ICTV
Indigenous Community Television

Indigenous Community
Television Limited

Annual Report 2022-23

Front cover: Filming of *Kungas Can Cook* Cooking Show during FRAIM 2022

This page: FRAIM ICTV Video Awards trophies

This report was compiled by ICTV General Manager, Laurie May on behalf of the ICTV Board of Directors.

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Introduction

Indigenous Community Television Limited (ICTV) is a not-for-profit public company limited by guarantee and managed by an Indigenous Board of Directors. We deliver cultural and community video content to remote Aboriginal and Torres Strait Islander communities around Australia, and beyond.

Our members are made up of Indigenous Australians living in remote areas of Australia, and our content is created for, and by, Indigenous Australians living in these areas.

ICTV enables the sharing of cultural stories, song and dance, language, and essential information through two accessible platforms—the ICTV television service and the on-demand, internet-based service, ICTV Play. We also produce and support the production of video content in remote communities.

Our standard definition (SD) linear television service is provided on the Viewer Access Satellite Television (VAST) platform, which can be accessed on Channel 601 with a satellite dish and receiver. The service is also rebroadcast as a digital terrestrial service on Channel 41 in Alice Springs (Mparntwe) and Broome. ICTV is telecast from 6:00am to midnight, every day of the year.

ICTV content can be readily accessed by users anywhere in the world via ICTV Play at ictv.com.au, and through a live stream of the linear television service. This on-demand service is also accessible off-line via four sites in Central Australia.

The majority of ICTV content is acquired from Indigenous screen practitioners living in remote areas of Australia. ICTV also undertakes a range of digital and production projects including television commercials and our ground-breaking Community News Project.

OPPOSITE: Eastern Arrernte Band music video shoot for FRAIM 2022

Our Story

In the mid-1980s, the launch of AUSSAT, Australia's first communications satellite, allowed mainstream radio and television to be broadcast to remote Australia. Amidst concerns about the impact of free-to-air television on Indigenous culture and language, communities began 'fighting fire with fire' by transmitting locally produced content.

Pioneered by Indigenous media makers such as Ernabella Video and Television (now PY Media) and Warlpiri Media Association (now PAW Media and Communications), these early initiatives inspired community-based media making throughout remote Australia. During the 1990s, basic production and broadcasting units were established in many remote communities through the federally funded Broadcasting for Remote Aboriginal Communities Scheme (BRACS).

From 2003 to 2007, four remote Indigenous media organisations collaborated to amalgamate video content, which was transmitted to 150 remote and very remote communities on spare satellite spectrum provided by Imparja Television. This service became known as ICTV. In July 2006, ICTV became incorporated as a public company limited by guarantee.

In 2007, access to the satellite channel was withdrawn and handed over to the newly formed National Indigenous Television (NITV). From 2009 to 2013, ICTV was only able to transmit on weekends through access to a spare satellite service provided by the Government of Western Australia.

With the rollout of digital television in 2012 and 2013, community-owned television transmission sites were replaced with direct-to-home services through VAST. To enable communities to continue producing and broadcasting their own content, from 2012, ICTV was funded as a full-time, satellite-delivered service with playout provided by Imparja Television. On July 1, 2020, ICTV became a fully independent television service, with responsibility for all elements of the transmission chain including playout and satellite delivery.

Today, ICTV is a multi-platform service with its on-demand, web-based service, ICTV Play, live restream of the linear television service, In Language resource, and the ICTV Play stand-alone resource. The ground-breaking ICTV Community News program, in-house productions, live broadcasts, commissions and Festival of Remote Indigenous Australian Moving-Image (FRAIM) contribute to the distribution of content for, and by, Indigenous Australians in remote communities.

ICTV operates from 10b Wilkinson Street, Alice Springs (Mparntwe). Our fully independent operations are principally funded by the National Indigenous Australians Agency (NIAA). Other government and non-government grants and self-generated revenue make up the balance of our income.

OPPOSITE: Community News Reporter Theresa Napurrula Ross

ICTV

General Manager Statement

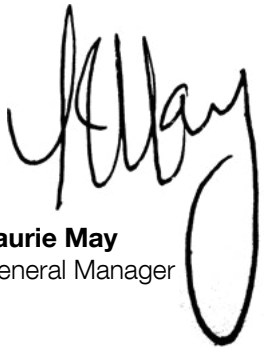
The 2022-2023 financial year has been a year of changes here at ICTV. With the longstanding General Manager, Rita Cattoni, handing over the reins, there have been a lot of challenges and steep learning curve for me – a challenge I have embraced and thoroughly enjoyed so far.

We have had an excellent year for staff retention and increase in Indigenous employment. The team at ICTV is a well-oiled machine and it is a great place to work. This was demonstrated by the smooth transition by new staff into the roles General Manager and Operations Manager (who left at the same time), which had minimal impact on operations.

We have maintained consistent production workload and increased activity in the Community News program, which continues to grow and develop. We have also restructured the team and positions to ensure optimal productivity and output, including greater seniority for the News Director role and transitioning the Station Manager role into Programming & Productions Manager. This suits the incredible skills of Ashley Renehan and recognises the change in responsibility, due in part to the acquisition and implementation of the Outside Broadcast (OB) Truck.

While we have seen a reduction in campaign income from COVID-related campaigns over the year, we achieved a steady increase in other campaign revenue.

I look forward to continuing into the next financial year and building on the success of the organisation as we advocate for increased digital access and inclusion for remote Indigenous communities.



Laurie May
General Manager

Chairperson Statement

2022-23 proved to be a huge year for Indigenous Community Television (ICTV) as an organisation—and for the entire sector—complete with challenges and opportunities for growth and expansion.

ICTV was deeply saddened at the loss of an exceptional board member, Ms Ellis upon her passing. We pay our respects to her families and friends. Mrs Ellis contributed a wealth of local knowledge throughout her service on the board and brought a great drive and enthusiasm for the sector. We thank her, posthumously, for her outstanding service; she will be dearly missed.

ICTV Chief Executive Officer, Rita Cattoni, moved on from the role after giving a decade and a half of tireless, passionate service to the remote Indigenous media landscape and ICTV. On behalf of the ICTV Board, may I pass on our sincere thanks to Rita for her considerable contribution and wish her well in all her future endeavours.

Laurie May succeeded Rita and joined the ICTV family, appointed as the General Manager in January this year. She brings to the role strong local and community connections and a passion for self-determination, Indigenous employment pathways.

