

Fact sheet

Review of Australian Government Investment in the Indigenous Broadcasting and Media Sector 2010

Background:

As part of the 2010-11 Budget the Government announced an independent review of its investment in the Indigenous broadcasting and media sector. The review was aimed at ensuring that the resources allocated to Indigenous broadcasting are delivering the best outcomes for Indigenous people. The review was completed by Mr Neville Stevens AO with assistance from Mr Laurie Patton and Ms Kerryne Liddle in December 2010 and a report was provided to the Government in January, 2011.

Key findings and recommendations:

The 100-page review was released on April 6, 2011, and made 39 recommendations. The main finding is that the Indigenous broadcasting and media sector is a powerful tool in the Government's objectives of *Closing the Gap* between Indigenous and non-Indigenous people. The review also recommended a change of portfolio for the sector and a significant restructure of National Indigenous Television. The interim Federal Government response to the review is addressed in the joint media release dated April 6, 2011, *Release of the Indigenous Broadcasting and Media Review*.

Closing the Gap

- The review acknowledged the important role of training and the creation of real jobs as the key to realising the potential of the Indigenous broadcasting and media sector and contributing to *Closing the Gap*.
- The review recommends building on the success of the National Jobs Package to create further positions allocated to the Indigenous broadcasting and media sector in regional and remote areas.
- The review recommends that the Australian Government can be more effective in its communications. This includes requiring a broadcasting and media component in external campaign advertising as well as Government departments reporting on their Indigenous broadcasting and media activities.

Future of National Indigenous Television (NITV) service

- The review concluded that NITV should continue, however they agreed with the consensus of those consulted that NITV was yet to fully meet the expectations of its stakeholders and to fulfil its potential. Crucial changes should be made to its corporate structure and content acquisition.
- The review recognised the strong role Indigenous television could play in delivering messages and meeting Government objectives towards *Closing the Gap* with the potential to do a lot more in the areas of health, education, employment, social responsibility, community safety and employment.
- The review recommends NITV is restructured from a private company.

Improved administration and governance

- The review found the Indigenous broadcasting and media sector considered being located in the Arts portfolio had disconnected them from mainstream broadcasting policy and programs and key technology such as the digital switchover.
- The review recommended moving the Indigenous Broadcasting Program and NITV from the Office for the Arts to the Department of Broadband, Communications and the Digital Economy (DBCDE).

Building on the Indigenous Broadcasting Program (IBP)

- The review recommended an increase in core operating funding for Indigenous radio stations under the Indigenous Broadcasting Program (IBP) to be phased in over the next two years.
- It also recommends allowing core funding to be used for funding multi-media equipment and content creation to enable Indigenous producers to follow the lead of mainstream broadcasters into the developing world of convergent media.
- The review recommends consolidating funding for Indigenous broadcasting and media organisations including funds provided through the Community Broadcasting Foundation through the IBP to send a strong and positive message to the Indigenous broadcasting and media sector.