

[2.45 pm]

PEEDAC PTY LTD

5 **Hannah McGlade**
Neil O'Donnell

MR MADDOCK: To explain why we have microphones and spotlights and all that, it's not because we want to make this like a hearing of the Tax Department or anything. It's that it makes it a lot easier for us to write up the report if we can actually concentrate on the discussion rather than taking sort of transcript notes through it, and so we just record it to make it easier for that, so for the purposes of that, I will just say we have got Catherine Scott, legal honcho – I think that's the technical term – here in Western Australia as part of our national legal office; Jonquil Ritter, who is head of the branch that looks after community broadcasting generally and a whole lot of other stuff; I'm the deputy chair of ACMA; Steve Atkins, who is looking after this allocation process and a whole lot of other things; and Maria Vassiliadis, who is head of the section who deals with all of the community broadcasting. Just for the sake of the transcript, could you say who you are and your role?

MR O'DONNELL: Yes. I'm Neil O'Donnell. I'm managing director of Peedac Proprietary Limited and basically it's a company that's owned by an Aboriginal corp, Kaarta-Moordda.

MS McGLADE: Hannah McGlade, and I've been active in a Noongar action group to see our radio station become a community radio station again.

MR MADDOCK: What we were going to do was I was going to tell you a little bit and then we were going to open up to you to give us a five-minute blast on why we should give you the licence, then what we want to do is to make it a discussion because there are bits of your application that we want to understand more about and there may be things that you want to ask us, and so we wanted to have a discussion for about 40, 45 minutes, with you having the opportunity to raise anything additional at the end if that's okay with you. We have two licences, as you know, both FM. The reason we have hearings is because we actually like to see people so that we actually - you can actually clarify things much more easily on a face-to-face basis than if you are just trying to do it on paper, and it also shows you whether - you know, how much passion you have got for the issue and all that sort of stuff.

MS RITTER: And we have aware that you have only applied for the larger other two licences.

MR MADDOCK: Yes. After today the next process is that Stephen will write you a lovely letter, thanking you for being here and also perhaps asking you for additional information if there are things that you want to further clarify, and you can have another dab at putting in other things that you might want us to take account of. Am I speaking loud enough, Nathan? What the process is, we hope, is after that letter and your response to it, we would be hoping to get this sorted out, allocated by the

end of this year, the early next year. The thing that might go wrong with that timetable is if there's a change of government this weekend, we may find ourselves swamped by different work for the new government, not that it would affect this allocation, but it may just take resources away from the capacity to finish this allocation, so that's our best intent at the moment; to do it by the end of the year or early this year, but if there is a change of government and things start to slip, please understand. The final thing that I'm obliged to say is if you given false or misleading evidence it's an offence and we will come around and whack you, or whatever is the technical term for it.

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MS VASSILIADIS: Wipe that off the transcript.

MR MADDOCK: So give us a blast. Tell us your main points.

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MR O'DONNELL: Yes. I will start. I'm manager of Peedac. Peedac is a fairly unique organisation. It's a proprietary limited company that was set up. It's not for profit. It was running city programs across the metro area, dealt with over 90 different Aboriginal groups in Perth. We have basically had, you know, agreements and a working relationship with most Aboriginal throughout Perth, Noongar or otherwise, people that have moved in to Perth from outlying areas, so it was a fully representative organisation. It's owned by Kaarta-Moorda Aboriginal Corporation which is a membership based organisation.

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MS MADDOCK: So it's not for profit again?

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MR O'DONNELL: It's not for profit and basically it was mainly involved in - with CDP it was across all different programs, getting people into employment, cultural programs, we supported dance groups, musicians, bands, counselling, you name it. Basically it was - our CDP did that and we were very successful. We had over 900 people on CDP. In the last two years we have placed around 600 people into employment, off CDP and into programs, then the program was cut in July and we have basically re-tendered for other programs on a commercial basis but not for profit but, you know, still having to tender with everyone else, which we have done.

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35 MS MADDOCK: Yes.

MR O'DONNELL: So we are operating those programs. We are also helping other groups set up and run their programs. Hannah had been working on getting the Noongar radio back in Perth since it went out of business or event before, to basically com to us and agree that we could help in helping set up the radio, and we would be setting it up as a subsidiary company so it would have its independence, you know, gathering people with radio background and from the community, you know, Noongar people, to have its independence, you know, have people that have got expertise in running a radio, but it still had not back to the Aboriginal Corporation and having representatives from the corporation on there as well as other people, so we believe we have got a good mix.

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We have had - so far as Peedac is concerned, we have been operating for the past 10 years. I have been there eight years. We have had unqualified audits every year.

We have never had one, you know, qualified audit. Basically we have very good administrator and that's why the government – different departments have come to us at different times to run programs for them, so we believe that we have got the good structure, the governance and community involvement to actually allow things like the radio to exist and to get on with their job independently but still have community input, so that's what I'm coming from, and then Hannah has really got the passion for the radio side. I'm more for making sure the governance, structures, everything else – over to you, Hannah.