ICTV has expanded its purview this financial year in various ways:

- through the establishment of a formal partnership with the Australian Broadcasting Corporation (ABC) and the creation of Community News, providing professional pathways for First Nations budding journalists;
- a new collaboration with the Walkley Foundation who have kindly offered to provide funding to the sector and,
- ICTV reached a longed-for key performance indicator (KPI) having secured a 70% representation of Indigenous staff, and we welcome them, one and all.

The 2023 Voice to Parliament Referendum outcome was, without doubt, a disappointment for so many, but leading up the vote, ICTV and our member outlets championed the conversations and encouraged people to really consider what was being offered before entering the ballot box, and for that alone, much deserve kudos for your efforts. The referendum result, however, did take a personal toll on many members of the ICTV team and their extended families and we stand by them as we work toward a better future.

This past year, for the first time, the ICTV board members met in Broome, Western Australia, acknowledging that we are now represented almost equally by WA members, alongside their Northern Territory counterparts.

Many thanks to Nelson Conboy, ICTV's Deputy Chairperson—and my colleague—who brings considerable knowledge and skills within the sector and the dedication to seeing our work through to solid outcomes. He also serves on the First Nations Media Association (FNMA) board, bringing the remote television sector's perspective to those high-level discussions and decisions.

I am personally looking forward to consolidating the gains ICTV has achieved over the past 12 months in relation to positioning ourselves well for digital retransmission and transformation while articulating and advocating for First Nations media.

Tamara Whyte
ICTV Chairperson

Strategic Plan

Towards the end of 2022 ICTV began the process of creating a new strategic plan with directors being able to travel from remote and regional areas to Mparntwe to take part in workshop sessions. Both the outgoing and incoming General Managers were able to take part in these sessions and this development continued into the new year.

The Strategic Plan for 2023-2025 outlines four strategic pillars to guide the development of ICTV over the next four years, these are:

1. Provide accessible platforms
2. Growing a wider audience and profile for ICTV
3. Financial planning to ensure sustainability and growth
4. Growing and supporting the sector

Our Year

Key Achievements of 2022-2023

- Delivery of a stable linear television service with no downtime and significant special programming
- Production and broadcast of eleven episodes of Community News
- Increase in funding support of the news team
- Funding and creation of the Young Way News program
- Multi-camera production and live broadcast of 2 Central Australian Football League (CAFL) games from Traeger Park
- Livestream of the Yajilarra Festival
- Training of news team at Barunga Festival
- Increased partnership with the ABC
- Increase in Indigenous employment
- COVID animations with NT Department of Health
- COVID TVCs with First Nations Media Australia (FNMA)
- Secured contract with Department of Health for Climate Change documentary
- Successful delivery of FRAIM

FRAIM 2022 attendees

Services

ICTV services include both our television and on-demand delivery platforms. Content acquisition is also a critical element of our service delivery. This section of the report outlines ICTV services delivered over the year, specifically:

- Satellite & Digital Terrestrial Linear Television Delivery
- Television Programming & Playout
- ICTV PLAY
- Content Acquisition
- Audience Survey

Satellite Television

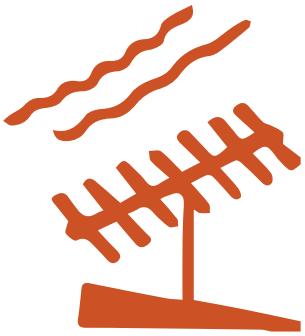
ICTV is available via satellite on Channel 601 VAST, with satellite uplink services provided by Optus. In remote areas, the service is received through a satellite dish and receiver installed at individual households or at communal centres. This equipment continues to present issues related to ongoing repair and maintenance.

After years of campaigning to government bodies and various reports, the viability of the VAST Network and the future of remote broadcasting is being investigated. This includes the Senate Inquiry into Telecommunications in Remote Communities, the formation of the First Nations Digital Inclusion Advisory Group through the Department of Infrastructure, Transport, Regional Development, Communications, and the Arts along with the Future of Broadcasting Working Group, and the upcoming Remote & Regional Television Transmission and Reception Audit.

ICTV has also been involved in the Community Broadcasting Foundation (CBF) and Community Broadcasting Association of Australia (CBAA) 10-year Roadmap: Community Broadcasting's Plan for Greater Impact in every Australian Community.

Digital Terrestrial Linear Television Delivery

The ICTV television service is received via digital terrestrial transmission on Channel 41 in Mparntwe and Broome. ICTV owns and manages its own retransmission facility in Mparntwe and is broadcast in Broome via a channel owned and managed by Goolarri Television through an ongoing MoU. There was no downtime experienced in the year 2022-2023.



"Broadcast and VAST direct-to-home satellite infrastructure in First Nations and remote communities is ageing or inoperable. There are ongoing concerns relating to technical expertise to fix or maintain equipment.

As part of its workstream on Remote Broadcasting and Satellite-Delivered Television, the Future of Broadcasting Working Group agreed to work with the Department to design an audit program to assess the distribution and status of television (TV) transmission and reception equipment across regional and remote Australia, with a focus on First Nations communities as well as determine on the-ground needs and estimate costs."

- First Nations Digital Inclusion Advisory Group*

*Source: https://www.digitalinclusion.gov.au/sites/default/files/documents/first-nations-digital-inclusion-advisory-group-initial-report.pdf

Television Programming & Playout

The programming of the ICTV television service is our core business. In 2022-2023, the ICTV television service was played out through our playout provider Telstra Broadcast Services (TBS).

We provided 18 hours of programming per day from a wide range of regions, language groups and remote communities all around Australia. These were aimed at our target audience of Indigenous Australians living in remote communities and all content satisfied our Content Policy and reporting requirements with NIAA.

Achievements in 2022-2023:

- 1,541 hours of cultural programming broadcast
- 549 new videos programmed
- 7,771 minutes of new videos programmed
- 161 languages programmed
- 11 special programming events
- 22.8 hours of language news programmed
- 3.16 hours of ABC News in language bulletins programmed (71 bulletins in total)
- 53.35% of total programming in language
- 3 live outside broadcasts – CAFL, Stompem Ground, FRAIM Awards Night

Programming changes in 2022-2023:

- Our Country increased from 1 to 2 hours per week
- Our Music increased from 22.5 to 24 hours per week
- Our Way increased from 22.5 to 26 hours per week (now including Our Way News)
- Young Way increased from 12.6 to 14.1 hours per week
- Spiritual Way decreased from 12.5 to 7.5 hours per week
- Introduction of Our Tucker Bites
- Added Comedy Genre to Our Way and Young Way

Special Programming

Special programming is an integral element of our programming focused on connecting with and celebrating important community and national events such as:

