besta's human rights work in Tasmania.

I am Sudanese by origin. I came to Australia in July 2003 with my family on a Humanitarian Refugee visa via Egypt. We spent 4 years in post settlement to Australia. Married with five children – 24 year old son, 22 year old daughter, 19 year old daughter, 17 year old son and 14 year old daughter, I completed a Bachelor of Social Work at the University of Tasmania and graduated in 2008. I am currently working at the Launceston General Hospital as an Oncology Social Worker at the Holman clinic.

I was also seconded to work at the Manus Island detention centre for two years as a case manager between 2013 – 2015. My other previous work experiences include the Migrant Resource Centre – Northern Tasmania, Family Violence counselling and support services, Australian Red Cross, advisor women group – Sudanese community. On weekends I do interpreting. I am an accredited interpreter with TIS National, Centrelink, Amigos and Allabout languages. I am an active member in my community – The Sudanese community Northern Tasmania and a Chair for

the African Communities Council of Tasmania. I was a recipient of the Tasmanian Individual Human Rights Award in 2016.

I am determined, committed to study and to be a successful person. I promised myself to set a foundation for my children so they won't go through what I have been through. I am dedicated to being loyal, caring, and a supportive person to the people around me. This is what has made me who I am because of support from various people, other than that, I would have not survived my life without support from people around me.

Because of my experience, I have vision and inspiration to make a difference in orphans' lives; to support them to have access to basic education. This originated from my lived experiences. I believe that helping orphans and vulnerable children will have huge impact in their lives and the whole country. I started a foundation called the "Bright Start Foundation" in 2014. It is up and running with an executive committee.

Besta was awarded the Tasmanian Human Rights Individual Award for her work with refugees who have arrived in Australia, helping them navigate a whole new culture and for her campaign to support four schools in Sudan.

.....
Besta Peter.



Elena Chagoya (right), part of Multicultural programs with Besta Peter oncologist' social worker & advocate in the Harmony Day 2018, Launceston, Tasmania, City Park Radio 's live broadcast



Harmony Day 2018 with members of the Multicultural Council of Tasmania, musicians and City Park Radio presenters of Chinese Wei-Siong Liang, Youth Afgani and Spanish program



WOW FM

WOWFM 100.7 participated in St Marys Festival with stall and in parade 1st September 2018.

Photo by Majid Piracha & Daisy Tharin.



How to talk about the latest statistics and keep your community safe

Suicide is an important community issue and should be discussed. The media have a big role to play in presenting suicide in the media; talking about this issue in a sensitive, responsible and accurate way can raise awareness, reduce stigma, encourage helpful discussion, and connect people with help-seeking resources and support.

In September, the Australian Bureau of Statistics (ABS) released the Causes of Death data for 2017 which included the official suicide data for Australia. The release of new data often results in an increase in media reporting around the latest statistics.

It's important that the Australian media are informed on current data and trends when reporting on suicide. More importantly, it is the responsibility of the Australian media to safely present these issues to the public, as this can play a powerful role in the prevention of suicide and encourage people to seek help in times of crisis.

The role of the media is to not only produce stories which will inform the community on current trends, but understand the potential risks involved. While statistics can highlight recent trends, they do not help guide messages of hope and recovery.

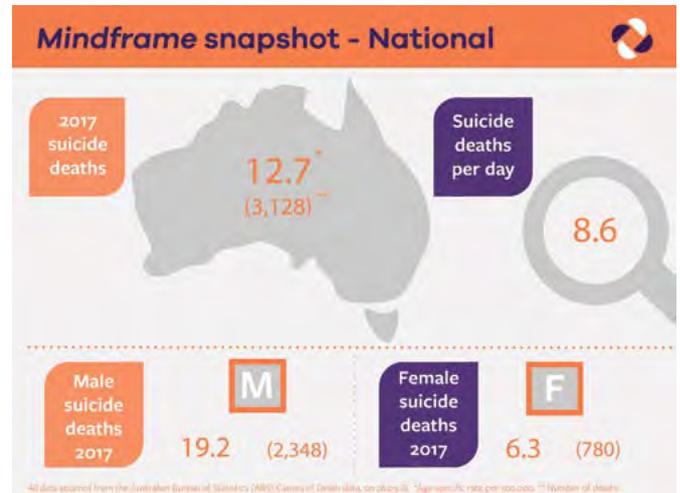
What the Latest Statistics Say

This year's ABS release reported that there were 3,128 suicide deaths in Australia in 2017. At a rate of 12.7 per 100,000 people, this equates to over eight people per day lost to suicide. While rates are lower than the last national peak in 1997, there has been an increase in suicide rates and number of suicide deaths over the past five years.

