



# Vietnamese Television Association Inc.

Correspondence to Members

ABN 71586 232 255

Melbourne 9 Feb, 2004

SBS Annual Report Review Inquiry Submission No. ...2.....
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Mr Bob Baldwin, MP,  
Chairperson,  
House of Representatives Standing Committee on Communication, Information Technology  
and the Arts,  
Parliament House,  
Canberra ACT 2600

Dear Mr Baldwin,

On the occasion of the Enquiry into SBS Annual Report by the House of Representatives Standing Committee on Communication, Information Technology and the Arts, VNTV – the Vietnamese Television Association wishes to take this opportunity to submit to the Committee the enclosed proposal in order to contribute to and assist SBS Television in managing and producing a suitable Vietnamese programme, broadcast on SBS TV, for the Vietnamese Australian Community throughout Australia.

We are available for further details about this proposal. We look forward to the outcome of this submission.

Yours sincerely,

Dr Tien D Kieu,  
VNTV President  
(03) 9214 8026

cc: Mr Trung Doan, President, Vietnamese Community in Australia  
Dr Tien Nguyen, Vice-President, Vietnamese Community in Australia  
Mr Henry Dang, Special Advisor

P.O Box 1119 Richmond 3121

**VNTV – Vietnamese Television Association  
Proposal Submission to  
The Enquiry into SBS Annual Report  
By the House of Representative Standing Committee on Communication,  
Information Technology and the Arts - 11 February 2004**

**1. Proposal Summary**

The **Vietnamese Television Association (VNTV)** is a community-based, volunteer-run, non-profit organisation, which was formed in 1996 to establish and manage a Vietnamese community television programme. VNTV is a member of the **Melbourne Community Television Consortium, Channel 31** and has contributed its locally produced weekly programme to C31, continuously every single week for the last eight years.

In response to SBS Television Management's requirement to identify a suitable Vietnamese programme to fulfil its charter of providing service to its ethnically diverse audience, VNTV would like to volunteer to manage and produce such programme. With eight years of operation experience, VNTV is confident it will be able to meet the needs of the Vietnamese Australian community in Australia and, at the same time satisfy SBS Television and Australia broadcasting standards. The programme will consist of:

- Locally produced news, current affairs, ...
- Programmes from other Vietnamese television programmes around the world
- Other news sources (subject to suitable arrangements).

Upon request, a more detailed proposal will be submitted which will provide additional information with regards to programme contents, schedule and costing.

VNTV has been widely recognised and accepted by the Vietnamese speaking audience in Melbourne. It believes it will be able to make good of the national reach of SBS Television in serving the Vietnamese Australian community around Australia.

**2. Organisation Profile**

**Structure**

VNTV was formed in 1996 as a non-profit organisation. The purposes and objectives of the VNTV are to:

- Establish and manage a Vietnamese community television programme
- Create an environment which supports innovation and initiative in the arts and cultural activities
- Assist in maintaining the culture heritage, nurture a sense of belonging and develop the community identity amongst the Vietnamese
- Provide opportunities for members of the Vietnamese community to gain access to television production to enable them to promote greater awareness, appreciation of the Vietnamese culture to the wider community
- Identify, develop and promote the cultural resources which enrich the Australian multicultural society

All members of VNTV are unpaid volunteers. The affairs of VNTV are managed by an eight member Management Committee. The general terms of office for Management Committee members is two years.

Elections are held every twelve months to re-elect fifty percent of its members. Dr Tien Kieu was continuously re-elected to the position of Chairperson in the Management Committee since VNTV formation. Its work was recognised by the Hon. S. M. Nguyen (Melbourne West) at the Victorian Parliament seating of 13 June 2002.

## **Membership**

VNTV acquired full membership of **Melbourne Community Television Consortium C31** in 2002, which entitles it to a minimum of one hour broadcasting per week.

## **Financial position**

VNTV is a volunteer-based, non-profit organization. It has not received any grant or funding. During its formation, it relied on its members' contributions. Since attaining operational status, its income has been derived from two main sources:

- Sponsorship in the form of limited television advertising (approx. 95%).
- Donations from other groups and associations (approx. 5%).

## **3. Programme production**

Since its inception eight years ago, VNTV has continuously broadcast its programs every week on Channel 31 Melbourne. Currently, VNTV broadcasting hours in Melbourne are :

- Monday, 6.30pm-7.00pm
- Sunday, 2.30pm-3.00pm,

All programmes are locally made and cover a variety of topics including News, Current Affairs, Documentaries, Music, Interviews and Community Activities.

All members of VNTV, currently 30, are unpaid volunteers. Their roles fit into one or more of the following groupings:

- Hosting team which includes presenters, interviewers, reporters...
- Technical team which covers lighting, filming, editing, directing, archiving, programming...
- Supporting team which covers make-up, catering, transport, props...
- Administrative team which covers accounting, programming...

## **4. Development Plan**

To fulfil its charter, SBS Television is looking for a suitable Vietnamese speaking program to add to its World Watch segment. With eight years of experience in TV programme production, VNTV has had the ability and experience and would like to volunteer to offer its service to manage a daily segment in response to SBS TV requirement.

VNTV intends to augment its current programme production with:

- Other locally produced programmes in Australia such as the C31 Sydney (a commercial organisation), various non-regular multi-media producers such as the multi-media group Em Viet in Melbourne, The Vietnamese Professional Society in Australia, The Vietnamese Buddhist Association etc...
- Provided suitable arrangements, which are also acceptable to the Vietnamese Australian community, are put in place, programmes produced in other parts of the world where there is a large presence of the Vietnamese-speaking community will also be considered--notably the USA, France, Canada, and Vietnam.

- If this proposal is endorsed for further consideration, **VNTV** will start negotiation with other mainstream news resources (Reuters, AP, ...) for access to multi-media materials for the purpose of producing its programme.

VNTV also envisages that it will need to employ several part-time staff and will explore different funding options with the Vietnamese Community Association in Australia and the Government.