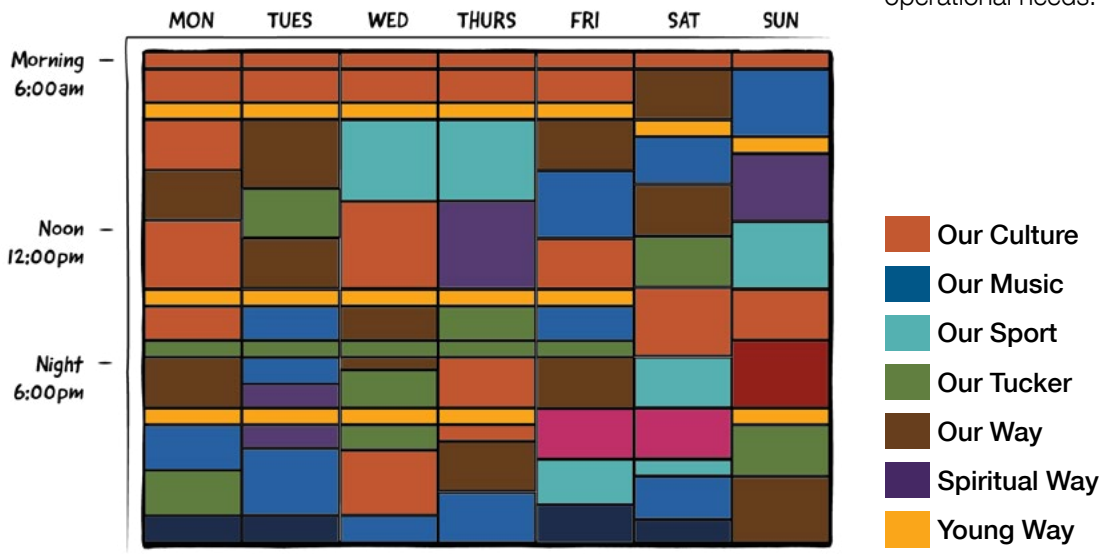
- NAIDOC Week
- National ATSI Children's Day
- Elders Week
- Music Day
- Water Week
- Mamu Movie Night
- 12 Days of Xmas
- International Mother Language Day
- International Women's Day
- Youth Week
- Reconciliation Week

Scheduling & Playout

ICTV continues to directly manage the relationship with the playout provider TBS and manage asset transfer and availability. A new contract with TBS is currently under negotiation.

Internal programming workflows have been adapted and are continuously evolving to suit ICTV's operational needs.

Jabiru Programming Grid



ICTV Play

ICTV Play is available at ictv.com.au and continues to function as ICTV's on demand service and works in partnership with ICTV's television broadcast.

As at 30 June 2023, 6,611 videos were available on ICTV Play.

ICTV Play viewership has increased, primarily due to improved social media presence.

ICTV Play standalone was in six sites delivered by CAYLUS, however this project has finished and ICTV Play standalone hard drives were irretrievable.

The highest viewed content on ICTV Play the reporting period was the 2022 Central Australian Football League (CAFL) games.

The top three most watched videos for the year were:

1. **Animal Girl** - Submitted by Film and Television Institute
2. **The Future Australian National Anthem** - Submitted by Dulwich Centre Foundation
3. **Little Wave Rock - This Place** - Submitted by First Languages Australia

ICTV Play Redesign

ICTV has secured funding for the redesign of ICTV Play. This project is currently underway and will work in tandem with additional funding secured for an overall brand audit. The ICTV Play App for mobile devices will be launched in 2023-2024.

Play results for live streamed events

Title	Date	Platform	Max. concurrent viewers	Total viewers in 22-23 FY	Average viewing time
2022 TIO CAFL Semi-Final: Mt Allan vs Western Aranda	21/08/22	Youtube	240	7,619	9 mins, 58 secs
2022 TIO CAFL Semi-Final: Papunya vs Ltyentye Apurte	21/08/22	Youtube	260	9,223	10 mins, 4 secs
2022 TIO CAFL Community Senior Men's Grand Final: Mt Allan vs Papunya	28/08/22	Youtube	679	17,265	18 mins, 20 secs
2022 TIO CAFL GRAND Final - Senior Women: Rovers vs West	09/09/22	Youtube	103	2,978	3 mins, 43 sec
2022 TIO CAFL Grand Final - Senior Men: South vs Pioneer	10/09/22	Youtube	609	12,149	15 mins, 36 sec

Title	Date	Platform	Unique viewers	Page visits total	Average time on page	Highest traffic	Majority of audience
Stompem Ground	17/09/22	ICTV Play	419	972	6 mins, 5 secs	Approx 8pm AWST	WA (Perth)
ICTV Video Awards	06/10/22	ICTV Play	48	94	5 mins, 33 secs	Approx 7pm ACST	VIC (Melb)

Content Acquisition

While repeat content plays a valuable role in our programming, new content is critical to maintaining a fresh and exciting service. ICTV continues to rely on voluntary contribution of new content.

During 2022-23, ICTV met and exceeded content acquisition targets as follows:

- Number of videos: Achieved 482 videos (Target: 450)
- Duration of videos: Achieved 61.4 hours (Target: 32.45)

As indicated by the graph below genre targets have been met or exceeded.

A target of 50% language content is set for both programming and new content, with changes to the reporting systems in place we have been able to ensure greater accuracy of statistics.

Whist this year's targets were not met, outcomes were greatly improved compared with 2021-2022:

- 2020-21 Content in language was 44.23%
- 2021-22 Content in language 29%
- 2022-23 Content in language 40%

A minimum target of 10 videos from each remote region was set for 2022-2023. This was reached for all regions except to the Pilbara and Barkly. These regions are historically underrepresented and will inform our content policy and workflows for 2023-2024.

ICTV makes a continued effort to engage and encourage community content contributors via the Content Acquisitions Coordinator role, community visits as part of general ICTV operations, industry events such as Converge and ICTV's FRAIM.

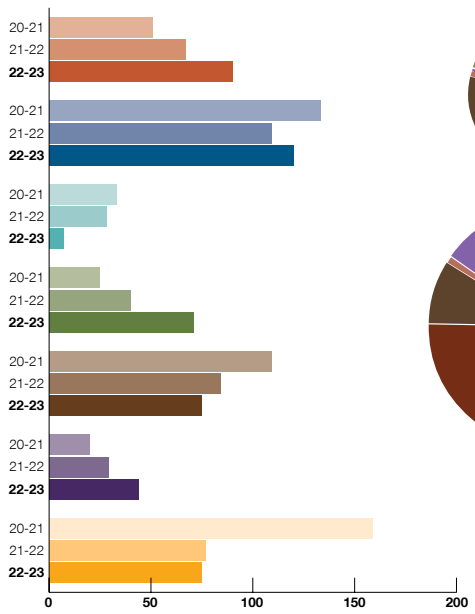
ICTV Play Productions

Productions continue to play an important role at ICTV with both internal production and promotional productions. Most notable is our work on the ICTV Community News, which has become our flagship production increasing in size, capacity, and resourcing.

