

## **NEMBC Submission**

### **Multicultural Framework Review**

29 September 2023

# **A Multicultural Framework that strengthens a diverse community media sector**

## **Summary**

This report provides some trend concepts and indications for how our culturally and linguistically diverse community radio media sector can intersect and have an impact over the next ten years to further advance multicultural Australia. There are specific references to migration, language media development, engagement, and a focus on creating a socially cohesive and inclusive multicultural society.

The Australian legislative and policy settings support a diverse community broadcasting sector but as migration increases and demographic patterns change further provision is required to identify relevant policy settings and programs that continue to support this diverse community media sector.

The Federal Government can more strategically communicate and engage multicultural Australia, particularly in languages other than English, by supporting a vibrant and diverse community broadcasting media sector. This diverse sector is an educational ecosystem that strengthens public awareness and citizenship.

The NEMBC and our multicultural and multilingual media sector have the chance, over the next ten years, to unlock the potential of migrant and new and emerging communities, foster enhanced integration, and develop leadership opportunities and employment pathways, while playing a role in stimulating productivity and economic activity.

**RECOMMENDATION:**

**To effectively address evolving migration patterns and the increasing demand for information within migrant communities, the Multicultural Framework Review should prioritise communication and community grassroots media as key functions for delivering appropriate messages. Legislation, policies, and programs should align to support this focus:**

- 1. Enhancing the current community broadcasting infrastructure and programs to address evolving migration patterns and meet increased demand.**
- 2. Strengthening community radio, which effectively conveys pertinent multilingual messages through spoken audio languages.**
- 3. Promoting innovation in community media to facilitate message delivery through digital and online platforms.**
- 4. Recognising community media as a vital channel for disseminating information on government services, especially in the realms of settlement services, health information, and crisis response.**
- 5. Acknowledging the uniqueness of community radio on a global scale and fostering opportunities for training, economic development, employment pathways, leadership development, and improved media representation.**

Some of the key services and trends worth considering for the culturally and linguistically diverse community media sector are:

- The sector is already an essential service providing a lifeline to Australia’s culturally diverse population, and with the right support, the sector can adapt, create strategies, and respond to growing needs, expansion, and engagement as the sector responds to meet new demands.
- In-language radio programs are fundamental for the community broadcasting sector and represents Australia’s largest language community media laboratory, supporting linguistic and cultural diversity. Supporting established migrant communities and new and emerging communities to have a local voice on community radio will be vital.
- Settlement and early access to community radio: The NEMBC and the sector supports settlement services to provide the ‘seed’ for new arrivals to have a voice in their community. The NEMBC has a training program - ‘media kit’ - for supporting new emerging communities and the next generation of young people.
- Migration to regional areas. Migration will occur in cities and regional areas, and the NEMBC is focused on all regions but has a specific plan to support those in need for regional areas by starting new broadcasting opportunities.
- By supporting a flourishing sector of new language groups to have a voice, one of the key benefits to Australian society is a socially cohesive and inclusive society. The sector acts as a pathway for leadership, media development to improving mainstream media representation.
- The NEMBC straddles two spaces: community media and multiculturalism. This second space means we engage with government, politicians, organisations in media and the

multicultural space. By partnering with organisations, we strengthen policies for social cohesion and inclusion, for example, assisting to develop a National Anti-Racism Framework or working with Media Diversity Australia to develop employment pathways and change media-representation in Australia.

- There is a real potential to tap-in-to the economic activity related to migration growth and make linkages to improve services.

The NEMBCs mission is to enable diverse communities to have a strong voice to make a safer and more inclusive society.

Our sector provides the opportunity for communities to have a voice so their language, culture **and identity** is recognised.

Recognizing someone’s culture helps create a sense of belonging and encourages social cohesion and inclusion and participation as an active citizen. Multilingual radio programs are not just a radio show they support the identity of the individuals and the community and helps place them in an inclusive Australian society.

Victorian Multicultural Commission Chairperson Viv Nguyen

“ diversity in representation in the media had societal benefits by creating a **sense of belonging**. I think that sense of belonging, that sense of purpose, and that sense of this is my place, this is my home, and this is what I can do, and my voice gets heard — those social aspects are really important because it goes to [social] cohesion<sup>i</sup>. ”

Australian Human Rights Commission – National Anti-Racism Framework

“ Community-controlled media: It was widely felt by participants that adequate resourcing of the community-controlled media sector would be beneficial in addressing negative media discourse. Further to this, support for community-controlled media was identified as fundamental<sup>ii</sup>. ”

Juan Paolo Legaspi  
NEMBC  
President

Russell Anderson  
NEMBC  
Chief Executive Officer

### **National Ethnic and Multicultural Broadcasters’ Council (NEMBC)**

**Enabling diverse communities to have a strong voice to make a safer and more inclusive society**

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#### **National Ethnic and Multicultural Broadcasters’ Council**

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# 1) An Essential Community service: culturally and linguistically diverse community broadcasting.

