

# The AFL partners with the NEMBC



**The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture, identity and reminding mainstream media in the importance of Ethnic community broadcasting in Australia.**

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

After lengthy negotiations, the AFL, together with the National Ethnic and Multicultural Broadcasters' Council (NEMBC), and 3ZZZ FM Community radio station are producing a series of Multicultural AFL Football podcasts and ethno-specific language broadcasts during the remainder of the 2017 Toyota AFL Premiership Season.

The Multicultural Football Show will be recorded in English and select diverse language podcasts and broadcasts in the Arabic, Hindi, Mandarin and Spanish languages. The podcast is engaging eight multicultural commentators. The AFL provided each commentator with training run by very much experienced former Seven and 10 network TV footy commentator and now with radio SEN, Anthony Hudson. The eight multicultural broadcasters were for the first time provided with the opportunity to regularly broadcast Australian Rules football live from the MCG and Etihad Stadium during the eight week trial period.

The weekly Multicultural Football Show will be hosted by Harbir Singh Kang who is of Punjabi background, Salam

Hasanein who is of Palestinian heritage and anchored by Gabriel D'Angelo who is Australian born of Uruguayan parents. The team will be reviewing and previewing each round of the AFL, as the show focuses on AFL news and programs relevant to multicultural communities, featuring interviews with Australia Post AFL Multicultural Player Ambassadors.

The launch of the project took place at AFL Headquarters in Melbourne on Wednesday 28<sup>th</sup> July where the AFL, NEMBC and 3ZZZ entertained journalists, radio personnel and AFL Football clubs represented by their diversity and multicultural managers.

At the function, AFL General Manager Game Development Andrew Dillon said the AFL is proud to partner with the NEMBC and 3ZZZ to deliver the Multicultural Football Show.

"The AFL's multicultural strategy has been developed through partnerships with ethnic communities and organisations such as the NEMBC who have become advocates of our game; ensuring it is the most inclusive sport in Australia," Mr. Dillon said.

"We are proud to have established a formal partnership with NEMBC to host a Multicultural Football Show that will be shared across all the partner radio stations of NEMBC in 2017.

"This show will give us the opportunity to celebrate the diverse cultures that make up our great game; highlighting the contribution multicultural communities have made

to the sport's history and welcoming new communities to embrace Australia's game in the future," he said.

NEMBC Operations Officer Fiv Antoniou said:

"We are proud to partner with the AFL to deliver the first Multicultural Football Show of its kind, engaging passionate multicultural supporters of AFL football and providing them with the opportunity to broadcast the game in different languages," Mr. Antoniou said.

"The AFL has for several years been investing in multicultural communities around the country and we are excited to play a role in growing the game.



NEMBC – 3ZZZ Mandarin language broadcasters, Barney Yu Xia, Agnes Yao Lu and 3ZZZ production manager Gabriel D'Angelo at the MCG.



NEMBC broadcast production booth at the MCG.

The multicultural community is a huge national sector and what better place to commence a regular multicultural AFL program than through the NEMBC's national radio station network.

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

3ZZZ FM is one of Australia's largest ethnic community radio stations and was engaged by the NEMBC to produce and deliver the Multicultural Football Show to the NEMBC for distribution to all our members. Because AFL's Headquarters are in Melbourne along with the technical facilities at 3ZZZ's new premises in Brunswick and their

youth program 'Polyfonix' which already broadcasts AFL material, were chosen to deliver this program.

The NEMBC is looking towards the future if this trial run is successful, then the 2018 season will be podcast and broadcast over the entire AFL season including finals. The NEMBC and AFL will then be looking to train interstate presenters in providing AFL interview material and digital broadcasts from all round Australia – All part of the NEMBC's media journalist accreditation program emerging later this year.