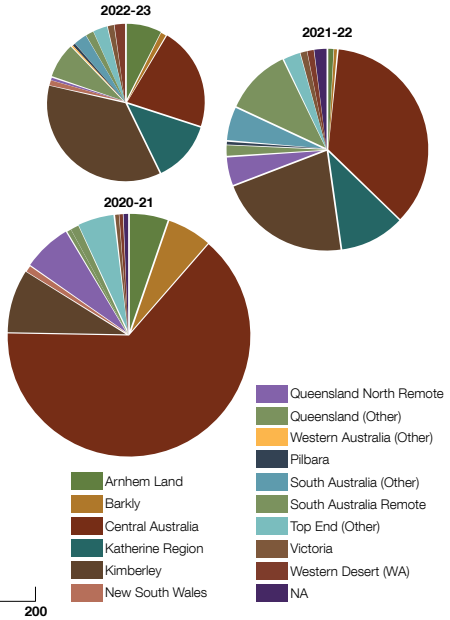
ICTV also delivered the multicamera production of Community Football and continued to work with organisations to create non-programming content which aligns with television campaigns.

- Our Culture
- Our Music
- Our Sport
- Our Tucker
- Our Way
- Spiritual Way
- Young Way

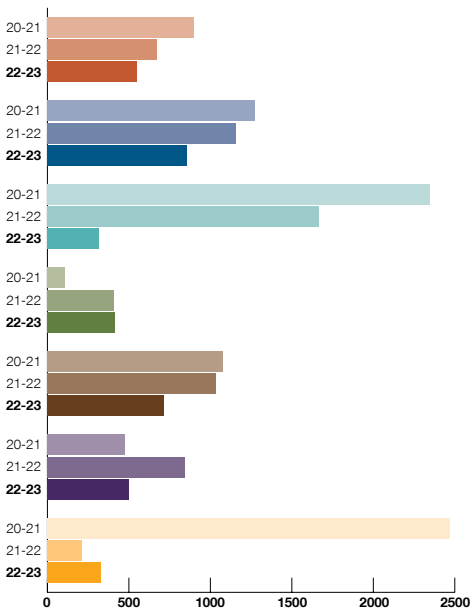
Number of new videos by genre, compared with previous years



New videos by region, compared with previous years



New videos by duration, compared with previous years



Community News

Episodes	Language	Date aired
Series 2, Episode 8	Warlpiri	08/07/2022
Series 3, Episode 1	Pitjantjatjara	05/08/2022
Series 3, Episode 2	Western Arrernta	02/09/2022
Series 3, Episode 3	Warlpiri	07/10/2022
Series 3, Episode 4	Warlpiri	04/11/2022
Series 3, Episode 5	Yankuntjatjara	02/12/2022
Series 3, Episode 6	Western Arrernta	03/02/2023
Series 3, Episode 7	Warlpiri	03/03/2023
Series 4, Episode 1	Western Arrernta	07/04/2023
Series 4, Episode 2	Pitjantjatjara	05/05/2023
Series 4, Episode 3	Warlpiri	02/06/2023

Season 2
The final episode of Season 2 was produced in July 2022 using funding from the Indigenous Languages and the Arts and saw the continuation of partnerships with the ABC and Ngaarda Media.

Season 3
With funding from the Indigenous Languages and Arts (ILA) program for the first 5 episodes of the Community News, ICTV was able to produce Season 3 featuring partnership contributions from ABC, Ngaarda Media and Koori Mail. Our partnerships continued with additional contributor packages coming from Anindilyakwa.

In January 2023, the additional funding secured for the news program saw an increase in contributor fees. This had a positive flow on effect internally, with improvements to the workflow between productions and the programming team.

ICTV also embarked on a series of vox pops around the Voice Referendum, designed to stimulate conversations within communities and to facilitate discussion with the Australian Electoral Commission (AEC) and government bodies responsible for the dissemination of information. Our stories were picked up by news outlets around the world and we increased our partnership with the ABC and introduced a new collaborative project with Crikey.

These new partnerships included a substantial training component which saw Western Arrantra Journalist, Damien Williams, contributing content on both Crikey and the ABC, and increasing the profile of ICTV. The partnership with ABC led to several live crosses with Damien on the ABC, introducing ICTV to a new audience, increasing our national profile and highlighting concerns of Aboriginal Australians in remote communities.

The additional funding provided through the Aboriginal Benefits Account (ABA) also improved our asset acquisition, quality of production and capacity to provide training to crew in remote communities and potential new reporters.

Community News Reporter Damien Williams with trainee reporters in Ltyentye Apurte

Promotional Video Production

External

Promotional video content was produced for partner organisations and clients. Our policy regarding producing content for external bodies requires that the end product is intended for broadcast on ICTV and that messaging is positive. These projects provide more secure employment of production staff and casual employment in communities.

Promotional Productions for 2022-2023

MoneyMob Bedtime Stories
The MoneyMob Bedtime Stories Special edition was custom designed with MoneyMob for the production of two short films, direct to camera storytelling interwoven with Claymation animation elements. This series utilised cultural stories with the narrative framed around financial abuse in Anangu families.

MoneyMob PAWA Atunmankunytaku
This project was a series of 5 animated TVCs for broadcast with the aim of informing Anangu Communities about the different aspects of the impending introduction of power charging in the APY Lands, Yalata and Oak Valley as well as energy efficiency educational information.

Congress True or Gammon – Gambling
High quality production, built on the previous years True of Gammon honed down to 45 sec segments in collaboration with the client. This year the 3 True or Gammon episodes featured Froggy & Fraser and centred around the myths of Gambling.

First Nations Media Association: COVID live action television commercials
Three quality live action TVCs were produced in partnership with First Nations Media Association on behalf of the Department of Health. There three videos had a focus on anti-viral medication, long covid and personal hygiene in response to an increase of COVID cases. There were released in English, Warlpiri, Western Arrarnta and Pitjantjatjara.

Department of Health: COVID animations in partnership with I&G Productions
In partnership with I&G Productions, ICTV produced two animations regarding COVID vaccines & antivirals and were released in English, Warlpiri, Western Arrarnta, Pitjantjatjara & Kriol. The illustrations were created for ICTV by Torres Strait Island illustrator Josh Frauid.