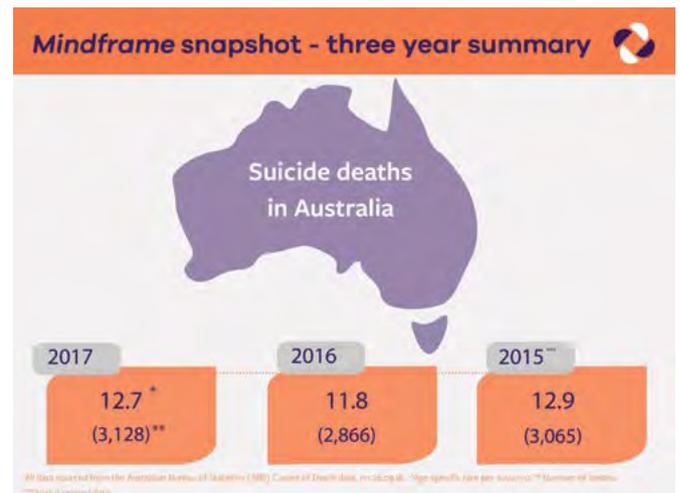
Snapshot Summaries of the Data

To support safe reporting during the release of the updated statistics, Mindframe developed easy to read, summary snapshots of the latest statistics and some practical tips to support and empower media professionals to interpret and communicate on these. Snapshots from the national summary are below.

Please visit the *Mindframe* website for a full breakdown of the latest suicide statistics and more information about the data at: www.mindframe-media.info.



All data sourced from the Australian Bureau of Statistics (ABS) Causes of Death, Australia, Catalogue No. 3303.0. Canberra, ACT. *age-specific rate per 100,000 **number of deaths



All data sourced from the Australian Bureau of Statistics (ABS) Causes of Death, Australia, Catalogue No. 3303.0. Canberra, ACT. *age-specific rate per 100,000 **number of deaths

Culturally and Linguistically Diverse (CALD) data

Measures relating to self-harm by place of birth or cultural identity are not routinely captured and many of the available figures are related to specific population groups rather than overall rates. It's therefore currently unclear how many people from CALD backgrounds died by suicide in 2017.

In a separate publication, the ABS reported that individuals born overseas accounted for 25.1% of all nationally recorded suicide deaths between 2001 and 2010 (the most recent years for which this data is available) in Australia.

How to talk about the latest statistics and keep your community safe

It is important to recognise that suicide rates differ between cultures; rates are generally higher among people born in countries that have higher suicide rates, and lower among those from countries with lower suicide rates. The conceptualisation and acceptability of suicide varies between cultures and it's important to remember that suicide is complex. It can't be assumed that the risk of suicide and the factors that contribute are similar across cultures. ²

People from CALD backgrounds have been identified as a priority population for suicide prevention in Australia. The Transcultural Mental Health Centre (TMHC) works with CALD communities, health professionals and other organisations to support positive mental health. The TMHC provides direction for future work for suicide prevention in CALD communities. The TMHC state that the diversity of Australia's population presents both challenges and opportunities for the prevention of suicide, and call for a whole-of-community approach to ensure targeted policy and program development. ³

"As a growing population, a whole-of-community approach is required in order to continue to build on the successes [in suicide prevention] to date and ensure social cohesion across the nation. With such a broad range of cultural and linguistic backgrounds, there is a role for both mainstream and specialist mental health and suicide prevention services in meeting the needs of this population." – Transcultural Mental Health Centre.

The TMHC also highlight the important role communication mediums such as multicultural radio and print have to play in the reduction of stigma and the prevention of suicide within CALD communities. Multicultural communications can assist those who have low understanding of the English language or low literacy across languages. Multicultural communications can also assist vulnerable individuals or those who are worried about someone close to them in their own language. ⁴

How to Report Suicide Statistics Responsibly

Informing the general public on the number of deaths by suicide and recent trends without being aware of the risks of certain types of communication can be problematic for vulnerable individuals.

Reporting on the statistics in a safe way can help to reduce risk and protect vulnerable people. Safe reporting can help highlight priority populations who are particularly vulnerable to suicide, identify areas for improvement and guide suicide prevention at the local, state and national level.

It's important that media professionals understand what the statistics mean so they can be used in a meaningful and responsible way, and can be easily understood by readers.

Mindframe supports media and other stakeholders who have involvement with the reporting of suicide to do so safely. This collaboration aims to minimise harm and copycat behaviour and to reduce stigma and discrimination experienced by people in our communities.

Mindframe shares some of the following definitions to help media to interpret the data correctly.

Rate	Refers to the number of deaths by suicide registered during the reference year. This is often expressed as per 100,000 deaths.
Proportion	Proportion refers to the percent of all deaths due to suicide.
Age-specific death rate	Age Specific Death Rates (ASDRs) are the number of registered deaths divided by the estimated number of a resident population in a specific age group.
Standardised death rate	Age-standardised rates are hypothetical rates that would have been observed if the populations being studied had the same age distribution as the standard population, while all other factors remained unchanged.

Mindframe also provides the following tips that media professionals can use to ensure stories about suicide are shared safely and don't negatively impact on communities:

1. When preparing a story about suicide, assess whether or not it is of public interest and whether it needs to be reported on. It is useful to check with an expert for advice about the impact a story on suicide may have.
2. Recognise that suicide is complex. When reporting on statistics, *Mindframe* advises:
 - placing statistics in context; and
 - avoiding simplistic explanations that suggest the figures are a result of one single factor or event, such as stress or mental illness.
3. Avoid using language that sensationalise suicide rates or numbers, such as 'epidemic'. Instead use factual phrases such as 'high rates' or 'increasing rates'.
4. Refrain from discussing increases in methods or locations. Including this level of detail is known to increase copycat behaviour and may impact on vulnerable people.
5. Think about any cultural considerations that might apply to the story. In some communities, naming or depicting an image of a person who has died can cause great distress. Consider appropriate and respectful use of language as terms used for suicide may not exist or translate easily in some languages.