Strengthening social cohesion and citizenship

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Ethnic community broadcasters produce programs, which provide a lifeline to Australia's culturally diverse population.

Ethnic and multicultural community broadcasting plays a vital and central role in strengthening social cohesion and citizenship within our diverse Australian community. It is highly valued by established migrant communities for the critical role it plays in maintaining language and culture, and for the opportunities it provides for second-generation Australians to connect with their linguistic and cultural heritage. Ethnic community broadcasting also plays a vital role in helping newly-arrived migrants and refugees build supportive networks within their own community and assist them in learning about their new country.

Ethnic community broadcasting is an incredibly diverse sector, serving the needs of hundreds of thousands of Australians of all ages in urban and regional areas right across the country. It is also highly cost-effective, harnessing the skills, expertise and time of more than 4000 volunteers from 125 distinct cultural groups who create 2,118 hours of content every week in over 108 languages which are broadcast via 90 radio stations. Government funding plays a highly important role in catalysing and building the capacity of this voluntary sector.

Today ethnic community broadcasting includes:

Hours of broadcasting per week 2118

Languages broadcast 122

Number of cultural groups 125

Number of stations 80

Number of regional & rural stations 79

Number of metropolitan stations 52

Number of volunteers involved 4,000

Monetary volunteer contribution \$61 million

Volunteers hours each year over 2 million

Languages played on ethnic community radio stations:

Afrikaans – Albanian – Amharic – Arabic – Armenian – Assyrian – Austrian – Azerbaijan – Bangla (Bengali) – Bangladeshi – Bosnian – Bulgarian – Burmese – Cambodian – Cantonese – Chilean – Chin Congolese – Coptic – Croatian – Cypriot – Czech – Danish – Dari – Dinka – Dutch – Egyptian – Fijian – Finnish – French – French – Creole – German – Ghana – Greek – Gujarati – Hakka – Harari – Hazaragi – Hebrew – Hindi – Hindustani – Hmong – Hungarian – Indonesian (bahasa) – Iranian Farsi – Irish – Italian – Japanese – Karen – Khmer – Korean – Kurdish – Laotian – Latvian – Lebanese – Arabic – Lithuanian – Macedonian – Malaysian – Maltese – Mandarin – Maori – Mauritian – Mon – Montenegrin – Moroccan – Motu – Nepalese – Niue language – Norwegian – Oromo – Pashto – Polish – Portuguese – Pukapukan – Punjabi – Romanian – Romany – Russian – Samoan – Scottish

Gaelic – Serbian – Sinhalese – Slovenian – Somali – Spanish – Sri Lankan – Sudanese – Sudanese Arabic – Swahili – Swedish – Swiss – Tagalog/Filipino – Tamil – Telugu – Tetum – Thai – Tibetan – Tigrinya – Tok Pisin – Tokelauan – Tongan – Turkish – Ukrainian – Urdu – Vietnamese – Welsh – Yiddish and Hebrew.

## 2) Language Diversity

**Spoken In-Language programs are fundamentally important for the sector, and unique to the world.**

### Multiculturalism and Language

Ethnic and multicultural community broadcasting is Australia's largest community language media laboratory, supporting cultural and linguistic diversity it provides information, maintains community connections and promotes cultural development in over 100 languages.

Around 23% of regular metro community radio listeners are LOTE speakers at home (around 608,000 of the 2.644m metro listeners to community broadcasting every week). A large part of this audience listens to ethnic programs.

Ethnic programming is different than normal English programs. Ethnic broadcasters are required to produce between 30 to 50% percent of their program in spoken language. This means a lot of work in developing and producing the program, much more than a music program.

Spoken language is fundamental to the communities' cultures and it's the old saying if you lose your language you lose your culture<sup>iii</sup>

**A fundamental challenge** to the sector would be the loss of languages from established communities such as Greek, German, Dutch or Italian or no up-take of new language programs of new and emerging communities.

## 3) MIGRATION a MAJOR TREND Globally and for AUSTRALIA

Migration is central to the Australian story. Successive waves of migration have shaped and influenced the development of a rich multicultural society, and the blending of histories and cultures has resulted in a unique Australian identity. Australia's long history of migration has also contributed to the prosperity that most Australians enjoy today.

Australia is the most "ethnically diverse country in the world" <sup>iv</sup>. The census shows that Australia has a higher proportion of overseas-born people (26%) than the United States (14%), Canada (22%) and New Zealand (23%).

### Language and culture facts:

- Almost 30 percent speak a language other than English in Australia. In the next ten years this will increase significantly.
- One million people in Australia don't speak English well or not at all.
- 73 percent speak only English at home and this has declined from the 2011 census from 77 percent.
- 22 percent speak a language other than English at home.