Internal

All ICTV Special Programming promotional material produced in-house incorporates both live-action and animation. These short promo pieces advise viewers of upcoming events and are responsive to programming needs. All material adheres to ICTV style guidelines.

Live Outside Broadcast

Central Australian Football League (CAFL)
ICTV produced, broadcast and streamed the following games:

August 21, 2022	*Preliminary Final Community Senior Men – Mt Allan Eagles vs Western Arranda Bulldogs*
August 21, 2022	*Preliminary Final Community Senior Men – Ltyentye Apurte Eagles vs Papunya Eagles*
August 28, 2022	*Grand Final Community Senior Men – Mt Allan Eagles vs Papunya Eagles*

This was substantially less than in previous years, due to the AFLNT's decision to hold only one community competition in Mparntwe. The date of the competition was also brought forward by a month, which created production clashes.

The games were crewed with both Indigenous and non-Indigenous operators. We achieved a minimum of 50% Indigenous crew on all games, including camera operators and other technicians.

FRAIM Video Awards
As part of FRAIM 2022, ICTV hosted, produced, and broadcast live the FRAIM Video Awards which enabled award nominees to tune in. This event was hosted Foxxy Empire at the Alice Springs Cinema and provided an additional training opportunity for ICTV staff and FRAIM workshop attendees.

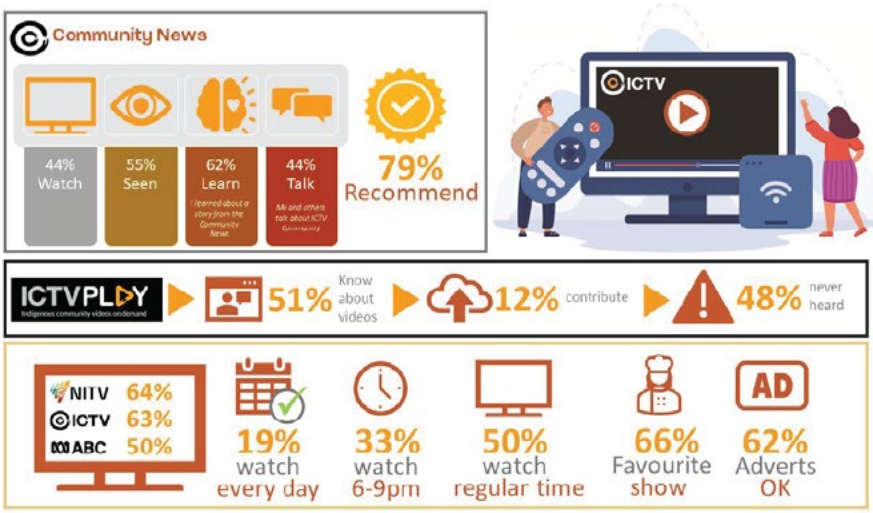
Audience Survey

This survey was conducted by ICTV local communities between the July 2022 and May 2023. The survey was conducted by paper by local Indigenous interviewers using a format provided by McNair yellowSquares.

In total, 204 surveys were conducted with Indigenous Australians.

> "Got deadly contents to watch, good to learn about culture & cooking, and about other community lifestyle"
>
> Audience Survey Respondent

Audience survey respondent results summary



Other Activities

Language Focus

ICTV has a firm commitment to the strengthening of Australian Indigenous languages. This commitment is realised through project-based work such as Community News and in our television programming and acquisition of new content where targets are set for 50% in language.

inLanguage Portal

Each year we review the inLanguage resource to ensure it still accurately reflects Indigenous languages around the country, but also to create new language portals for any language with 15 videos or more on ICTV. In 2023 we created 8 new language portals for the languages Anindilyakwa, Luritja, Miriwoong, Noongar, Pertame, Warumungu, Wik-Mungkan and Yankunytjatjara. The Anindilyakwa artwork was created by Elvis Wurramara from the Groote Eylandt Language Centre. All other artworks were custom created by ICTVs very own talented Yuleya Walker.

Broadcast Management System & Programming Database

The Broadcast Management System (BMS) and programming database underpin our television programming, video streaming and television campaign operations. The programming database continues to function as an effective and stable data storage resource for all video content. These systems have been developed in-house and enable enormous efficiencies, accountabilities, and ongoing modifications to our television programming.

Changes made to BMS include:

- Optimised campaign booking forms to enable discreet discount line items for government and non-government campaign bookings.
- Segmentation of long assets into parts
- Daylight savings time in peak/off peak
- Increasing control when scheduling sponsorship assets over scheduling on specific days and split between prime time, secondary prime, and run of station.

Resources

Staffing

This year has seen one of the most significant staffing changes in the history of ICTV with long-standing General Manager, Rita Cattoni, leaving the team. She was replaced by Laurie May in January 2023. The Operations Manager, Alex Cadden, also left and was replaced by Lisa McLean resulting in a new leadership team.

This precipitated a restructure, which ensured an increase in skills across the management team. This included the increased delegation of the Station Manager role and the evolution of the Senior Journalist position into the News Director position.

By the end of the financial year, Indigenous staffing was increased from 55% in the previous financial year to 80% Indigenous staffing positions. We also achieved a 50% gender balance within ICTV staff and the ICTV Board of Directors.

The News Department has seen an increase in staffing due to funding to support its development. We have employed a News Project Officer and Journalist, and secured funding for two new Cadet Journalist Positions and six Young Way News Reporters.

ICTV continues to engage freelancers and contractors for various production projects. In particular, we maintain our long-term contract relationship with Ben McIntyre who provides technical support.

In addition, ICTV has partnered with the ABC to secure a secondee program which provides temporary additional technical support staff. Commenced in June 2023, this is an ongoing program.