MS McGLADE: Okay, so I was formerly an employee of the original Aboriginal radio in Perth and there were people before me, that was in the late 1980s and we used to operate from 6NR, which was Curtin University and we had a Saturday – a regular Saturday night program there and Aboriginal people in Perth were just starting to be trained in radio, so I did one of those radio programs and later on I became qualified in law and I have a Bachelor of Laws and a Master of Laws. Several years ago - - -

MS MADDOCK: You can talk to that end of the table.

MS McGLADE: Okay.

MS MADDOCK: Then we'll talk to you, no, sorry, we've got a lawyer down there too.

MR.....: So it's just me and you then.

MS.....: Are you a lawyer?

MS.....: No.

MR O'DONNELL: I'm a teacher.

MS MADDOCK: One of those sorry, Hannah.

MS McGLADE: Anyway, the early days of Aboriginal radio when we did become incorporated as one and we did obtain the licence, I think was, you know, just a great time for Perth, that everybody had a – still has very fond memories of having our own Aboriginal radio station, we had really good community input, our people were always out at community events interviewing people. People were always coming into the station and we had a pretty good board of directors. Unfortunately there was a take over of some not so great people and the radio sort of became absent from the community for many years and it was just something that was just sadly – being sadly missed and we didn't hear our news, we didn't hear our community events.

People weren't having the access that they used to originally have. Several years ago there was a community meeting held with people wanting to talk about where is Aboriginal radio now, which I attended and so I became involved in an action group that formed from then which you're aware of with the ACMA report anyway and I went to Peedac because you know we didn't actually become incorporated as a group

and the funding body, DCITA, I was discussing with them if there was an existing organisation that would be suitable and we talked about Peedac because it has a good name in the community and DCITA were really happy with the suggestion of Peedac because of their prior relationship.

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Coming to Peedac they were very supportive about, yes, let's apply for the funding again and let's support it and just even walking around the Peedac organisation, you know, people were really missing radio and really keen to become involved again and that's still been Neil's feedback today. So there were just some aspects of the submissions, will I just go through it?

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MS MADDOCK: We don't have any fancy core points, sort of thing.

MS McGLADE: So our understanding of the needs existing in the future, so we don't have any – we don't feel that we have any local broadcaster meeting the needs of Aboriginal community in Perth. We don't feel that we have access to mainstream or even adequate to community radio. So we think our local – the needs – the perceived needs are Aboriginal music, you know, we don't often hear our music on the airwaves and this is – this has a down effect on the musician and we've been talking to ABMusic who, you know, are supportive and want to be involved as well and have supported. Aboriginal news, current affairs and community notices. So this is really important for us, there are so many issues all the time that we do need to be lobbying on and that would - - -

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MS MADDOCK: Excuse me, I'm going to sneeze, keep going.

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MS McGLADE: Yes, sure. We have to access mainstream media and sometimes we get our voice out there, but it's often not enough and this was the purpose of Aboriginal radio. We think Noongar language is really important, it's still a healthy language, but there's not enough being spoken so we would want to be seeing language every day on the air and a good language program where we affiliation with the local language body. Sporting programs, health programs, law and justice issues, including – we used to have some prisoner programs before that we would like to see again.

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Education and employment, finance, children and families programs. In our draft business plan we've talked about the need for women and children to be, you know, a really important part of this radio station, it's all across the issues that are facing Aboriginal families in Australia. Guest speakers. Aboriginal guest speakers we've always had in the past we'd like to see come back again, particularly elders who are important. We would also like to broadcast some indigenous programs from around the world, you know, international indigenous issues of importance, such as human rights at the UN or, for example, the Indian residential school settlement that's happening in Canada.

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This is just to, you know, inform people about worldwide issues. So, yes, we think that it would enable broadcast of a positive, informed, empowering program that would support our freedom of speech, which we don't have in mainstream. Contribute to the building of self-esteem, creating and fostering healthier community

engagement and capacity building and we also see Aboriginal broadcasters as having a role in promoting reconciliation too. We have talked to quite a few organisations which are supportive and we've got a few letters of support, probably not by the time that we were supposed to get them in.

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MR O'DONNELL: Yes, we've got others that have come in.

MS MADDOCK: That's okay

10 MS McGLADE: But subsequently too – and we thought that in our submission we talked about the need for feedback, you know, and how we would do that as well through the community organisations. But we would like to see them, you know, our music particularly on the board and the other relevant groups. Yes, so really we just think, you know, Aboriginal radio it is a powerful force across Australia now and
15 we're feeling really sadly missing here in WA and, you know, it's part of our identity as indigenous people and as a minority. Aboriginal people are one per cent, or two per cent of the population in WA and Australia wide and Noongar people made a history in 2006, where she proved our native title, the ongoing culture that was still existing no matter – you know – the forces of our history, but it was really sad at that
20 time that we couldn't actually really talk about it on radio, but we didn't have that access.