- There are 233 languages spoken in Australia, that are not Indigenous First Nations.
- There are 270 different ancestries in Australia.
- Presently there is 50% of Australians were either born overseas or have a parent born overseas. While 20 percent of these presently come from European ancestry there is already a shift to non-European countries.
- 75% of the world's population do not speak English as their first language.
- Treasury estimates there will be an influx of migrants this financial year of 650,000.
- Australia is entering a period of considerable change and uncertainty. This includes economic, demographic and social challenges associated with an ageing population, slowing population growth, and waning productivity.

The language and demographics are also changing with more people arriving from countries where English is not the first language. In 2016 there were more arrivals from Asian than Europe and Chinese and Indian languages were predominant.

### **Future predictions:**

- Migration will need to increase to sustain a growing population.
- Migration will need to increase due to Australia's Aging Population
- During COVID there was minimal migration and there will need to be an increase to catch-up with labour shortages, and for the health system such as nurses and doctors.
- Over the last ten years there has been an increase migration numbers with the highest annual level of new migrant was almost 3000,000 in 2009, and other years averaging 250,000 annually.
- The Labor government is committed to increasing migration with a commitment to increase the migrant intake by 20%.
- Migration intake will shift away from Europe and to countries where English is not the main language. By 2033 and the shift away from European migrants and the trend towards countries where English is not the first language will see the majority of migrants have a stronger affinity to their home language and culture.
- War, climate crisis, conflicts and famine will create more migration waves.
- Based on standard annual increase there will be an additional 2.5 million people settled in Australia over in the next ten years.
- With the need to increase migration intake for the workforce, arrivals due to environment and social conflict there could be an increase of up to 3.5million in the next 10 years.
- New arrivals will increase from non-English speaking countries which could mean almost 50 percent of people will speak a language other than English in Australia in the next twenty years.
- Migration will increase in metro and sub metro areas and government policies are also incentivising migrants to regional areas.
- Over the next 35 years migration is expected to drive employment growth at the same rate that women's participation in the workforce did during the 20th century.
- Australia's population hit 25 million in 2018 and – if the forecasts are correct – it's heading to 38 million by 2050. Twenty years ago the experts said we wouldn't get to 25 million until 2051. We've reached that target 33 years early!
- In 2050, Australians will be better educated, more productive and our economy will be a trillion dollars stronger, thanks to migration.
- Over the next 35 years migration is expected to drive employment growth at the same rate that women's participation in the workforce did during the 20th century<sup>v</sup>.

## Mapping the overseas migration shows there will be a significant increase in migration over the next ten years.

### Recent predictions will show significant increases:

“ Labor’s review into the immigration system comes as the federal government braces for a migration surge, with Treasury predicting net inflows of 650,000 migrants between the current financial year and the next<sup>vi</sup> ”

Historically, more people migrate to Australia than migrate away each year, meaning overseas migration has been a significant source of population gain for Australia rather than loss. Overseas migration data in Australia shows a pattern of variability over time, due to the ever-changing global and domestic factors affecting migration. The impact of the COVID-19 pandemic and international travel restrictions added to this variability, as did the easing of these international travel restrictions from late 2021 which has resulted in people being able to migrate to Australia again<sup>vii</sup>.

Australia's population hit 25 million in 2018 and – if the forecasts are correct – it's heading to 38 million by 2050. Cities like Sydney and Melbourne are set to jump by up to 60% – from five to eight million. But what if that's a conservative estimate? Twenty years ago the experts said we wouldn't get to 25 million until 2051. We've reached that target 33 years early!<sup>viii</sup>

<https://asialink.unimelb.edu.au/stories/imagining-australia-2033>

With a sharp birth-rate rise and a continuation of Australia's now longstanding embrace of immigration, millions more will call Australia home. Our major cities will rival many Asian urban centres in size.

In 2023, Australia is entering a period of considerable change and uncertainty. This includes economic, demographic and social challenges associated with an ageing population, slowing population growth, and waning productivity. Australian business and industries across the economy are grappling with critical skills shortages (particularly because of COVID-19 pandemic), and our economy would benefit from greater diversity and innovation. These are issues mirrored across countries in the Organisation for Economic Co-operation and Development (OECD).

Australia’s migration system has the potential to help address these challenges. Complementing employment, education, and training opportunities for the existing Australian labour force, migration can support a national transition to a more diverse economy, enhancing our sovereign capabilities and driving innovation and productivity.

Culturally and linguistically diverse community radio broadcasting has a potential to play a role as being the voice for these communities when they settle in Australia.

The Albanese Labor Government has increased the number of permanent migration visas available in 2022-23 from 160,000 to 195,000 places.

This means there are an extra 35,000 permanent visas to address parts of the Australian economy currently experiencing severe shortages, impacting the everyday lives of Australians.

Within the Skill stream, there will be 34,000 places for regional visas, an increase of 9,000 places compared to earlier projections.

Based on projections, this could mean thousands more nurses and technology workers settling in the country, this year. This will help to directly meet pressing skills shortages and assist migrants to build their lives in Australia, and invest in their and their families' futures.