Operations Team

General Manager	Laurie May (replacing Rita Cattoni)
Operations Manager	Lisa McLean (replacing Alex Cadden)
Administration Assistant	Yuleya Walker
Digital Projects	Vito Lucarelli
Graphics Officer	Effy Marie Smith
Social Media Officer	Lekisha Lord

Programming Team

Station Manager	Ashley Renehan
Senior Programmer	Jason Matthews
Senior Programmer	Kim Hodder
Campaign & Programming Officer	Celeste Bray
Content Acquisition	Jonas Dare

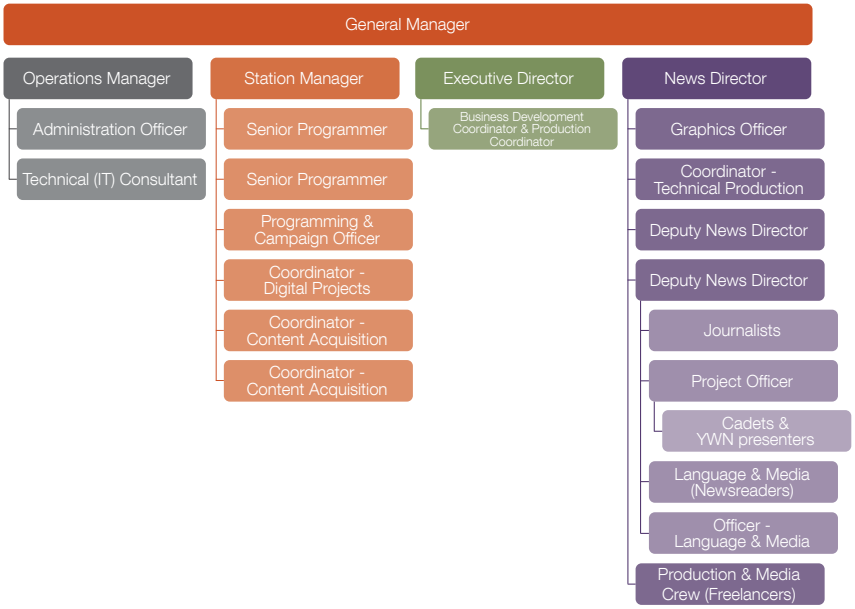
News Team

News Director	Dan Wood
News Project Officer	Cassandra Williams
Journalist	Steve Hodder-Watt
Trainee Journalist & Language Worker	Damien Williams
Cadet Journalist	Shaun Kitson
News Reporters (Casual)	Teresa Ross, Stanley Windy, Jodie Bell, Anyupa Butcher
School-based Media & Language worker	Tobias Hume (replacing Agnes May)

Productions Team

Production Coordinator	Moved to a project-based position (replacing Luke Cadden)
Technical Producer	Will Thomson

Organisational Chart



Training

In-House training

- Adobe Suite
- Graphics & Animation
- BMS
- FRAIM Workshops

External training

- Freedom of Information requests (Royce Kurmelovs)
- 4WD (Central Australian Driving School)
- Light Rigid Vehicle (Central Australian Driving School)
- HR: Sexual Harassment & Discrimination
- Digital Print Media Reporting (Crikey)
- Cultural Training (Tangentyere)
- Xero Accounting Software
- Leadership Course (Melbourne Business School)

IT Resources

IT resources are sufficient to meet current needs and ensure data safety. However we are in the process of upgrading to a new back-up server to suit our growing needs.

Studio & Video Equipment

With support from the additional ABA funding ICTV has purchased additional equipment for the studio and live OB equipment. This included newsrooms kits, mobile journalism kits, lighting, accessories, and audio equipment, including:

- Camera
- Tripod
- Microphone
- Batteries, chargers & SDcards
- Mobile journalism iPads & accessories
- Lighting
- Lighting lens, batteries & chargers
- Microphones

Leased Premises

As staff numbers increased again this year, ICTV is outgrowing its leased premises at 10b Wilkinson Street. We currently have a demountable building in the carpark to accommodate additional staff. The most viable option, given our high technical requirements, is to purchase or build our own premises. This has been addressed with funding bodies and options are currently being investigated.

Outside Broadcast (OB) Truck

After many years of planning, ICTV acquired the OB truck and trailer generator in May 2023. Several years of planning, module revisions and technical redesigns of the vehicle have resulted in a broadcast industry standard vehicle that can provide multi-camera coverage of community events all over the country.

The fit-out of the broadcast technology in the OB truck began hastily in May to deliver ICTV's first live event in July 2023. A suite of professional fibre capable camera chains and other broadcast equipment was generously donated by the ABC, significantly increasing ICTV's ability to provide professional coverage of community events.

ICTV plans to use the OB truck to cover and live broadcast at least six community events per year. These will also be opportunities to support remote Indigenous media organisations and community members to gain skills and experience in a professional broadcast environment.

Community

Outside Broadcasts

Outside Broadcasts are an excellent way for ICTV to connect with its audience. With the new OB Truck we have capacity to support community events in Mparntwe and remote communities. This activity relies heavily on funding support, philanthropic contributions and/or event sponsorship to cover the costs of the vehicle, transport, and staff.

With the new LiveU unit we also have the capacity to loan. We can support remote media organisations in the live broadcast of their events without leaving the office.

Central Australia Football League (CAFL)

ICTV continues to maintain a partnership with the AFLNT. This year, while there were CAFL Games played at Traeger Park, ICTV was able to broadcast seven games. This was made possible thanks to sponsorship support from:

- Power & Water Corporation
- Yeperenye Shopping Centre
- Outback Stores
- Central Australia Aboriginal Congress
- Indigenous Eye Health Unit

Festival of Remote Indigenous Moving-Image (FRAIM)

FRAIM was developed to support and celebrate ICTV's broad contributor group, build skills, develop industry support networks, and create a framework to build a stronger and more viable sector. The festival combined workshops, forums, screenings and the ICTV Video Awards over three days in Mparntwe, bringing together video makers, trainers, and mentors from all over Australia.

BELOW: Screenings at Sunset

OPPOSITE: Live OB from the FRAIM 2022 ICTV Video Awards

Festival of Remote Indigenous Moving-Image (FRAIM)

Workshops

ICTV developed five FRAIM workshops around different video genres for the festival:

- WS 1 - Recording & Producing Funny Stories (Comedy)
- WS 2 - Producing News in Language (News)
- WS 3 - Covering & Editing of Sequential Events (Multicamera)
- WS 4 - Documentary Production Masterclass (Doco Masterclass)
- WS 5 - Producing Music Video Clips (Music)

Trainers were supported by a consultant during the development stage of the workshops. Specific content was allocated for each workshop and several drafts of each training module were completed prior to FRAIM.

The five workshops were delivered over three days of FRAIM, attended by 34 participants who travelled from remote and very remote areas across the NT, WA, and QLD. An experienced media trainer and at least one Indigenous mentor was assigned to each workshop, providing support to the trainer and participants.

ICTV Video Awards & Screenings at Sunset

The ICTV Video Awards & Screenings at Sunset provided the opportunity for remote Indigenous content creators to come together to celebrate and be celebrated for their talents and achievements in film making over three nights. We screened 30 films over the two nights at the Discovery Caravan Park Hill. These events were popular, with 230 people attending screenings and 90 people at the ICTV video awards.