6. Acknowledge the grief and loss that suicide can cause. The data is more than numbers; they represent people, families and communities impacted by suicide in Australia. Numbers can inadvertently mask the profound pain and loss experienced in the wake of losing someone.
7. Include contact details for help-seeking services. This provides immediate support to those who may have been distressed by a story. *Mindframe* recommends:
 - adding at least two 24-hour crisis numbers to any story discussing self-harm, suicide ideation or suicide death;
 - providing both phone numbers and website access to allow for individuals to decide the most appropriate support; and
 - providing help-seeking information that is reflective of the target audience being discussed.
8. When including help-seeking details in a story, inform the crisis support services being listed so they can better respond to an increase in access to services.

For more information, including full media guidelines and further resources for CALD media and programs, visit *Mindframe* at www.mindframe-media.info.

If you or someone you know is in need of support, talk to someone you trust or contact a crisis support service listed below:


Support services

Lifeline: 13 11 14 lifeline.org.au
 Suicide Call Back Service: 1300 659 467 suicidecallbackservice.org.au
 beyondblue: 1300 24 636 beyondblue.org.au
 MensLine Australia: 1300 789 987 mensline.org.au

Culturally and Linguistically Diverse services

Mental Health in Multicultural Australia: mhima.org.au
 Transcultural Mental Health Centre: dhi.health.nsw.gov.au/tmhc
 Translating and Interpreting Service: tisnational.gov.au

 mindframe-media.info
 **Mindframe**
 **EVERYMIND**

The individual and complex nature of suicide always needs to be considered when reporting suicide statistics. Media should also consider whether reporting on a national or local scale is most relevant when preparing a story.

References

- [1] Australian Bureau of Statistics. (2012). *Suicides, Australia, 2010*. Catalogue No. 3309.0. Canberra, ACT: Australian Bureau of Statistics.
- [2] De Leo, D. & Spathonis, K. (2003). Culture, society and suicide. *Australian Mosaic*, 4, 27-30.
- [3][4] Riley, J., Cassaniti, M., Piperoglou, S. & Garan, N. (2017). *Suicide Prevention in Culturally and Linguistically Diverse Communities*. Sydney: Suicide Prevention Australia.

By Kaitlyn Grant, *Mindframe*

Note: *The snapshot summaries used in this article represent national data. Care needs to be taken when reporting on statistics that context and balance are provided. The information portrayed in these infographics do not provide context of suicide prevention or help seeking behaviours in Australia.*

Bringing diasporas together, Melbourne 2018

“First of all, OK to work with refugees it was my first time. To attend a conference like this one, it’s my first time. When I’m there, in Uganda, it’s like I’m stressed, the problem is big, big ... It’s like you’re not open to see that there are other communities who are facing the same problems, so to hear about that, oufff OK, you’re not alone!” – Conference participant.

On a bright September morning in Melbourne, Diaspora Action Australia launched its second *Diasporas in Action: working together for peace, development and humanitarian response* conference at University of Melbourne. The event brought together diaspora representatives, NGOs, academics, government and others to explore and debate diasporas’ action under four main themes: methods and modalities, mobilisation, linkages and future thinking.

Diasporas play a significant role in peacebuilding, reconciliation, development and humanitarian crisis responses contributing in many ways, such as transferring skills, knowledge and remittances. In the Australian context, diasporas’ significant contribution is only beginning to be recognised compared to our European and North American counterparts. Initiatives like the Diaspora Learning Network aim to foster such knowledge by creating the space and facilitating dialogue across multiple stakeholders. Convening the *Diasporas in Action* Conference helped to showcase diasporas’ action as well as providing a space for learning, facilitating dialogue and establishing new connections.

Why Diaspora?

In her opening address, Megan Anderson, Assistant Secretary, NGO & Volunteers Branch at Department of Foreign Affairs and Trade (DFAT) highlighted the vast wealth of knowledge that diaspora groups in Australia hold and the need to work on ways to capture this knowledge to better engage with diasporas. “Diaspora organisations are normative and pragmatic” says keynote speaker, Mingo Heiduk (Head of Unit of the Diaspora Global Programme at Danish Refugee Council). Diasporas have access to areas where other NGOs cannot go, they have a strong voice and are well-connected, they possess context and situation agility and adaptability, unlike NGOs.

In her presentation, Prof Cindy Horst (Research Director and Research Professor at the Peace Research Institute Oslo) showed how increased awareness of diaspora contribution can result in influencing the context where the contribution is given, and it can provide a new way of thinking. While we are accustomed to thinking about aid and communities as either international or local, diasporas provide support and aid transnationally.

But what motivates diasporas?