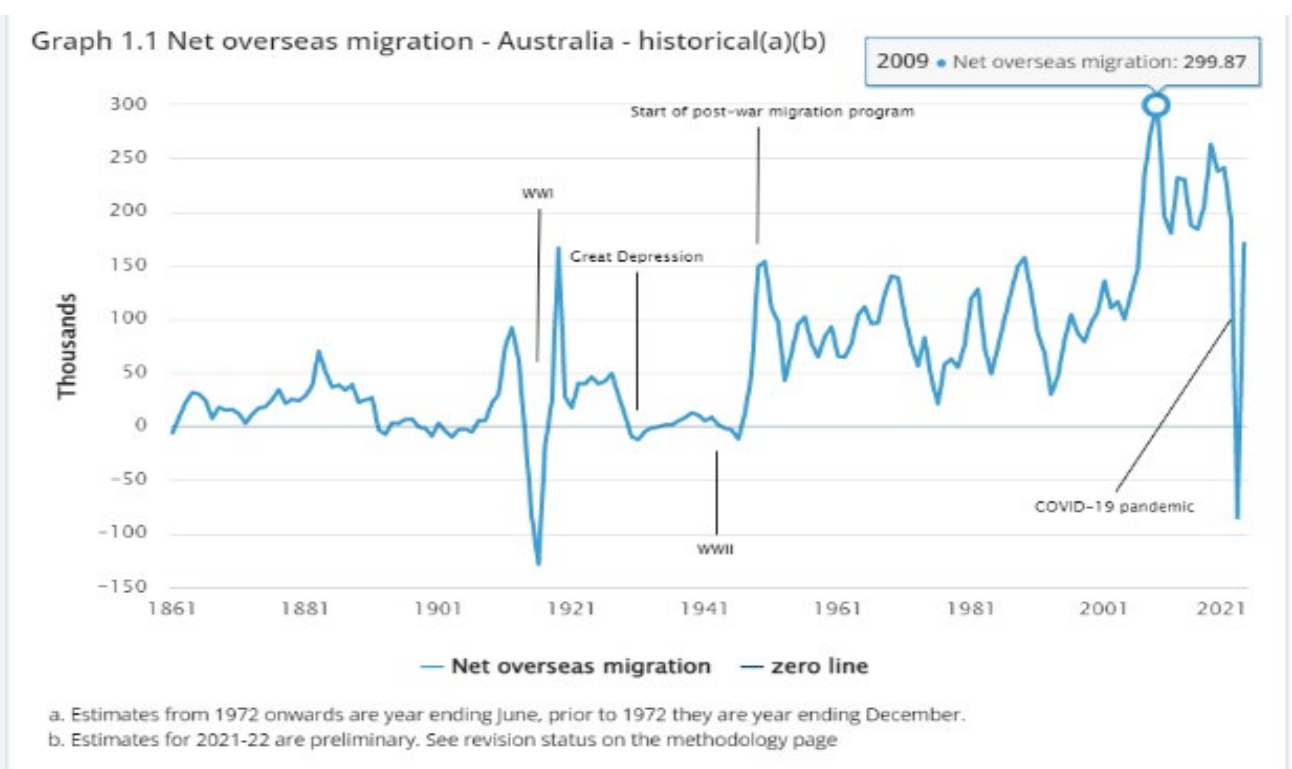
This graph shows the annual levels of migration increase to Australia with a marked increase over the last ten years and while there was a decrease due to COVID-19 pandemic there will be a projected increase in the next ten years.

The Albanese Government is about to release a migration report that will shake up future migration, with the Home Affairs Minister Clare O'Neil stating at the Press Club address in April 2023:

“The Albanese government will shake up migration after a review found the system was not meeting either current or future needs.

The overhaul, to be announced by Home Affairs Minister Clare O'Neil on Thursday, will cover permanent residency for temporary visa holders, and ways to bring in skilled migrants to boost the economy.

About two million people in Australia are on temporary visas, with about 10 per cent a year becoming permanent migrants” ix.



<https://www.abs.gov.au/statistics/people/population/overseas-migration/latest-release>

Governments from both persuasions recognise the importance of migration. The 2021 Intergenerational Report commissioned by the Honourable Josh Frydenberg MP Treasurer of the



Commonwealth of Australia<sup>x</sup> highlight the importance of how our Australian-born population growth will continue to rely on significant migrant intake.

The Scanlon Foundation Research Institute (SFRI) amplifies the migration success story in much of its research. Their recent report investigates if Australia lives up to its frequently spruiked 'most successful multicultural society' status – specifically, in its representation of migrants in politics.

The report, ['You can't be what you can't see – the participation of migrant communities in Australia's political system'](#), calls out the need for real change to enable everyone to participate in Australia's democracy.