FRAIM Sponsors & Donors

- ABC
- Budget
- Centre for Appropriate Technology (CfAT)
- Country Diesel
- Desert Life Church
- First Nations Media Australia
- Matrix on Board
- McNair yellowSquares
- MoneyMob Talkabout
- NT Department of Chief Minister (NT Government)
- NT Link
- Outback Stores
- University of Melbourne

Contributors

The total number of contributors was 52 which was below the target of 70. This however did not affect overall hours and amount of content contributed.

Top contributors for the year were **PAKAM**, **Oz Outback** and **Shae Lui**.

Contributors for 2022-2023 were:

- Aboriginal Evangelical Fellowship of Australia
- AFL NT
- AMRRIC (Animal Management in Rural and Remote Indigenous Communities)
- Anindilyakwa Land Council Media
- Arrernte Boxing
- Bottlebrush Media
- Bushwok Cooking
- CatholicCare NT
- Central Land Council
- Children's Ground
- DESART Inc
- Djilpin Arts
- Enterprise Partnerships WA (EPWA)
- Goldfields Aboriginal Language Centre Aboriginal Corporation
- Gospel Alive
- Grand Trine Creative
- Ian Wilkinson
- Incite Arts
- Indigenous Desert Alliance
- Indigenous Literacy Foundation
- Indigenous Outreach Project
- J-Milla
- Katherine Christian Convention
- Kaurna Warra Pintyanthi
- Kimberley Indigenous Management Support Service
- Kungkas Can Cook
- LivingStone Media Foundation Ltd
- MABU BURU LIFESTYLE YouTube Channel604
- Mawng Ngaralk
- MHACA
- Milpa Tjuntjuntjara Arts Project
- Miwatj Health Aboriginal Corporation
- Ngaarda Media
- Ngukurr Language Centre
- Oz Outback
- PAKAM
- PAW Media
- RangerTube
- Red Dust Role Models
- Roper Gulf Regional Council
- Seed Indigenous Youth Climate Network
- Shae Lui
- Sharing Stories Foundation
- Stick Mob Studio
- Tapatjatjaka Art Centre
- Uncle Jimmy Thumbs Up!
- University of Divinity
- What Now Mob
- Woyan-min Bio Cultural Project
- Yamatji Marlpa Aboriginal Corporation

Social Media

Social media is an integral communication platform for ICTV, ensuring connection with television and non-television audiences. It also provides an opportunity to promote the organisation and a range of behind-the-scenes activities.

With the implementation of a dedicated Social Media Officer we have seen an increase in activity. In particular, the introduction of the ICTV TikTok account has opened us to a new audience. We also re-engaged the Instagram audience.

Our new social media strategy is aimed at ensuring each platform has unique content created with the audience in mind. For example, our new LinkedIn and X/Threads account have a more news forward focus, TikTok is story-orientated, Facebook and Instagram are now being used primarily to engage audiences and facilitate discussion.

Our highest viewed content and interactions this year was ICTV's Community News vox pops on the Voice Referendum.

Social Media Post	Reach	Interaction
Will The Voice to Parliament Help Indigenous People	82.8K reach	3.4k reactions
Cookin' with Lui – Moroccan Chicken & Yellow Rice	17.2k reach	7 reactions
ICTV is excited to welcome Cassie to ICTV as our News Project Officer	16.2k reach	359 reactions

What's Happening Community Bulletin

For the financial year we advertised 490 community events, on the What's Happening Community Events program these play at least 4 times a day.

Industry & Partner Organisations

ICTV relies on the creation and maintenance of positive relationships with many organisations and the nature of these relationships vary. This section of the report both acknowledges and provides an overview of these relationships and explains their purpose.

Partnerships & MOUs

8CCC Community RadioICTV has a reciprocal equipment sharing arrangement with this Alice Springs-based community radio service.

ABC ICTV has formal agreements in place with ABC for the delivery of their weekly language news programs as well as support for the ICTV Community News. This has extended to the development of a cadetship program, a secondee program and live crosses with the ABC newsroom. ABC also partnered with ICTV for FRAIM workshops.

AFL & CAFL AFL and CAFL supported ICTV's coverage of the local CAFL games in 2022-23.

Australian Film Television and Radio School (AFTRS) AFTRS have provided support for FRAIM 2022.

Central Australian Aboriginal Media Association (CAAMA) News related content sharing agreement in place.

Crikey News related content sharing agreement in place.

First Nations Media Australia (FNMA) ICTV has a formal MoU in place with FNMA for the location of our backup server.

Goolarri Television ICTV has a formal MoU with Goolarri Television for the rebroadcast of ICTV in Broome.

Koori Mail ICTV had a formal agreement in place with the Koori Mail to give regular access to news stories.

Kungas Can Cook Partnership with Rayleen Brown's Indigenous catering business to present a cooking demonstrations for the FRAIM multi-camera workshop.

National Film & Sounds Archives Partnership that provides archival footage for FRAIM Doco Masterclass and mentor Gillian Moody.

National Indigenous Television (NITV) ICTV had a content sharing arrangement with NITV for 22-23.

Ngaarda Media Contributors for the Community News.

Pilbara & Kimberley Aboriginal Media (PAKAM) PAKAM, apart from being ICTV's largest ongoing contributor, provided the live video stream for the Yajilarra Festival.

Screen Territory Presenters at FRAIM.

St Philips College St Philips College in Alice Springs has supported Agnes May, our trainee Media and Language Worker.

University of Melbourne University of Melbourne have provided in-kind language and transcription support to our trainee Media and Language Worker.

Yirara College Content sharing agreement and support the employment of Tobias Hume our trainee Media and Language Worker.

Memberships

FNMA ICTV maintained its membership with this peak body for Indigenous media organisations.

CBAA ICTV maintained its associate membership with the Community Broadcasting Association of Australia.

Jobs Australia ICTV continued its membership of Jobs Australia who provide ad hoc HR support.

Governance

ICTV Board

The ICTV Board is elected from the ICTV membership. The Board of Directors for 2022-2023 were:

- **Tamara Whyte**, Chariperson (Nhulubuy, NT)
- **Nelson Conboy**, Deputy Chairperson (Wujal Wujal, Qld)
- **Jodie Bell**, Treasurer (Broome, WA)
- **Nikki McCoy**, Secretary (Mparntwe, NT)
- **Ms Ellis**, Director (Amoonguna, NT)
- **Henry Augustine**, Director (Beagle Bay, WA)
- **Neil Turner**, Director (Broome, WA)

The ICTV Board met six times over the year:

- 21 September 2022 (SP meeting)
- 8 October 2022 (AGM)
- 21 November 2022 (Qtr1 meeting)
- 22 November 2022 (strategic planning)
- 22 February 2023 (Qtr2 meeting)
- 3 May 2023 (Qtr3 meeting)

In Memory of Ms Ellis

ICTV would like to take the time to say goodbye to our board member and friend Ms Ellis who passed away in January of 2023. Ms Ellis was a Director at ICTV for several years and worked on productions such as Card Stories, True Colours and the Alangkwa Valley project. She is missed by all of us here at ICTV and in the community she put her heart and soul into.