What is the driving force that mobilise people and communities to act? Hadi Zaher (Director at Akademos Society) answered by explaining that the reason behind his community engagement is the identification of the Australian-based Afghani community with people back home. They see themselves as part of the same subset. It is a part of their heritage and since there are more opportunities to help, they want to make sure that no one else has to live through the same issues and problems that previous generations encountered. “If we don’t [act], nobody else will.”

“It is human nature when you see something evil to try to stop it and do your part. As individuals, we are not cut off from these communities. We have family there and that is motivation.” Elhafiz Adam (Bassy), Member of the temporary Coordinating Committee Warefur International Organisation.

This idea of a collective identity as one of the factors that moves and underpins diasporas’ action was a recurrent theme throughout the two days. An example was Dr Natalie Senjov-Makohon Academic Fellow at the Ukrainian Studies Foundation Australia, who spoke of the Ukrainian Diaspora in Geelong and how they have been able to maintain their own identity to this day through various forms of art, dance, literature and social media. “*Being part of the community and [being able] to contribute to the whole – that’s really important*”.

The forms and shape of diasporas’ mobilisation were showcased at the conference by the many presenters who shared their communities’ work and stories, such as the Afghan Australian Development Organisation (AADO), the Sudanese Australian Relief Rehabilitation and Development Organisation, the Refugee Life Support Network and Hand in Hand for Syria. These organisations deliver educational and training services, aid, healthcare assistance and are actively advocating for human rights, just to mention a few. To add to the mix, the conference also gave space to examples of diaspora mobilisation through art and literature.

Artwork is not only a form of identity expression, but it can be used to raise awareness, to advocate and to educate on topical issues. This was the case of the South Sudan Voice performance group – a community driven project that uses dialogue theatre to skilfully bring South Sudanese Australians together while raising awareness of South Sudanese culture and issues. The lived experience of community actors challenged the audience to engage in dialogue towards greater communication between participating members of the South Sudanese community and non-Sudanese community members.



The artwork and photographs exhibited included the work of Afghani artist Hangama Obaidullah along with artwork from four artists from the Nuba Mountain region of Sudan (Kagi Kuwa, Mer Yousif, Yousif Khalil and Abdullah of Teia). Also, on display were photos from *Dear World* – a creative collaboration between Oxfam, Crisis Action and Dear World founder Robert Fogarty. The photos depicted a series of images aimed at keeping the story of the people of South Sudan's quest for peace alive and amplified the voices of ordinary South Sudanese civilians. Alongside these photos, images highlighting the impact of war on civilians provided a silent testimony of what can be sometimes difficult to explain in words. These images were provided by Hand in Hand for Syria on behalf of the Syrian NGO Alliance.

Over the two-day conference, people heard about the similarities of experiences across different communities, learned from one another and built new connections. The importance of networking and working together with different stakeholders was a key topic. We should work with diasporas because, as Mingo Heiduk put it, we need to look for “complementary [efforts], not competition.”

Why are we here?

Wrapping up the conference, Prof. Cindy Horst asked: “Why are we here?” She considered the possible reasons that prompted people to attend the conference, like the wish to see a better world thinking they have a role to play in that or, more simply, people came inspired by the idea of wanting to make a difference. These reasons, big or

small, are what make events such as the *Diasporas in Action* Conference important. “We can come together to make our own small contributions and connect with like-minded people to learn and achieve more together than alone” (Cindy Horst).

Conferences such as these create a space for participants to share their stories. Jeevika Vivekananthan, Researcher at the Centre for Humanitarian Leadership summed it up well by saying “we need to listen to refugees without agenda or assumptions.... Really listening to people's stories to understand what they need ...” The stories we heard were stories of change, action and persistence. Telling each other our stories is a powerful way to put ideas into the world.

The Conference was convened by the Diaspora Learning Network – an initiative of Diaspora Action Australia and driven and supported by the University of Melbourne in partnership with ACFID, RDI Network, Oxfam Australia, Refugee Council of Australia and supported by the Department of Foreign Affairs and Trade.

For more information about the conference please email: conference@diasporaaction.org.au

The *Diasporas In Action* Conference Outcomes will be available in the next few weeks.

Lorenza Lazzati
Diaspora Learning Network Coordinator
Diaspora Action Australia

Member Engagement and Satisfaction Survey

The NEMBC had an intensified member engagement period from October 2017 to July 2018 by organising a Satisfaction Survey, holding a number of special sessions at the NEMBC Conference and communicating with Stations that have members about the new CBF grant system.

The consultation process was informative and a very good learning experience. We have learnt from the consultation process to be more focused on a number of issues.

The consultation process showed the NEMBC is on track and addressing the main areas and members concerns. An average 80% satisfaction rating is very good. The Conference Feedback session was also informative with 99% in favour of our 'Representation' and the 'member services' we provide.

The consultation process has helped us to review and focus on the following areas:

I. Funding for ethnic community broadcasting; reflected in Sector Roundtable discussions and the need for Advocacy. Funding is relevant for the NEMBC to 'thrive' and provide an essential service to its members. Funding was identified in the Satisfaction Survey "More funding / financial assistance was identified by 81.82% of respondents. The need to Represent Ethnic broadcasters at government level was identified by 76.22%. Funding was also one of the biggest answers to the question 'What are you most concerned about in to the future?' These following three areas for funding are important for the NEMBC, its members and the sector:

- 1.1. Federal Government funding; there is a need to lobby government for additional funding
- 2.2. CBF grants: this is the largest concern and further consultation is necessary with ethnic broadcasters and stations in regards to the CBF new grants rounds.
- 3.3. We estimate that considerable consultation time and effort will need to go into supporting this issue.
- 4.4. NEMBC Sector Coordination funding viability and sustainability is an issue recognised in this report.