MS MADDOCK: We were being swamped by country music.

25 MS McGLADE: Yes, you know, that was – they thought that was too political.

MS MADDOCK: That's why we took the licence away.

MS McGLADE: Yes, we would like a good mix of music and, you know, I haven't
30 brought – I was going to bring a DIA report, which is about Aboriginal disadvantage, it's still very real and I probably don't even need to tell you the statistics, but I can give you some of them which is, for example, that the prison population in West Australia is up to the 50 per cent mark for Aboriginal women. For the juveniles it's 70 per cent in the lock-up. The Aboriginal male life expectancy has actually dropped
35 under our latest government, another five years, to 47 years of age for men, probably just in the early 50s for women. Still employment and educational disadvantages and we do believe there's a link to this sort of empowerment in media and radio to improving our lives really and still retaining our identity as Aboriginal people.

40 WAMA was conceived in 1976 by elders; Ken Colbung and Vi Chitty, and although there was that decline for some time with the station that took over we have been actively rectifying, so our group has been involved since 2003, I think we had our first meeting, because we're really committed to seeing radio come back and reflecting the principles of community broadcasting and the code of practice and also
45 the standards of governance that have recently been improved under the Federal legislation as well.

MS MADDOCK: There's a whole load of questions that we want to talk about and in most instances they go to how you would actually do it, rather than to the need and

just sort of kicking off and Maria's going to have some questions later, I think, about the relationship of EdAct to the Noongah Media Association – that's the word isn't it.

5 MR O'DONNELL: It will probably be enterprises, Noongah Media Enterprises, WA.

MS McGLADE: We can't use the word "association" apparently, for some reason.

10 MS MADDOCK: Sorry. Because we need to understand that in terms of our Act and all that sort of stuff. Let me ask you the upfront question. Which of the away from WAMA, because they were no longer serving the need that we had identified and given the licence for, I'm really interested as to what you have learnt from the way WAMA has strayed from the path and what you would do differently
15 this time around to stop those sort of failures happening again, apart from have him there?

MS McGLADE: Well, I think the structure of Peedac is such that I understand there's a proprietary limited, but there's the Kaarta-Moorda Association- - -

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MR O'DONNELL: Yes, there's the Aboriginal court.

MS McGLADE: - - - that is governing.

25 MR O'DONNELL: Yes, which is under Aurac so that reports back to the registrar of Aboriginal corporations, you have Aurac, then you have the company which reports to ASIC. So you have basically the representative body here

MS MADDOCK:

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MR O'DONNELL: Sorry, holding one share of the company, which basically does the operations. So it gets the day to day stuff is done by, you know, people employed to actually to do that job so you avoid the politics within the operation. We also have a subsidiary under Peedac which is an RTO, registered training
35 organisation, called JobTrain Pty Ltd. It's a not for profit as well, but this will be the similar model – if we have the radio it will be similar to how JobTrain operates. It has it's own board, but that board actually has to report back to Peedac, who has to report back to Kaarta-Moorda, so it's a series of checks and balances, that you have what you what we call a corporate veil between the owner and the operations, and
40 that's what we would do here. We would have people that represent the community coming from – and elected by the community that would sit on the board as well as other - - -

MS MADDOCK: On the board of what?

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MR O'DONNELL: Of Noongah radio.

MS MADDOCK: Right.

MR O'DONNELL: That would sit on that board, so there would be people – a representative, there would be what they call nominee directors, and you would have other people in the community that would be basically asked to come on that have some background or some interest in radio. So you have some people – you have a
5 good mix of expertise and community and you always have that – basically they would get on with running the operations, but then you have staff that are employed who are doing the job of, you know, putting out the programs, running the shows, those sort of things, but they would have approval back from their committee. So each time there is a checks and balances right through the whole organisation.

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MS MADDOCK: So that works insofar as the structure is concerned.

MR O'DONNELL: Yes.

15 MS MADDOCK: The other thing from a distance that it seemed to – that went wrong with WAMA was that it decided to chase the dollar in terms of – which is understandable, because it's a hard gig running a community radio station on an oily rag, and so lots of them face that pressure. How would you deal with that? Why won't that happen again?

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MR O'DONNELL: Yes, I think they were – they depended too much on paid employees, whereas we're looking at only three; our station manager, programmer and presenter, and the rest would be made up from volunteers. Peedac would – has other sources – or services, like we've got an accountant, we have a payroll section,
25 we've got all our admin running other programs, so - - -

MS MADDOCK: So you would lend a bit of them too.