**Most significantly the report advocates for the use of ethnic media to speak within communities.**

The report collates the views of leading researchers, academics and political commentators, along with the lived experience of people from culturally diverse backgrounds who've served or currently working in our political system as local council mayors and MPs<sup>xi</sup>.

## **4) MIGRATION; settlement and early access to community radio**

New immigrants and refugees report that early access to ethnic community radio makes a profound difference to their settlement outcomes, provides a sense of belonging and inclusion and empowers people by hearing their language on-air. Community radio provides a vital source of information and contact in rural and remote areas, this is particularly pertinent as immigration levels increase to 330,000 (including skilled and recent graduates).

Results from a Griffith University report indicate that while ethnic broadcasting is “providing an essential service for new migrants... it is doing far more than this - when a community becomes more established in Australia, ethnic language programs act as an important link to other members of the same community in their local area through maintenance of languages, and links to home which other information and media sources cannot provide”.

## **NEMBC Working with New Arrivals**

### **Working with Emerging and Refugee Communities**

In recent years Australia has accepted migrants and refugees from a wider range of countries than ever before. When they settle in Australia they face a number of barriers, from discrimination and uncertainty in the housing market, to difficulty having their overseas skills and work experience recognised. At the same time, given their small numbers and short length of residence in Australia, they do not have the support of an established community of people from their own ethnic background.

Ethnic community broadcasting is now a well-established feature of most community radio stations. While older and more established ethnic communities have radio programs and even newspapers, smaller and more recently arrived communities are not so well represented in the community broadcasting sector.

The NEMBC researches and defines 'new and emerging communities' for the purpose of funding and support<sup>xii</sup>.

## ACCESS and PARTICIPATION for new arrivals – work with settlement services and Leadership in Media

The NEMBC produced a MEDIA KIT for settlement services and migrant resource centres to understand and access community radio and to assist in developing leadership skills.

The media kit is available at:

<https://www.nembc.org.au/publications/media-kit/>

The NEMBC Media Kit is a valuable resource for supporting access and participation of both new emerging communities and established groups in maintaining their language and culture through community broadcasting. In particular, it aims to provide assistance to ethnic communities, young people, and women who are interested in community radio but may lack awareness of its potential benefits. Furthermore, the Media Kit aims to help community radio stations overcome capacity limitations and effectively reach out to new communities.

For new and emerging communities, the NEMBC Media Kit is an excellent tool for enhancing understanding of the Australian media landscape, developing media leadership skills, and increasing access and representation in both community and mainstream media. For community radio stations, the kit provides practical guidance for engaging refugee and migrant communities, breaking down barriers to participation, and facilitating their broadcasting. Finally, community organizations and service providers can also use the kit to support the communities they serve by fostering understanding of the media landscape in Australia, planning media campaigns, and participating in community media.

### The Media Kit contains:

#### Leadership Media Manual (booklet)

The Leadership Media Manual is a resource for people interested in the basics of leadership and the effective use of media. The manual discusses leadership skills and explains how the media in Australia works, offering advice on how to respond to the media, build networks, run a media campaign, or make the most of social media and online media.



#### Leadership Media Manual

For people interested in the basics of leadership and how to use the media.

## Handbook for Youth Empowerment through Media Participation

This booklet uses the NEMBC's Next Generation Media project as a practical example of how to train young people and get them involved in community radio. The booklet gives an overview of project planning, using partnerships to run successful programs, applying for funds, recruiting participants, engaging with a training organisation and mentoring.

### NEMBC Media Kit Next Generation Media handbook

Engaging Communities: Involving New and Emerging Communities at Your Radio Station (brochure)

This booklet provides community radio stations with information about refugee communities and the role community radio can play in breaking down barriers. It advises radio stations how to reach out and engage with the communities and settlement service providers.

Value of Community Radio: Supporting New and Emerging Communities to Broadcast (brochure)

This booklet provides community groups, organisations or service providers with background information on community radio and how it works, how to get involved in radio and the importance of community radio for emerging communities and building community connections.

### NEMBC Media Kit Value of Community Radio

Becoming a Community Radio Broadcaster (DVD)

This DVD shows the inside of an ethnic community radio station studio, how it works and how training takes place. This is a good resource tool for seeing how community radio operates. The DVD is also available to view online here.



Engaging Young People



A Handbook for Youth Empowerment Through Media Participation

Based on a project co-designed and co-delivered by the National Ethnic and Multicultural Broadcasters' Council (NEMBC), The Centre for Multicultural Youth (CMY) and SYN Media in association with Radio Adelaide Training



## 5) Migration to regional areas

Migration will occur across the country, in cities and regional areas, and the NEMBC is focused on all geographic areas and has a specific plan to support those regional communities that are not represented or have a voice on-air.

There has been a significant number of new arrivals to regional areas since 2010, however, those groups do not have a voice on their local radio station.