2. Multiculturalism and Xenophobia

Clearly visible in the consultation process were the concerns of ethnic community broadcasting, not only for their own well-being but for the very thing they represent: social cohesion, integration and multiculturalism. The NEMBC as the peak body for ethnic community broadcasting needs to incorporate this into their activities or risk not appropriately representing its members and adding to the 'mainstreaming' of services. Multiculturalism and Xenophobia was one of the biggest answers to the question 'What are you most concerned about in to the future?'

3. Marketing, Promotion and Visibility: Promoting Multiculturalism/Culture and Language 81%

The NEMBC will consider moving more into branding, marketing and promotion and find ways that can support increased revenue.

There were a lot of members who were undecided about webinars but there are potentially enough members to trial some webinar ideas: The top three were related to Program Development and Training; Program Content and Multiculturalism and Xenophobia. Women and Youth issues are something that can also be developed.

4. Focus on regional areas: The NEMBC already has a strong focus on regional areas running programs like the ENGAGE project. However, we are always limited by financial input from agencies as to what we can achieve. The 'Consultation' Process to include the Conference session on Regional areas was beneficial and revealed 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 as well as consider re-transmission from metro stations and develop radio production units in regional areas that provide easy access to migrant communities to produce and broadcast.

5. Youth, Women and new Emerging Communities

The NEMBC works well in these areas and will continue to do projects to support its members.

6. New Technologies

New Technologies and 'multiplatforms' were themes that came through the consultation process and at the NEMBC Conference. The development of a Radio App and a Chinese News Service were two of the outstanding features presented.

7. Employment and Training Pathways

It was clear during the Youth Conference that there was a keen interest in creating employment pathways into the ABC or mainstream media. The CMTO was also keen to explore training options.

Overall the NEMBC was pleased to have conducted a Satisfaction Survey in order to seek more in-depth input and feedback from our members during the conference. We were pleased that the results had been very positive and provided some thoughts for future direction.

We will keep the Satisfaction Survey open to gather more input over the coming months if any of our members are interested email the NEMBC at exec@nembc.org.au and we will send you the link.

Satisfaction Survey

Below are the graph results of the NEMBC Satisfaction Survey. Further details regarding what our members are concerned about and who filled out the survey including station, gender and age groups will be provided in the next edition of The Ethnic Broadcaster. The satisfaction survey was launched in October 2017 via Survey Monkey and an eNews. The links to the survey were sent to our members on a number of occasions.

The NEMBC developed a Satisfaction Survey that was sent to our members in the following ways:

- In October 2017 the survey was mailed via post to all our Members, 680 copies sent.
- Satisfaction Surveys were handed out at the NEMBC AGM
- Using Survey Monkey, an electronic online form was sent to 1,600 emails and the survey was put on our website.
- The Satisfaction Survey was emailed as an attachment (hard copies) to 600 members.
- Through the later months of the survey a number of eNews reminders were sent via email.

To date 183 members have filled out the Satisfaction Survey.

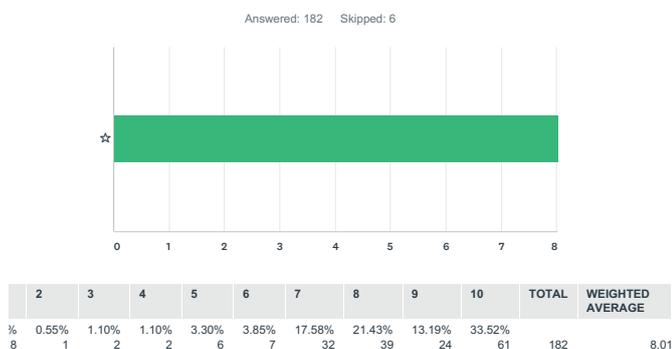
Most responses were done on line and any hard copies received were entered into Survey Monkey so that all the results could be analysed automatically through Survey Monkey.

The graph results are:

Satisfaction Survey Findings

Question: How satisfied are you with the NEMBC? Circle a star below with 10 the most satisfied.

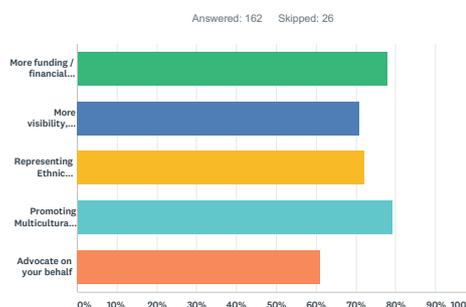
The weighted average shows over 80 percent satisfaction rating with the NEMBC's services and support. With 90.4 percent giving a good to excellent rating.