MR O'DONNELL: Yes. So they would be piggybacking basically on other
30 programs. We don't see this as a moneymaking venture. It's purely a community service. So that's what we – how we would operate it. Takita, the federal agency, have said to me that they would help with the setup costs and also ongoing costs. So we think that would cover all of those, you know, three staff members and just your normal running costs, but there's all these other things that we could be doing, you
35 know, which Peedac would do. We've got our own facilities. We've got – we own our own building in Cannington, a two storey with three units, and we've got one unit that's vacant because of our employment section is no longer there. We've actually restructured and we've got a whole unit there.

40 MS MADDOCK: So you've sussed out the accommodation already.

MR O'DONNELL: Yes, we've got – yes, we've had a technician come out who said it was an ideal place, so there's no cost there to buildings. There's no cost to the financial running of the organisation. It's purely that, you know, the money that
45 Takita would give us, we would be able to do that fairly well. The State Government has also said that they would assist with business planning and that, so once we get over – we know that we're going to get the licence, then we will have the money for a business plan, and Hannah has done some of that herself, and she's been working on this voluntarily for years, and that's not going to stop I don't think in the future,

that she would continue, and there's other people besides Hannah that have been doing this. So between us we think we've got a good match.

5 MS MADDOCK: I think the Peedac philosophy is profit but not for profit, as I understand, so it's all back into the organisation - - -

MR O'DONNELL: That's right, yes.

10 MS McGLADE: - - - whereas the people at WAMA came from corporate radio, and so they had that mentality of making money, but that was not what Aboriginal people intended when we set up community radio at all. I think there was just some funding – like, if an organisation had big times like that, sometimes they would contribute, but it was never – you know, it was never about money or, you know, big fees or anything like that. I think that's – you know, that's the philosophy of community
15 radio that we really need to instil through training as well if we were to obtain the licence, that we would, you know, want to have thorough training around the code of practice and what is Aboriginal radio about. You know, there was monetary interest getting in the way of the previous committee as well.

20 MR O'DONNELL: The other groups that have said that they will support us are the ALS, you know, Derbarl Yerrigan the health service, the Land Council of Swan, ABMusic, all the big groups so they're all not for profits, but – and they understand that – you know, what we're trying to do. We would include – Peedac has always been inclusive, never dominated by one family. It just – it's had that
25 great mix of, you know, community involvement without actually trying to, you know, see if there's any money to be made or what not. It's just to do what we can do.

MS MADDOCK: So they're elections open to anyone - - -

5 MR O'DONNELL: An indigenous person who then becomes – wants to become a member of this organisation. At different times our membership has gone up to 600, it's come down, it's come up, and people – you know, as more things happen, people want to become members. So it's an open membership, it's inclusive, so people come onto there, they go onto the KMAC committee, Kaarta-Moorda Aboriginal Corp.

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MS MADDOCK: And that's a committee - - -

MR O'DONNELL: Two of those people, yeah, sit on – yeah, that's right. This is - - -

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MS MADDOCK: This one is a – that's a committee of that. Okay.

MR O'DONNELL: That's a committee of this organisation.

20 MS SCOTT: Is that separately incorporated?

MR O'DONNELL: Yes. That's Kaarta-Moorda Aboriginal Corporation, so that reports to ORAC.

25 MS SCOTT: ATSIC, now, it is.

MR O'DONNELL: Pardon?

MS SCOTT: ATSIC.

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MR O'DONNELL: Is it ATSIC now?

MS SCOTT: Yeah, they change all the time.

35 MS MADDOCK: We're just assuming - - -

MR O'DONNELL: Okay. So that reports to the registrar of Aboriginal and Islander Corporations.

40 MS SCOTT: Torres Strait Islander, yeah.

MR O'DONNELL: Torres Strait Islander Corporation. Okay. So that reports to there, that organisation. There is a committee set up.

45 MS SCOTT: Is the committee incorporated?

MR O'DONNELL: No, the committee is a – well, the organisation is. That's part of - - -

MS MADDOCK: So this is incorporated and that's a committee of it – an unincorporated committee of it.

5 MR O'DONNELL: Yeah, that's right. A committee or the incorporation. Two members of here sit on the Peedac board, which has seven, it's got one vacancy at the moment, and two of those and five others – there's myself and four others from the community that have, you know, a passion to be on there, basically. It's voluntary and it's non-paid.

10 MS MADDOCK: So this is Peedac.

MR O'DONNELL: Yeah, Peedac, yeah. So you have Peedac committee, and that ---

15 MS MADDOCK: It's P-e-e-d-a-c, isn't it?

MR O'DONNELL: So underneath that you have the Peedac programs.

20 MS MADDOCK: Peedac is an incorporated body again.

MR O'DONNELL: That's a proprietary limited company, not for profit, and that reports to ATSIIC.

25 MS MADDOCK: The licence would be held by ---

MR O'DONNELL: Peedac.

30 MS MADDOCK: --- Peedac. The formal relationship with this body would be in terms of the licence?

MR O'DONNELL: The fact that they own the company. They have one share and it owns this company.