The benefits of starting a multicultural community radio facility:

- Make the region a sympathetic 'host' for new arrivals
- Promote successful settlement and wellbeing
- Give voice to culturally diverse communities
- Provide information about government services and local programs
- Offer employment opportunities
- Provide education and skills training to enhance employment opportunities
- Empower and provide community participation
- Give leadership opportunities for all ages
- Create multicultural community hubs for cross cultural communication (in English).
- Develop technology and new digital multimedia platforms
- Increase women's participation
- Provide Youth with a vehicle for expression and development
- Build social inclusion and networks

The NEMBC has significant project experience and understanding of filling this gap and giving voice for new and emerging communities in regional areas. We have identified barriers to new and emerging migrant communities' access to existing radio services including trying to fit into an established radio station's culture.

Rather than cause disruption to the existing radio services, and possibly create community tension, it is better to develop a multicultural community radio facility with its own broadcast opportunities, run and operated by the local multicultural communities, effectively establishing a multicultural broadcast licence.

Research shows that social support is one of the most important factors for promoting sustainable resettlement. It is particularly important early in the resettlement process when new arrivals face the practical and emotional challenges of settling in a new country. When new arrivals hear their own language on radio it provides a strong sense of identity and assists integration.

A Sudanese focus group participant said that his language on the radio;

*"preserves the culture and the national origins and it keeps people, makes it easier for people, to settle knowing that they are not really total strangers"*

A Tongan community participant, an emerging community, highlighted the importance of hearing their language:

*"There is a sense of pride there too, hearing your own language go over the radio"*

Several participants in a Turkish group found the radio had a unifying effect:

*“The radio station is not separating us, it’s integrating us to Australia, it’s very important. Our children are growing up Australians anyway, maybe they’re having difficulty adapting culturally, but through the radio, they will be able to get some help and adapt ..”*

The existence of social networks can instil a sense of belonging among new arrivals, provide them with resources and assist them in better access to services such as housing and employment. The existence of strong ethnic communities, in terms of both formal and informal associations within communities, is critical to a refugee’s adjustment in an unfamiliar environment<sup>10</sup>.

A Multicultural radio facility would be a voice to connect and link people together. Connections with one’s ethnic community are also important to assist in the maintenance of ethnic identity<sup>11</sup> which in turn has been found to influence mental health<sup>12</sup>.

Ethnic communities have also been found to buffer the effects of adversity, especially ethnic and race based discrimination<sup>13</sup>. Further, they can help to promote harmonious relations between new arrivals and the wider community by serving as a link between them.

A Multicultural radio facility could create a partnership with a metro full-time Ethnic radio station to rebroadcast and make up air-time. This would create connections between the city and the region and links that help new arrivals feel connected with a wider Australia. This type of partnership also builds wider networks, creates the possibility to share information in languages across the state and to foster economic ties.

The NEMBC has identified Griffith, Tamworth, Wagga Wagga and Shepparton as sites that require initial attention. Further work will be required in other regions to research and identify other sites and work with state governments, settlement services and multicultural organisations.

## 6) Social Cohesion and Inclusion

International research shows that the “community [media] sector is already making a substantial contribution to social cohesion, community engagement and regeneration”<sup>xiii</sup>. Building active citizenship and increasing social inclusion is a key mission of community broadcasting which:

- Provides unique circumstances for self-representation in the public sphere (this is particularly pertinent for underrepresented or misrepresented minority groups).
- Creates a rare opportunity for dialogue that encourages understanding, assists to break down stereotypes and counters racism.

Social cohesion is about creating a harmonious society and also recognising the identity of each community is important. By recognizing someone’s culture it creates a sense of belonging for individuals and the community. This encourages inclusion and participation as an active citizen.

Social cohesion as a principle recognises the language, culture and identity of the individual and community while in social inclusion is an active process of including cultures into the mainstream society through access and participation.

Access is an important issue with 80 radio stations in regional and metro areas having ethnic programs.

**The challenges** facing the breakdown of social cohesion and inclusion is a polarised political system, a xenophobic and insular society that shuns migration and feeds concepts of the ‘other’ and breeds intolerance and racism.

## NEMBC's Involvement with the - Anti Racism Framework

The NEMBC as a peak body works with stakeholders to break down stereotypes and combat racism, such as the Australian Human Rights Commission on its National Anti-Racism Framework Project.

The Commission is pleased to let you know the interim project report for the initial scoping phase of the project is now complete, January 2023, and available on the Commission's [website](https://humanrights.gov.au/our-work/race-discrimination/publications/national-anti-racism-framework-scoping-report).

<https://humanrights.gov.au/our-work/race-discrimination/publications/national-anti-racism-framework-scoping-report>

Drawing on consultations and submissions, the report identifies key considerations for the principles that should underpin a framework, three cross-cutting themes consistently raised by participants, and three sector-specific priority areas.

