

PROGRAM

The NEMBC National Conference



Melbourne 27 - 29 May 2022

Pullman on the Park, 192 Wellington Parade, East Melbourne

Program 28 May 2022

Saturday, 28 May 2022	
9am	Official Opening and Welcome
9.20	Panel Discussion to stimulate discussion on the Topics: COVID Spotlights, New Normal, Digital platforms, Radio Stations, Language, Youth, an ageing sector, Demographic and new communities, Regional Stations and broadcasters, Membership and membership organisations, Media marketing and Content, and Funding.
10.30am	Morning Tea
11 am	'Topic Table' workshop session addressing the topics. More 'Topic' detail provided below.
12.15pm	Housekeeping – AGM- it's an election year!
12.30	Lunch
1.45pm	Griffith University will present outcomes from the Topics Tables and facilitate an open microphone for further discussion on the topics. This is an opportunity for wider discussion and contribution.
3 pm	Afternoon tea
3.30pm	Growth of news in the sector; presentations by the NEMBC, CBA, CMTO and 4EB on development of news and journalism, with an open microphone discussion.
5.15pm	Conference Concludes

6.30pm enter with a 7.30 pm start	Gala Dinner at Pullman on the Park and celebration of 'Coming Together'.
Sunday 28 May NEMBC AGM - Pullman on the Park	
8 – 9 am	Registration
9.30am	AGM Opens
2.30 pm	AGM and SGM Concludes – the time for the AGM and SGM will depend on how long the Election takes and the voting on the new Constitution.

This NEMBC conference will be a very participatory event. With the conference theme “Coming Together’ we want to review, collect our thoughts, and ask some big questions!

We ask everyone to arrive with their thinking caps on. There will be tables to sit at to discuss topics. We want to hear stories of resilience and how we supported each other and our communities during these difficult times.

There will be tables set up with a headline Topic assigned to each table. So before you have arrived at the conference we hope you had time to consider what you would like to discuss.

Here are the Topic Tables.

Topics to be discussed at tables

1. **COVID Spotlights:** the pandemic has shone a light on the good and the bad on everything, including our very own ethnic community broadcasting sector. What were the challenges and what were the opportunities?
2. **New Normal:** We are almost out of the pandemic and life is returning to a new-normal but what type of normal will broadcasters, stations and producers face in the coming year.
3. **Digital platforms** have been with us for some time. What sort of disruption and opportunities have these platforms created? Has communication improved with wider audiences, has the diaspora and back to 'home-county' also helped?
4. **Community Radio Stations.** What do radio stations need to do to survive if they are challenged the same way as newspapers and TV? Keeping audiences, subscriptions, or members and having to innovate or be creative. Radio stations are doing ok so let's just maintain the status quo?
5. **Language** is one of the keystones to ethnic community broadcasting but how is that changing and is this taken seriously, or just seen as a bit of an add on to community broadcasting. Multicultural messaging has been more important than ever during the pandemic, how can we ensure that language maintains its importance?
6. **Youth:** The next generation is the key to our future, how is it going for you, your station and as a young person? As a sector, are we really embracing this future?

7. **An ageing sector:** Seniors and established communities are fundamental to our ethnic sector and we wouldn't be what we are today without them. However, we are reaching a timeline when many of our seniors will not be with us. This is a major issue facing our sector what can we do to plan for the next 5 to 10 years?
8. **Demographic and new communities:** Are radio stations allowing access to ethnic programs and new and emerging communities, are they reaching out to groups that don't have a voice? Are new emerging communities using other ways to communicate and possibly don't see community radio as being that relevant or important.
9. **Regional Stations and broadcasters:** regional stations are a permanent fixture at the NEMBC conference and certainly require a lot of attention in a post-COVID scenario.
10. **Membership and membership organisations;** Radio stations are membership based organisations and that grassroots connections are important.
11. **Media marketing and Content** – Is content produced by ethnic community broadcasters effective. Of course we all know it is, but the spotlight was on during COVID-19 and multicultural messages were in the spotlight. What happened during COVID and is the multicultural messaging going to improve in the new normal.
12. **Funding:** Off course funding is always important, maybe this should have been the first point!