## Meet the 'Multicultural Football Show' team

**The podcast:** Multicultural Football Show

**Duration:** 30 minutes

**Exec. Producer NEMBC:** Fiv Antoniou

**Recording Producer:** Gabriel D'Angelo

## Commentators podcasts and broadcasts

**Arabic:** Ahmed Osman, Salam Hasanein

**Hindi:** Harbir Singh Kang, Renu Tiwary

**Mandarin:** Barney Yu Xia, Agnes Lu

**Spanish:** Maximo Perez-Torres, Vanessa Gatica

**English:** Gabriel D'Angelo, Salam Hasanein, Habir Singh Kang



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## Gabriel



**Gabriel D'Angelo** was born in Australia from migrant parents hailing from the South American country of Uruguay. Gabriel developed a strong love affair with sport and from an early age has been a staunch AFL St. Kilda supporter.

As a child his favourite player was the prolific goal kicking machine Tony (Plugger) Lockett who dominated the AFL's goal kicking lists in the 90's and now a fan of contemporary Saints stars like Josh Bruce and Jack Steven.

Gabriel would love nothing more than to see his beloved Saints lift the premierships cup for only their second time in their history which hopefully for him is sooner, rather than later. Gabriel is also an AFL Diversity / Multicultural Ambassador and is the Multicultural Football Show's podcast and match broadcast Producer for both the NEMBC and 3ZZZ.

## Salam



**Salam Hasanein** is an Australian Palestinian who has a passionate interest in community matters. Salam has been heavily involved in the Indigenous space, responsible for leading specific projects to build and provide an effective link between Indigenous people, their communities and the broader community.

Salam achieved a Bachelor of Arts degree at Deakin University majoring in Public Relations and Journalism and utilises her skills to provide a radio reporting edge that is different to modern day news by attempting to convey stories from a multicultural perspective.

Over the last two years, Salam a Blues supporter, has been fortunate enough to become a Diversity / Multicultural Ambassador as part of the AFL's multicultural program and has highlighted profiles of many significant players from different religions and backgrounds through her radio interviews.

## Habir



**Harbir Singh Kang** came to Australia from India in 2003 and started broadcasting on the 3ZZZ Punjabi Youth program just two days after his arrival. Since then he's been a long and passionate volunteer with the radio station.

At an early age, Harbir loved sport and has been a Bulldogs supporter since 'forever'. He received a lifetime opportunity when he was able to commentate at the 2013 AFL Grand Final in his native Punjabi language.

Ever since then, Harbir has broadcast from many different locales and the MCG AFL Game Day on live TV. This experience intensified his love for footy and is now a dedicated AFL fan and one of the most experienced Multicultural AFL broadcast commentators. He would love nothing more than to see his favourite Bulldogs team win the premierships cup again, while he is commentating on Grand Final day!

## Maximo



**Maximo Perez-Torres** is passionate about all things sport and presents a Spanish language show dedicated to the world of sport and has covered many international and domestic sporting events for his listeners like the Australian Formula 1 Grand Prix, Australian Open Tennis, International soccer, A-League and has had the

pleasure of interviewing many local and international sports stars.

Born in Spain, Maximo thinks it's a privilege to be able to do what he loves most in the "sporting capital of the world – Melbourne", where he can immerse himself in all his favourite sports like Cricket, Soccer, Rugby, Tennis, Boxing and of course AFL football. Maximo adds a wealth of sports broadcast experience and another strong link to the new NEMBC show's team.



## Renu



**Renu Tiwary** is an avid 13 year volunteer with 3ZZZ in delivering the Hindi language program. She has a variety of interests that range from dancing, gardening, cooking and writing books. Renu has a keen interest in community events and has interviewed many people of varying backgrounds. She also operated a volunteer Indian community school for five years and organising major events.

Renu holds two masters degrees and has been working in data analytics with various companies. She looks forward to the opportunity of using her broadcasting commentator skills to deliver the footy and hopes to raise interest in Australian Rules Football within the Indian community.

## Vanessa



**Vanessa Gatica** with a Bachelor in communications degree is originally from Mexico, having arrived in Australia on November 2015 with her Australian husband, a mad Geelong Cats supporter who introduced her to the AFL game and she has been hooked ever since.