L-R: Neil Turner, Nikki McCoy, Tamara Whyte, Nelson Conboy, Henry Augustine

Financial Report

ICTV's financial operations are conducted in-house with the support of Bookkeepers Verve Group. This includes a monthly check-list system and support with preparation of quarterly financial reports for board meetings.

The audit of ICTV's financial position for 22-23 was carried out by Ryan Armes from Perks.

The overall financial position shows an increase in income and expenditure, this includes sizeable increases from government grants and production income.

This financial year saw a CPI increase from NIAA funding which enabled us to support the increase in operational costs due to CPI increases across the board and reduced our reliance on the self generated income created from airtime sales.

In this financial year the board made the decision to quarantine the accrual of surplus funds into a high-interest savings account.

The financial position is sound and while have seen a reduction in COVID-related campaign income we have been diversifying our self-generated revenue streams.

Income

Total income for the year was $3,658,227 which is a sizeable increase of $1,259,891 from the previous financial year. Major factors of the increase include:

- Increase in agency television campaigns income
- Increase in production income and production related campaigns
- Increase in registrations and sponsorship due to FRAIM
- Carry over grant for the OB Truck
- FRAIM funding
- News project funding – Community News and Young Way News

Television Campaign Income

During the financial year, we ran 55 television campaigns and 7 Live OBs with campaigns bringing in a total of $630,976 – this is a reduction of $25,072. This is a result of direct campaign income reduction for the CAFL Live Broadcasts as there were only 7 games in this financial year reduced from 16 in the previous financial year. There has been a reduction in the number of agency generated campaigns this year (compared to last years high of 83). This is due to significant reduction in COVID campaigns, however the 55 campaigns brought in this financial year ran for longer durations resulting in an increase in agency generated income.

Production Income

Production income has remained steady with this financial year achieving an income of $253,817, by the 30th of June. This is down by $7,000 from last year, however this is due to outstanding invoices that were carried over into the new financial year.

Grant Income

ICTV's largest source of revenue remains grants income. This is includes recurrent funding and on-off grants applied for throughout the year. All grants funding guidelines have been adhered to.

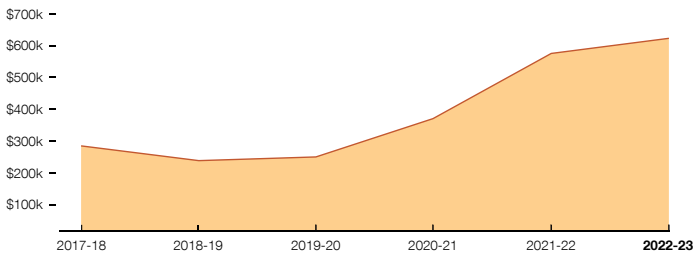
2022–2023 GRANTS

- National Indigenous Australians Agency
- Indigenous Languages and Arts Program
- Community Broadcast Foundation
- Community Benefit Fund
- Aboriginal Business Development Program (now under NIAA)
- NT Major Events Funding (NT Government)
- Walkley Foundation
- Northern Territory Government

Television campaign income compared with last year

	2023	2022
Television Campaign (Agency)	582,700.33	499,113.64
Television Campaign (Direct)	31,930.00	82,032.18

Television campaign income over the past six (6) years



OPPOSITE: Kungas Can Cook set for FRAIM 2022

BELOW: Ladies tell the story of the Thorny Devil for MoneyMob's Bedtime Story

Expenses

Salary expenses continue to be our major expense with staffing increases, as the team here at ICTV grows we pay commensurate to talent, experience and skill. Expenses are consistent with previous financial year.

Surplus/Deficit

A surplus of $376,385 was generated which is an increase of $41,542 from the previous financial year.

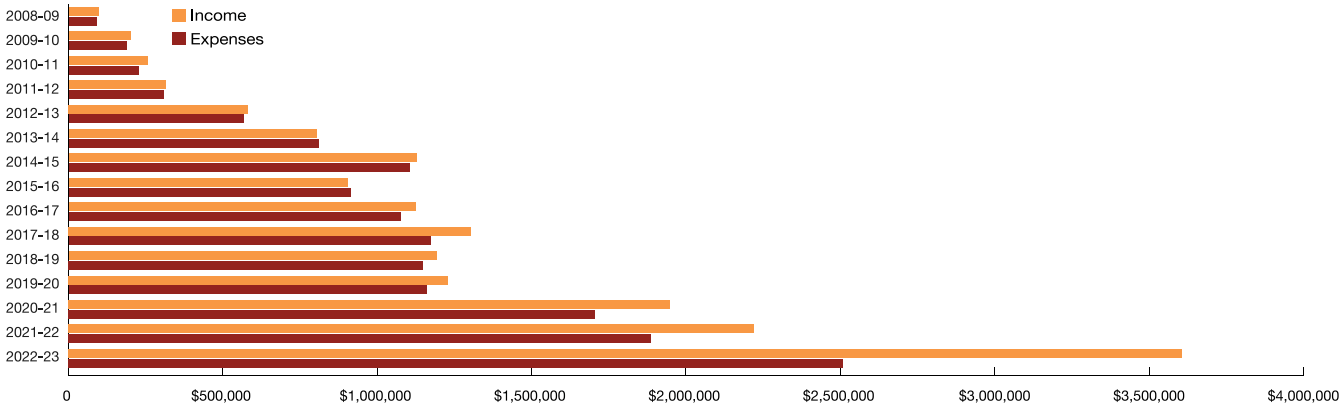
Audit

Statement of Financial Position

The statement of financial position as of June 30th, 2023 shows an increased equity of $376,385.

TYPE	2022/23	2021/22
Accounting, Licencing, Insurance, Legals	67,894.96	22,762.84
Interest and Bank Fees	3,270.82	3,992.00
Salary Costs	1,587,261.21	1,275,541.80
Administration, Property and MV expenses	193,672.88	93,685.62
Training & Professional Development	32,861.87	7,888.05
Travel Costs	80,130.70	21,056.08
Technical, Production & Site Expenses	576,695.66	446,800.86

Income and Expenditure since commencement of operations in 2008



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