35 MS MADDOCK: Okay.

MR O'DONNELL: And then this company sets up subsidiary companies to run specific things, like the ---

40 MS MADDOCK: Employment programs or ---

45 MR O'DONNELL: Yeah, employment program, the training organisation. We're looking at becoming a group training organisation as well, so we would be also – we're also working with Senicare. I'm not sure if you've heard of Senicare. Senicare are one of the largest job network agencies, a Catholic organisation. We also are working in partnership with another group at our nursery. We have a nursery down in Forrestdale in the southern suburbs.

MS MADDOCK: We wanted to ask: is it a kids' nursery or a plant nursery?

MR O'DONNELL: It's a plant nursery.

MS MADDOCK: You were right, I was wrong.

5 MR O'DONNELL: We are working in partnership there with a disability group called Work Power, which was one of the bigger disability groups. We also have a workshop down in Mandurah. We used to run employment programs there and we're switching that over to run other training programs.

10 MS MADDOCK: So this is the Media - - -

MR O'DONNELL: No, no, then you've got the Media would be one of these - - -

MS MADDOCK: Okay.

15 MR O'DONNELL: - - - what would be a subsidiary, so it doesn't get caught up in the running of - so the people here are concentrating on running the radio.

MS MADDOCK: Community or Incorporated?

20 MR O'DONNELL: It's Incorporated, it's a proprietary limited company as well, it will be a PL, but not for profit.

MS MADDOCK: So the licence?

25 MR O'DONNELL: Would be held here.

MS MADDOCK: By Peedac.

30 MR O'DONNELL: Yes.

MS MADDOCK: So if the media group went bad in some way, you'd have the licence to keep control of the situation.

35 MR O'DONNELL: Yes, that's right. So there's that check balances through the organisation.

MS VASSILIADIS: So who has the final decision-making power on how programs are selected, etcetera, the day to day running of the station.

40 MR O'DONNELL: Day to day it's got to be here. It's got to be in that separate body here.

MR ATKINS: So it runs independently.

45 MR O'DONNELL: Yes, it's got independence, but it's got to report back, so it's doing something, it's going to be reported back here they will say - and then they would - they have control over the directors in terms of if the directors are - start going off on a tangent and start doing the things that WAMA has started doing,

they've got someone to report back to. Peedac then also has someone to report – if Peedac starts going crazy the Aboriginal corp which has it's members, the community has a say. So that it has independence but it has reporting requirements.

5 MS RITTER: So if there are complaints about the media group and they would probably try and deal with them themselves and then there might be – someone might come to ACMA if they're not happy and if there was an issue with how things were being run Peedac would be the licensee who would be ultimately accountable.

10 MR O'DONNELL: Yes.

MS RITTER: So how would you see that sort of in

15 MR O'DONNELL: Well, each month when – this one would be reporting back each month – this one and one of the things that we have is a stock standard agenda and one of them is secretarial matters, legal issues, complaints, correspondence, so

20 MS RITTER: Peedac would take the responsibility for - - -

MR O'DONNELL: - - - we have a complaints register - - -

MS RITTER: - - - for that maybe?

25 MR O'DONNELL: Yes, we have a complaints register and that gets presented at each meeting as well. So if there's any outstanding complaint that hasn't been dealt with then usually I would get in trouble. But we don't. We deal with our complaints, we respond to people - - -

30 MS RITTER: Well, you'd taken over – you wouldn't be there saying, oh ACMA talk to them, you know, don't talk to us, just talk to – you know, because you'd be the licensee - - -

35 MR O'DONNELL: That's right.

MS RITTER: - - - we'd be wanting to talk to you about it.

40 MR O'DONNELL: That's right, we will deal with the community, we will – first, we had contracts with – and we still have contracts with DEWR and I don't know if anyone's dealt with that department they are one of the most stringent government agencies and, yes, they get complaints straight through to their office. They will come straight back to us and we will say, yes, we've either got that complaint or we haven't. If we haven't then we respond to them and we try to respond to that person there. But in the first instance we would try to resolve it here with that complaint.

45 MS MADDOCK: So if this group – if there was complaint about them and - - -

MR O'DONNELL: Yes, there's a complaint about them then - - -

MS MADDOCK: It would come through you.

MR O'DONNELL: - - - it would come to Peedac, yes. If there's a complaint about Peedac it would go to Kaarta-Moorda. A complaint about Kaarta-Moorda it's gone
5 to Aurac.

MS MADDOCK: Okay, yes.

MR ATKINS: Does Peedac have representation on the - - -
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MR O'DONNELL: Sorry?

MR ATKINS: Sorry, does Peedac have representation on the – was it Noongah Media Enterprise Board as well?
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MR O'DONNELL: It could do.

MR ATKINS: Okay, but not necessarily, okay.