In this section there were:	
Positive and encouraging comments	88
No comments	62
Neutral Comments	19
Odd comments neither negative or positive	9
Disparaging comments	5
Total	183

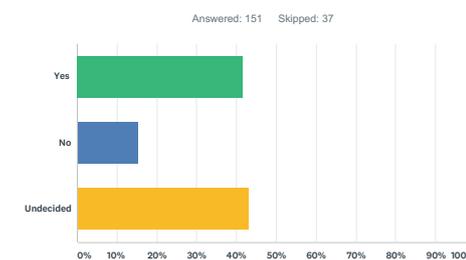
Question: What could the NEMBC do to bring additional value and assistance to you, our member?

The results



ANSWER CHOICES	RESPONSES
More funding / financial assistance	77.78% 126
More visibility, higher profile	70.99% 115
Representing Ethnic broadcasters at government level	72.22% 117
Promoting Multiculturalism/Culture and Language	79.01% 128
Advocate on your behalf	61.11% 99
Total Respondents: 162	

Question: Would you like to be more involved in the NEMBC?



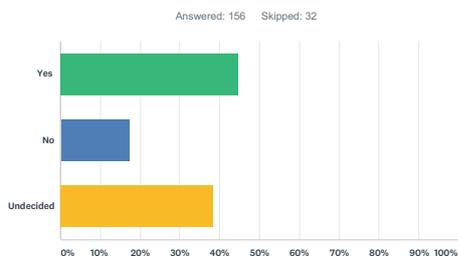
ANSWER CHOICES	RESPONSES
Yes	41.72% 63
No	15.23% 23
Undecided	43.05% 65
Total Respondents: 151	

Member Engagement and Satisfaction Survey

Question: Should the NEMBC hold Webinars?

Of those surveyed, 55% were undecided or even said NO to webinars.

44% said yes.



ANSWER CHOICES	RESPONSES	Count
Yes	44.87%	70
No	17.31%	27
Undecided	38.46%	60
Total Respondents:		156

Conference 'Feedback' Session on Important issues facing our sector

At this session "99 percent of the members thought the NEMBC is doing a great job."

The NEMBC held a special Member Engagement session at the ACT Conference. The NEMBC put forward the key topics as Youth, Women, Migration, Seniors, Digital Technology and, Yes of course, \$\$\$\$ Funding.

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 and 99 percent of the people (approximately 40 members) in the room raised their hand to agree. Asked if you don't think the NEMBC as a 'Representative' organisation is doing a good job, ONE person put her hand up and that was Saba Nada. Saba has been an NEMBC eChamp for two years now and was a presenter at the Regional Workshop. It was rather tongue-in-cheek the reason why she raised her hand because she wants the NEMBC to start an ethnic radio station in Wagga Wagga where she lives and the NEMBC is now exploring that option.

Other topics mentioned at this session were: Starting a 'Chinese News Service'; Regional Retention and Support; Multiplatform support; Bridging: Employment, Pathways and Mentoring; University Awareness; Networking programs; Develop an Ethnic Radio App; The NEMBC to become a Training Ground. The NEMBC asked the CBF for a comment and the reply was to be a 'Representative Service to Members'

The Importance of Regional Stations

There was a special workshop at the NEMBC conference to discuss issues in Regional Stations. Regional areas close to the ACT were encouraged to attend.

The Regional areas represented were: Shepparton, Wagga Wagga, Orange, Albury, Illawarra, Griffith 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.
- Outcomes from this session included:

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' as well as consider re-transmission from metro stations and develop radio production units in regional areas that provide easy access to migrant communities to produce and broadcast.

Consultation On CBF Grants

Consultation in response to the CBF new Grants Rounds:

The NEMBC spent a considerable amount of time and effort consulting with members and radio stations that broadcast ethnic programs about the new CBF Grants. The NEMBC was in contact with its members and at least 25 radio stations regarding the CBF grants Round 1 and 2 in 2017 to assist them with applications and understanding the new process. The NEMBC also focused on the results of the grants to determine if the process had been 'simple, efficient and effective' and to see if any stations had been 'disadvantaged' by the new grants system. The NEMBC had positive communication with the CBF to understand the outcomes of the new grants process, and the CBF have been accommodating in providing data and making some minor improvements to the Grants process.

The NEMBC has analysed the 2018 Round 1 Grants and done a comparison of those stations that have Ethnic programs. Potentially 50 per cent of stations have lost funding with money moving to other stations that submitted good applications. The NEMBC is waiting for the results of Round 2 which will come out in mid-November. The results will assist the NEMBC to identify and engage with the stations that need more support and ascertain what kind of assistance can be provided. The NEMBC has already met with the CBF and will work with them and the CBAA to try and improve the grants process. If there are any stations that need assistance they can also contact the NEMBC and speak with Russell Anderson.

Russell Anderson
Executive and Policy Officer
exec@nembc.org.au

National Conference in Perth

We extend a warm welcome to the NEMBC National Conference in Perth from 23 to the 25 November at the Novotel Langley, Perth.



The Conference is hosted by Perth's full time Ethnic Community radio station 6EBA.

The NEMBC Annual Conference is a unique conference representing

thousands of ethnic community broadcasters. The event brings together government representatives, community leaders, academics, multicultural organisations, radio station managers and broadcasters from across Australia. This is an opportunity for ethnic community broadcasters and multicultural organisations to network, discuss and debate key issues that relate to community broadcasting, the media and multicultural policies.