Vanessa was fortunate enough to meet the Western Bulldogs players and has been a fan of the Doggies since. She has also covered the Aussie Rules Harmony Cup, promoting the Spanish speaking teams. Vanessa broadcasts two 3ZZZ Spanish speaking programs, one of which is a sports program. She has a vast experience in all forms of media and is looking forward to the opportunity to call AFL games to the Spanish speaking communities of Australia. Go

## Ahmed



**Ahmed Osman** was born and raised in the Sudan where he graduated in media and public relations from Sudan University. After arriving in Australia in 2005, it wasn't long after that he graduated in Audio-visual Technology from RMIT. He has been hosting the Sudanese radio show on 3ZZZ for a number a years and has been an active

volunteer with the station in other areas as well. Ahmed comes with an extensive repertoire including working as a TV News anchor in the Middle East.

He is passionate about sports especially AFL footy. Ahmed says "I live in Carlton and I support Carlton!" Despite his busy schedule he never misses an opportunity to watch the mighty Blues in action and hopes to see them premiers in the not too distant future.

## Barney



**Barney Yu Xia** came to Australia from China in 2012 and has been broadcasting 3ZZZ's Mandarin program for four years. He found a calling and passion in media devoting himself to community TV and Radio. Barney is a big fan of sports and has over the years developed a love for Australian Rules football even though he had not come across it before his arrival in Australia.

His journey to becoming a hard core footy fan started when he was a camera operator for live footy games in the EDFL and the Reclink Community Cup. Once exposed to the AFL product his interest intensified for the sport and would often join his friends on the footy field polishing his skills. A Bulldogs fan because he is impressed by their spirit of never giving up, Barney is set to spread the sprit through his broadcasts by inviting more Mandarin speakers to enjoy the game as much as he does.

## Agnes



**Agnes Lu** migrated to Australia from China in 2009 and only recently began her participation in radio production by making a number of announcements and commercials both in Cantonese and Mandarin for a number of radio stations and agencies around Australia.

Agnes a keen follower of Arts and Music wouldn't consider herself to be a huge sports fan, but has had one eye on Australian Rules Football ever since she encountered it for the first time in Australia. As a result, Agnes has been a keen follower of Tiger's captain Trent Cotchin and welcomes the chance to be involved with the NEMBC, 3ZZZ and AFL as a podcaster and commentator.

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**Fiv Antoniou**

*Operations Officer NEMBC*

*Contributions: Gabriel D'Angelo 3ZZZ*

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**Nadine Rabah**

*AFL*

# Become a Champion of Ethnic Community Broadcasting

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

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

The first aChamps to work with the NEMBC are 3ZZZ reporters for the AFL.

A Champs accredited by the NEMBC will find it easier to obtain media accreditation from major sporting, arts and social event producers – First NEMBC intake shall provide accreditation for a minimum of 20 A Champs. To apply go to the NEMBC website.

## What is required to become a Champion:

- Trained in basic broadcasting and/or radio/ print media journalism
- Personal identification (drivers licence or passport)
- Supply a passport photo of themselves (used on identity pass)
- Support document (letter) from the applicants radio station manager
- Be selected by the NEMBC to become A Champs
- Enthusiastic and ready to cover breaking news / event stories in their local area

Material that A Champs produce shall be networked and distributed nationally by the NEMBC which in turn shall promote the NEMBC's marketing / branding image as well as the profile of local multicultural radio stations.

An AChamp will produce material in the following formats:

- Audio / MP3
- Text / Word format
- On-line
- Website content
- Facebook,
- Twitter and
- Other digital mediums.

The NEMBC can also call on A Champ assistance for various NEMBC advocacy campaigns and dissemination of information and promotion of the NEMBC and ethnic community broadcasting issues.

## Fee:

A one off fee of \$5 shall be charged to each accredited A Champ to cover the NEMBC's in-house design and production of the laminated and numbered MEDIA ACCREDITATION photo identity pass and lanyard.

For more information contact NEMBC via our website or ring 03 9486 9549.



**Russell Anderson**  
Executive Officer NEMBC



Photo: Fr L: Harbir Singh Kang, Gabriel D'Angelo, Vanessa Gatica, Renu Tiwary and Maximo Perez-Torres.