MR O'DONNELL: It doesn't need to, as long as I think it's got it doesn't need to, but there might be someone on this board who would be ideal for both.
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MR ATKINS: Sure.

MR O'DONNELL: Yes, but I mean I'm on the board of the RTO, but it's really – because we have a close - - -
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MS MADDOCK: That's the training organisation?

MR O'DONNELL: - - - very close relationship with employment and training.
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MS MADDOCK: That's because you're an old teacher.

MR O'DONNELL: Yes and we've got a couple of teachers on there. So – but with the radio I don't have a background there and I would rather, you know, that there's people with that expertise that are focused on radio. But the good thing about what we're trying to get is some synergy with our organisations as well. If we've got a GTO, group training organisation, which we're going for with Centre Care, that might be that we can run traineeships in media at our radio station or it might be a short term thing, it might be only work experience, but I mean where we try to have synergy as we do where it could be not the right thing to do we wouldn't do it.
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MS MADDOCK: When Stephen writes to you and you write back to us can you make sure you outline that for us and draw us some pictures if you like and in particular - - -
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MR O'DONNELL: We've got - - -

MS MADDOCK: - - - tell us how it works with some of these other organisations that you look after.

MR O'DONNELL: Okay.

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MS MADDOCK: So that we can draw the analogy between how it might work in a future organisation. You've probably done most of that already, but certainly that I think is - - -

10 MR O'DONNELL: I think we might have given you the relationship chart that shows how job training operates and so it would operate very similar to that one.

MS MADDOCK: And the question about how complaints are handled and - - -

15 MR O'DONNELL: Okay, yes.

MS MADDOCK: - - - or the way they're escalated and legal actions, etcetera, that will all be very useful as well.

20 MS SCOTT: So how do you get on to the media association committee?

MR O'DONNELL: The initial one would be the working party.

MR ATKINS: It's an interim

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MR O'DONNELL: Yes, the people that we've selected. It just so happens that some of those people are on Kaarta-Moorda, John Penny and maybe, I think, Lyn Mayers, from Mandurah, would sit on that interim until I have elections or until maybe - - -

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MS MADDOCK: And what would the election - who would be elected?

MR O'DONNELL: Sorry, that doesn't have elections, but that has - we might just - we haven't actually worked out that bit, but the working party would go on there for an initial, I think, 12 months, we said, to set it up and then they would be up for the nominee directors in with the Kaarta-Moorda election. So they are office bearers - office bearers elections and one of them is nominee directors, so each year the nominee - any office bearer comes up for election. So if there's anyone else who wants to go from Kaarta-Moorda to sit on the board of Peedac, then if there was more than one nominee we'd have an election. If there's not nominees - - -

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MS MADDOCK: And then to cascade through to being a director of the Noongah.

MR O'DONNELL: That would be the same thing. Yes, this one here every 12 months they would say, well, you've got - - -

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MS MADDOCK: So there would be nominee director elections.

MR O'DONNELL: Nominee directors, there might be two here and you might have three or five others. You don't want to make the board too big.

MS MADDOCK: No, no, I understand.

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MR O'DONNELL: Otherwise it will become ineffective.

MS MADDOCK: Tell us again when you write back how you're envisaging doing that. Now, it's important that you tell us how you're envisaging, we won't hold you to it for ever and a day I would imagine and it says, I'm just seeking reassurance from around me, but to at least have it on paper first off would be very useful.

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MR O'DONNELL: Yes.

MS MADDOCK: It can always be – there are processes for amendment of these things, so don't feel that if you write something down that it has to survive for - - -

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MR O'DONNELL: Well, we'd use the same process that we do for job training, the other subsidiary.

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MS MADDOCK: Okay.

MR ATKINS: That's the other thing, would the Noongah – I'll call it the Noongah Media Association just for ease, it will have its own constitution, as a legal entity.

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MR O'DONNELL: Yes.

MR ATKINS: Will there be annual nominations to that board or is it sort of a board – it's more – let's just say you have people from Peedac, perhaps one or two nominees and then you perhaps get three or four other people to sit on that board. Does that sort of change every year or is that more of a permanent - - -

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MR O'DONNELL: You try to keep people if they are good, you keep them ongoing.

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MS MADDOCK: Five years and then - - -

MR O'DONNELL: Do you? Oh right.

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MS MADDOCK: I was just guessing.

MR O'DONNELL: We have on the Peedac board we've had someone there, I think, for about six years is probably the longest, besides myself I've been there eight years. So you have continuity and you have corporate knowledge going through, but – yes, if people have an interest then that goes to the next – like the next rung up for them to consider them coming onto that committee or board. So to come on to the Peedac board, I take – if we have a vacancy I take – I can take peoples' names and credentials and everything else to this – the CAMAC committee and say we have a vacancy on Peedac, these are some of the people and if there's a bit of a question

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about who is the best person then they might do a voting, you know, one, two, three, who's your best and then we'll do an election of who to come on. So the good thing about the way of doing that is that – and you get people to apply to come on rather than – so it's people with an interest are going to turn up at meetings, they're going to participate, they're going to be active and - - -

MS VASSILIADIS: Would that principle also extend to the licence?