- **First Nations first:** It was expressed from both First Nations and non-Indigenous participants, that the experience of First Nations peoples must be central to the Framework and inform all strategies across national outcome areas - including the acknowledgement of the experience of colonisation and its ongoing impacts.
- **Definition:** Participants called for a robust definition of racism that highlights its systemic, nuanced, and intersectional nature, is community-centric, and is informed by the ongoing impacts of colonisation.
- **Intersectionality:** The Commission heard calls for enhanced visibility and responses at the intersection of different forms of discrimination, including those who are part of/or identify in communities such as LGBTQIA+, faith-based, women, disability, young people and others with intersectional experiences.
- **Data:** The urgent need for comprehensive, national data on the prevalence, nature, and impacts of racism was shared by participants.
- **Education:** Participants advocated for anti-racism initiatives within educational institutions to improve racial literacy, as well as public awareness more generally.
- **Cultural Safety:** Cultural safety was identified by many participants as a best-practice approach to addressing race-based barriers and harms experienced in relation to job-seeking, and especially within the workplace.
- **Media regulations and standards:** Stronger media standards and enhanced regulation was prominent in the feedback received about an anti-racism framework- this extends to representation, racial profiling, and resourcing of community-controlled media.
- **Justice:** Many participants highlighted the disproportionate impact of the criminal justice system on people from negatively racialised backgrounds - especially in relation to First Nations peoples.
- **Legal protection:** The Commission heard about the importance of legal protections that are enforceable and reflective of Australia's international human rights obligations.

Organisations representing the interests of multicultural communities argued for the need to 'challenge monocultural and patriarchal spaces'. The current media landscape can be challenged by amplifying the narratives and lived experiences of First Nations peoples, migrant, refugee and faith-based communities that are negatively racialised, including women and young people amongst others at the intersection of different forms of discrimination.

### Community-controlled media

It was widely felt by participants that adequate resourcing of the community-controlled media sector would be beneficial in addressing negative media discourse. Further to this, support for community-controlled media was identified as fundamental.

## Diversity and Media Representation

The NEMBC works closely with Media Diversity Australia (MDA) and a range of organisations to work on changing the media landscape to improve media representation and develop pathways for employment into mainstream media.

Australian commercial media ownership is highly concentrated and culturally and linguistically diverse community broadcasting can play an important role in influencing the mainstream media landscape over the next ten years.

Australia's news media is one of the most concentrated in the world (The Senate Environment and Communications References Committee 2021). Rupert Murdoch's News Corp (59%) and Nine Entertainment (23%) owned more than 80% of the metropolitan and national print media markets (Brevini & Ward 2021). Both companies also own multiple forms of media including television, pay TV, radio and digital news platforms: The top 4 chains control 95% of revenue among daily newspapers, over 75% of total revenue in free-to-air television, and almost 70% of revenue in the radio broadcasting sector" (Stanford 2021, p. 18). In a highly concentrated ownership structure, ensuring diversity in the media is difficult and not a top priority.

Ethnic community media provides many people with their first experience of media production, including schools and youth groups. Australia's media industry acknowledges the important role community broadcasting plays as an industry training ground. For older migrants and their descendants, it fulfils their cultural and linguistic needs and aspirations.

Considering the change in volunteerism and that young people are highly mobile and professional there is an opportunity that young people could be attracted to multicultural community broadcasting as a way to enter mainstream media jobs.

Transferable Skills: Community radio develops transferable skills. Key among these are ICT skills, broadcast technology, management capability and spoken and written communication. Over 7,500 people receive training each year, across all parts of the community. Many vulnerable groups, such as at-risk youth or refugees, re-engage with practical learning in the accessible and engaging environment of community broadcasting.

The NEMBC over the last two years has had some success and made positive inroads into commercial media and the public broadcaster. Just one example was the NEMBC news script writer, Rosanne Maloney, is now working in radio and television at the ABC and this was directly due to the networks of the NEMBC.

Previous NEMBC staff including our Communications Officer is a freelance journalist and worked on China Today, and two other NEMBC staff members Bec Zajac works for the ABC Radio National as a producer on Life Matters and Rachael Bongiorno work at the ABC.



We have also held forums to discuss cultural issues and how they are represented in the media and had NEMBC members (Songfa Liu President of 1CMS Canberra) on these panels.



A recent report *Who Gets to Tell Australian Stories*<sup>xiv</sup> highlights the importance of media representation. This report talks about a trend that is occurring and points to changes that are needed to better represent the changing Australian migration patterns and the need for diverse media representation.

The report stated:

The report found journalists from an Anglo-Celtic background remained "vastly over-represented" on TV screens. However, there has been some progress in parts of the media and an opportunity for Australian newsrooms to leverage best practice and become world leaders. But the commercial sector seems yet to understand the business case for both Indigenous and other forms of diversity, on boards, in leadership roles, on our news screens," Professor Young said.

The Australian Human Rights Commission's race discrimination commissioner, Chin Tan, said a lack of media representation contributed to negative media portrayals and the perpetuation of harmful narratives of First Nations and multicultural communities.