Conference Dates

Official Opening and Welcome Friday Evening
23 November at 7pm at the Perth Mint

NEMBC Main Conference
Saturday 24 November
9.00 am – 5.30 pm

Youth Media Conference
Saturday 24 November
9.00 am – 5.30 pm

Gala Dinner and Awards Presentation Saturday
24 November 7.00 pm – late

NEMBC 2018 AGM
Sunday 25 November
9.00 am – 2.00 pm

Awards and Gala Dinner

The Gala Dinner will be held in the Novotel Langley, Perth on Saturday 25 November.

At the Gala Dinner, the National Ethnic and Multicultural Broadcasters' Council (NEMBC) will announce the winners of the Broadcasting Awards to recognise excellence in ethnic and multicultural community broadcasting. The Award categories are:

- Innovative Program of the Year
- Volunteer Contribution of the Year
- The Women's Presenter of the Year
- The Youth Presenter of the Year

Sunday AGM

The NEMBC Annual General Meeting will be held on Sunday 25 November at 9.00 am. This year is not an election year but please make sure your membership fees are paid and voting delegates appointed prior to the AGM. There can be motions at the AGM and the Conference often produces motions.

2018 Conference in Perth

This year's Conference has a slightly different format because of the distance needed to travel from the Eastern states to Perth. It's a simpler and more manageable format. We are asking participants to arrive by Friday 23 November for the Official Opening on Friday evening. The Youth Conference will run as a separate stream during the main conference.

Overview of the three days in Perth 2018

Friday 23 November 7 pm

Official Opening and Reception will be held at the Perth Mint: with presentations from Politicians/ Youth/ 6EBA and the NEMBC welcome.



The conference theme: 'Shaping Media Diversity'

Shaping Media Diversity is an appropriate topic to debate especially when there is presently so much discussion about representation in the media. The shape of our media organisations determines what messages are being delivered and those messages are becoming much more aggressive and divisive. The notion of truth is becoming illusive with 'alternative' facts and the need to fact-check everything.

Migration is shaping up to be a major federal election issue over the coming months and how those media conversations occur will determine if we, as a nation, become more divided or compassionate.

Ethnic community broadcasters already shape our media diversity by being the *third-pillar* of media in Australia but what role will the ethnic community broadcasting sector play in the coming years and decades? Will we be change agents and shapers and if so what do we need to do now that can help shape media diversity into the future?

Be part of the discussion!

Program Outline

Conference Keynote Panel Presentations

The Saturday morning session will have a panel of speakers to discuss 'Shaping Media Diversity'

Keynote panel presenters:

Introducing our keynote panel speakers and conference sessions, the Main Plenary on Saturday 24 November will discuss 'Shaping Media Diversity' with speakers:



Associate Professor Farida Fozdar

Associate Professor, Farida Fozdar (aka Tilbury) is Deputy Head of Social Sciences (Research) and Chair of the UWA Culturally and Linguistically Diverse Working Group. Farida has researched major topics such as migration and media use, refugee settlement and belonging.



Associate Professor Rob Cover

Rob Cover is Associate Professor in Communication Studies at The University of Western Australia and specialises in media theory.



Maximo Perez-Torres – Ethnic Community Broadcaster

Maximo's passion for Sports has led him to start a new profession as a Media Broadcaster and Media Producer. Maximo is an NEMBC AFL reporter and 3ZZZ Broadcaster.



Tibor Meszaros – Community Television Broadcaster and Manager

Tibor has extensive experience in media particularly Television production. In 2008 Tibor, with a handful of others, successfully tendered and won the Community Television licence, Channel 44 for West TV limited. With a position on the board of West TV, Tibor's roles also include Secretary, General Manager, Director of Programming and Distribution.



Waqas Durrani – FECCA Youth Representative, Masters of Professional Accounting Specialisation student University of Tasmania

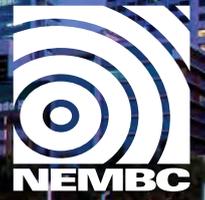
Waqas Durrani has contributed to an astonishing array of activities not only in his academic life and career, but also in the wider community of Australia through his advocacy for human rights and people coming from CALD and NESB background.

Conference Workshop Sessions will address:

- Delivering appropriate aged care information: *Speak My Language*; providing accurate aged care information on your radio program.
- How to use social media effectively and responsibly to promote your program. Find out what is legal on social media. Do we actually know?
- Marketing and how to Create the 'Perfect Pitch'. How to get Sponsorship for a station or an Ethnic Community Broadcasters program.
- What to know about defamation? There are a lot of moving parts with 150 different cultures and mixing religion, home country tensions and keeping your local broadcast within the legal framework.
- Break the Digital Disruption and make a Podcast: How to make a podcast; you need to start somewhere so let's start with the basic 101 course for beginners.
- CBF Grants; An overview of CBF Content and Development & Operations grants and how broadcasters can prepare for the next round of funding opening in January 2019.