MR O'DONNELL: Yes, that goes - - -

MS VASSILIADIS: The other radio stations sites, so it would all have its own committees and

MR O'DONNELL: Yes, and some of the – it could be some of the board people, as well, would sit on that – Peedac board might sit on there but I am thinking on the working party at this stage it will be two people off Kaarta-Moorda and then the other working party members that have been doing all the work, that have been putting it in, you know, volunteering all this time but it will work similar.

MS MADDOCK: And we would be interested - - -

MR O'DONNELL: On vacancy both here and - - -

MS MADDOCK: - - - in your thoughts on how you would structure underneath bits of this because where we get interested in is: are you going to have a programming committee, are you going to have a membership committee; are you going to have a – what is another committee, typically, that we have – sponsorship committee or whatever? So we will be interested in the structure of that because the more open those structures can be, subject to not being captured by the country and music fan clique again, the more it is a community station, in that sense. So I would be interested in structures for that. How long do you reckon it will take you to get it up and running, if you got the licence?

MR O'DONNELL: We need to do it fairly quick but we were thinking it might take until the New Year and then we would go to the funding bodies in the last quarter of the financial year. So, what's that April, May, June? Try to have it all set up and ready to go from July.

MS MADDOCK: Because the Sydney one – the indigenous radio station in Sydney, Gadigal - took quite some time to - - -

MS McGLADE: They took about two and a half years in the end.

MS MADDOCK: Now, they had problems with getting an appropriate transmitter site.

MS McGLADE: Yes, we have been all through that before, the transmitter site - - -

MS MADDOCK: Of course, the transmitters and all that.

MS McGLADE: That is sorted out. Just building the station, you know, having a good programmer and we are talking about DOIR, the state agency, helping us look at a very experienced station manager to come on board. If it is not an Aboriginal person, to have an Aboriginal person working with that person.

MS MADDOCK: Sorry, where from?

MS McGLADE: We are thinking about the state department that Peedac deals with which is DOIR.

MR O'DONNELL: Yes, Industry and Resources.

MS McGLADE: Yes, and so we had a communication with a person who teaches at Batchelor College who is very experienced in teaching Aboriginal students up there, Jan is in the media and he might be quite interested in coming to work for us for a year and in that time also having an Aboriginal person, you know, working side-by-side and skilling up because we have lost a lot of those skills in Perth with the

MR O'DONNELL: The thing is there is wide interest from, you know, the Aboriginal community of Perth to support this. We haven't had one person who has said, "Why are you doing that?" They all want it. I have told them they have got to do volunteering on the radio so they all want to do a segment.

MS VASSILIADIS: it will be funded mainly by government grants. Is there any proposal in the future to try and become a bit more self-sufficient?

MS McGLADE: Well, just instinctively I would say that, you know, maybe mining companies often like to promote plays, etcetera, you know, maybe there would be some scope but, you know, of course we don't want to turn into a money venture again either.

MS MADDOCK:

MS McGLADE: Yes, but that funding is there, you know, it is the indigenous stream of the funding and they have recently expanded into film and, you know, extra funding for TV as well and, yes, so I don't know - - -

MR O'DONNELL: I think with Native Title, though, we might be able to - - -

MS McGLADE: There is more opportunities through Native Title as well for funding.

MR O'DONNELL: They are talking about – with Native Title – when mining companies go in to the area there are tradeoffs in that mining companies like to make employment and training.

MS McGLADE: Community benefits

MR O'DONNELL: So you might have – there might not be a sponsor in the radio but it could be sponsoring some facilities or some capital so you have other things that can be contributed. We always get money for consultancies

5 MS MADDOCK: Excuse my cynical laugh.

MR O'DONNELL: Yes, hopefully, what we aim to do, yes, is be successful and to run whatever we run.

10 MS MADDOCK: What do you reckon your main risks are and how are you going to manage them?

MS McGLADE: We thought a risk is like not having policies in place. So we want to have, you know, we were just saying then, you know, a week of sorting out what are our policies and how we are going to have these, you know, enacted in training. So I think if we did not do that, then that would be risky. Yes, we think with DOIR who can help us with a business plan and some further training and we have a little bit of a talk with Goolarri Media in Broome and whether we can link up with a media organisation that has been going strong and talk about, you know, ways of doing things and - - -

MS RITTER: I guess, as you said, there are a number of Aboriginal services around Australia now that are going from, you know, seem to be going from strength to strength. I guess you would be looking to get what partnerships you can with them about things like exchanging programming where it is appropriate

MS McGLADE: Well, they do a lot of training at Goolarri, as well, they are a registered training organisation.