Increasing the participation of these communities in the media is a critical step in advancing culturally appropriate reporting," he said. There is still much work to do in improving media diversity. "We have a long way to go before Australian screens start to genuinely reflect the diversity of our communities and country."

He also suggested that Australia needed a "standardised approach to the collection and monitoring of diversity" in the media and potentially strengthened media regulation and community standards.

Victorian Multicultural Commission chairperson Viv Nguyen said increased diversity in newsrooms allowed news organisations to provide "different angles, different activities and different perspectives". Ms Nguyen said it also increased trust in the media and showed people from diverse backgrounds that working in the media was a valid career choice.

She added that diversity in representation in the media had societal benefits by creating a **sense of belonging**. "I think that sense of belonging, that sense of purpose, and that sense of this is my place, this is my home, and this is what I can do, and my voice gets heard — those social aspects are really important because it goes to the cohesion side of things," she said.



## 6) Migration Economic Benefits

The 2018 migration report<sup>xv</sup> cites International Monetary Fund estimates showing Australia's migration program will add up to 1% to annual average GDP growth from 2020 to 2050 because it focuses on skilled migrants of working age, which limits the economic impact of Australia's ageing population.

### **Economic Benefits of community broadcasting**

Community broadcasting assists in strengthening the economic fabric of communities because it:

- Strengthens economic networks by giving local people information about local businesses through the tens of thousands of sponsorship messages broadcast each week.
- Develops partnerships with business and other not for profit organisations to deliver projects and services to communities.
- Assists community members to identify employment pathways.
- Engages, trains and skills volunteers worth \$232 million annually.<sup>15</sup>
- Develops transferable skills increasing employability

The Migration Council of Australia's latest report<sup>xvi</sup> reveals that in 2050, Australians will be better educated, more productive and our economy will be a trillion dollars stronger, thanks to migration.

The Migration Council stated:

“this report documents the first comprehensive analysis in almost a decade of the impact of migration on our key economic indicators and the verdict is conclusive: migration is central to Australia's future prosperity.”

According to independent economic modelling completed in 2014–15 by 'Independent Economics,' over the next 35 years, migration will lead to a 60.4 per cent increase in those with a university education.

Australia's projected population will be 38 million by 2050 and migration will be contributing \$1,625 billion (1.6 trillion) to Australia's GDP.

Over the next 35 years migration is expected to drive employment growth at the same rate that women's participation in the workforce did during the 20th century.

With a projected 15.7 per cent increase to Australia's workforce participation rate, maintaining current migration trends are pivotal to a prosperous future.

The Net Overseas Migration figures have used averages to calculate the number of newly arrived migrants minus the number of newly departed migrants. The results predicted Australia is poised to grow by 37 per cent.

The report states that “human capital and demography are the two main factors that drive change in the labour market and the economy.” It was summarised that migrants on student visas provide the greatest economic benefit.

The theory is that the younger the population, the higher the human capital.

With 63 per cent of migrant intake within the prime working age group of 25 to 44, the economy is expected to grow by 40 per cent.

The possibilities are endless, but one thing is for certain, migration will have a vital role in establishing Australia as a world leader.

“The Migration Council report demonstrates the critical role that migration will continue to play in Australia’s economic future and wellbeing.”

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<sup>xi</sup> You can't be what you can't see' - The participation of migrant communities in Australia's political system, Scanlon Foundation, <https://scanloninstitute.org.au/publications/narratives/narrative-9-you-cant-be-what-you-cant-see>

<sup>xii</sup> **What is meant by "New and Emerging Ethnic Communities"?**

<https://www.nembc.org.au/projects/engage-new-and-emerging-communities/>

A "new and emerging community" is any ethnic community that has experienced a significant percentage increase in the number of people arriving in Australia in the past fifteen years. These communities are relatively small and may experience one of the following: high levels of unemployment, English language barriers, low-income status or other social factors that could be defined as special needs.

More recently-arrived communities lack resources and have not established regular media in their own language.

To find out if your community or language group is eligible to receive radio start-up funding from the Community Broadcasting Foundation (CBF), see the list of new and emerging communities.

<sup>xiii</sup> **Promoting social cohesion: the role of community media**, Peter Maynard Lewis. A report prepared for the Council of Europe's Group of Specialists on Media Diversity, Council of Europe, July 2008 at p.5. Report available from [www.coe.int/t/dghl/standardsetting/media/MC-S-MD/HInf\(2008\)013\\_en.pdf](http://www.coe.int/t/dghl/standardsetting/media/MC-S-MD/HInf(2008)013_en.pdf)

<sup>xiv</sup> Who Gets to Tell Australian Stories; <https://www.abc.net.au/news/2022-11-22/who-gets-to-tell-australian-stories-report-media-diversity/101665856>

<sup>xv</sup> **The Migration Council of Australia's latest report by Paul Bidmeade**, <https://cdn.tspace.gov.au/uploads/sites/107/2018/04/Shaping-a-Nation.pdf> ,

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