Youth Sessions

- How to develop and extend critical and creative thinking skills. How to write content for different media platforms and how to engage your audience through difference social media platforms.
- Employment Pathways workshop aims to facilitate better access for ethnic community broadcasters to internships or training aimed at the ABC or mainstream media. The long term goal is to improve media representation and diversity in Australian media.
- Youth Networking Session. A networking event which allows participants to share their strength, weakness and challenges during their program. Radio broadcasters lead the session and provide feedback to make this an engaging and educational session.



Conference Registration

See the registration forms and details on our website. Forms can be filled out online via Eventbrite at www.eventbrite.com/e/2018-nembc-national-conference-tickets-49583056256

Travel Subsidies

The NEMBC provides official station delegates with travel subsidies to help with their costs of travel to and from the Conference.

The amount of the subsidy will be 50 percent of the cost of a return economy/budget airfare for up to three delegates approved by the station, provided at least one of the delegates is aged under 30, a woman, or from a new and emerging community. All delegates need to be broadcasters with member programs.

Subsidies are only available to official station delegates who have been authorised by the governing body of the station or umbrella group.

Subsidies will only be paid after the Conference upon presentation of receipts to the NEMBC Secretariat.

Venue and Accommodation

Novotel Langley, 221 Adelaide Terrace, Perth.

To receive discounted room rates mention that you are attending the conference and quote the code is 281207NEMBC

Gala Dinner

The Gala Dinner will be held in the Novotel Langley on Saturday 25 November. At the Gala Dinner, the National Ethnic and Multicultural Broadcasters' Council (NEMBC) will announce the winners of the Broadcasting Awards to recognise excellence in ethnic and multicultural community broadcasting.

Feedback

There will be a feedback forms in the conference bag and we would appreciate if you fill it out and return it to the conference organisers. This will assist us with future conference planning and ensure that the NEMBC is meeting your needs.

Hosted by:



Sponsored by:



City of Perth



Department of **Local Government, Sport and Cultural Industries**
Office of **Multicultural Interests**





Tendayi Ganga (centre front) with Eustina Chiguvare, Marcia Chirawu, Blessing Chinenerere and Dawn Mbogo.

Bringing African culture to life

We're inspired by the work of dedicated ethnic broadcasters who are celebrating culture, informing, educating and preserving language. We feel privileged to help these broadcasters with our grants, including the Zimbabwe Program on Canberra Multicultural Service radio.

With the support of a CBF Development & Operations grant to her station, Tendayi Ganga brings African culture to life each week through her Zimbabwe program. Broadcasting in Shona, Ndebele and English, Tendayi engages people of all ages to empower and educate her community. She's particularly passionate about women's rights and discusses issues from her informed perspective.

Tendayi's passion for helping others touches all areas of her life – as a nurse, pastor, life coach and motivational speaker. It's this passion that helps her radio program capture the hearts of listeners. With our help, Tendayi is developing her skills as a broadcaster, studying her Cert III in Community Broadcasting through the Community Media Training Organisation (CMTO).

Keep up the great work Tendayi and all the ethnic broadcasters who celebrate multicultural Australia!

Contact our friendly Grants Support Team on 03 8341 5900 to find out how our grants can help you and your station.

Join our Grant Assessor Team!

Are you looking to expand your knowledge of grants or give back to community media? Join our Grant Assessor Team!

Grant Assessors are called on twice a year to consider, score and provide advice on grant applications. It's a great way to make a difference and you'll be joining our valued team of more than 100 volunteers.

We'll provide you with lots of training, support and best of all, you'll learn all about our grants process to enhance your next application with us or another organisation.

Contact Georgie from our Grants Support Team today on 03 8341 5955 or visit www.cbf.org.au/grant-assessor to learn more.



2019–20 Round 1 Grants

Opening early January



Would you like \$2000 to fund your project?

Got a great idea for your station?
For your program?
For your community?

The Tony Manicaros Grant supports program content, events, training, archiving or other projects that benefit ethnic community broadcasting.

Almost anything is possible.



The grant is open to ethnic and multicultural community broadcasters, program groups and stations from across Australia to make their project idea a reality. The most innovative and significant project will win national recognition and be given an award at the NEMBC Annual Conference.

The grant is open all year round so you can make an application at any time that suits your project.

Generously funded by 4EB, 5EBI and 3ZZZ with support from the NEMBC, the grant remembers the achievements of Tony Manicaros, the NEMBC's first president and a champion of ethnic community broadcasting at station, state and national levels.

Apply any time!

Download the grant guidelines and application form from the NEMBC website
www.nembc.org.au

Any questions? Email admin@nembc.org.au or phone 03 9486 9549.

The NEMBC National Conference in Perth from 23 to the 25 November

The conference is hosted by 6EBA Perth's full-time Ethnic community radio station.

The NEMBC annual conference is a unique conference representing thousands of ethnic community broadcasters. The event brings together government representatives, community leaders, academics, multicultural organisations, radio station managers and broadcasters from across Australia. This is an opportunity for ethnic community broadcasters to network, discuss and debate key issues that relate to community broadcasting, the media and multicultural policies.

Hosted by 6EBA



Thanks to all our sponsors ...



City of Perth



Department of Local Government,
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Office of Multicultural Interests