30 MS RITTER: They have got an in television too, don't they?

MS McGLADE: Yes, branched out, yes.

MS MADDOCK: I have run out of questions, what about you folks?

35 MR ATKINS: No, I don't think I - - -

MS MADDOCK: And any from you? No, I was asking these folks but now I am going to ask you folks.

40 MR O'DONNELL: I think you answered the one for me which was the timing. I do believe that we could do that, you know, we have started up other programmes. We initiated the Noongar Sports Association in Perth for and we did that within six months.

45 MS RITTER: I mean, under the act you have got 12 months to get thing started but, obviously, it is better for the community if you can do it sooner.

MR O'DONNELL: So you are looking at July and looking at funding cycles as well. Letting DCITA know.

5 MR ATKINS: Yes, the IBP funding is normally announced – is it May or June?

MR O'DONNELL: Yes, I think - - -

MR ATKINS: They announce the first round of those

10 MR O'DONNELL: Yes, we are looking at those cycles as well. DOIR are basically – well, state government have said they are ready to go as soon as we are ready as far as consultancy dollars for the business plan. They have already helped a little bit with the feasibility. Hannah has done most of that. Going out – and most of our committee have gone out and talking to other groups to get their support. So we
15 think we have got, you know, wide support for it. We have got the facilities, we have got the people, I think it will just be hoping to employ a really good station manager and maybe we can – and there is a couple of people that have already approached you, as well, isn't there?

20 MS McGLADE: Yes.

MS MADDOCK: One question that I meant to ask and I forgot is: you talked about the type of programming you would like to see on air. I am interested in how you are going to establish what programming to have and how you are going to keep that
25 fresh?

MS McGLADE: So, we did do a draft program and I think we broke it down into some main areas. Law and justice, for example, so a peak Aboriginal law organisation, the local Aboriginal legal service, they have a media officer. So we
30 would be working directly with her. She is a very experienced journalist. I think she was actually with WAMA a long time ago and with the Koori Mail newspaper and also the

35 College they have now a media officer as well. So we would be, you know, targeting people and Yirra Yaakin, Michelle White, who works for them used to also be with the ABC radio and TV as well. So we are working with a lot of the expertise that is out there and keeping it fresh, I mean, we had a talk about actually, like, you know, turning over so that an organisation actually didn't dominate that section for too long. So we are saying a commitment for three to six month programming because that is quite a lot to actually ask for anyway.

40 MR ATKINS: Okay, so you would turn your programming over on some sort of a rotating basis every three to six months.

MS McGLADE: Yes, and making it equitable because there is quite a few family organisations. There is a child care, there is a families organisation in Thornlie. I
45 mean, Peedac knows all these associations. I know them from being active in the community and I think just a commitment to sharing them and maybe we put that in the policies and talk about it as we are developing that up as well.

MS MADDOCK: It will be interesting to see if there was some semi-formal way of, sort of, having their involvement, their advisory involvement, sort of, - I think I have finished that sentence twice but you know what I mean, it would be useful to have some structure by which that involvement of those sort of groups was formalised.

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MS McGLADE: Yes, I like the idea of the programming committee because there is so much work to be done.

MS MADDOCK: Yes, well, programming committees are one of the things that are particularly useful as long as they don't get dominated by one or two voices all the time, particularly useful in terms of keeping your programming fresh.

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MS McGLADE: Okay.

MS MADDOCK: Particularly if you find a way of turning over the committee. They can go wrong, they can go very wrong.

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MR O'DONNELL: Well, you have got the kind of people, you know, people that have actually gone through Murdoch as well, have done studies in media and programming and - - -

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MS McGLADE: Murdoch has developed a Noongar film association, isn't it, but they also teach radio at the university and they are quite keen to come onto - the director out there is keen to come onto this board as well.

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MR O'DONNELL: I was surprised, really, meeting Hannah, that there was a lot of people out there with that experience. Noongar people, you know, runs his own mobile radio. So there is people that want to be involved that have experience and I think that there is enough people out there that you can draw on. It think, yes, the idea about the programming committee would be great.

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MS McGLADE: Yes, we can have an expression of interest out to all the, you know, the key organisations and some of the smaller ones to say this is an opportunity that, you know, can be available to you and although we might not be able to work with every organisation at - - -

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MR O'DONNELL:

MS McGLADE: Yes, we can do it in those timeframes, yes.

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MS MADDOCK: Direct those sort of thoughts, yes.

MS McGLADE: Yes, okay.

MS MADDOCK: All right, well, thank you for coming in. I look forward to getting Stephen's gracious letter.

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MR ATKINS: Thank you and - - -

MS MADDOCK: And if you can come up those sort of issues then, particularly about your plans for the future of how you are going to involve the different aspects – different sets of the community and that sort of stuff. I will be very interested. Thank you for coming in, I'm sorry I drowned you.

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HEARING ENDS

[3.36 pm]