

Peedac Pty Ltd

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Mr. Stephen Atkins
Assistant Manager
ACMA Community Allocations & Renewals
PO Box Q500
Queen Victoria Building NSW 1230

(your ref: PF2007/1482)

Dear Stephen

In response to ACMA request for Additional Information the following items are provided below.

1. The Noongar Media Enterprise is proposed as a subsidiary company Peedac Pty Ltd. The company type proposed is not for profit limited and to be registered under ASIC. It will operate in a manner similar to Jobtrain WA Pty Ltd, which is a subsidiary of Peedac.

The attached flow chart "Relationship Chart" explains the linkage between parent and subsidiary companies.

Attach information about how Jobtrain operates /relates to Peedac.

The Kaarta-Moordra Aboriginal Incorporation is the sole shareholder pf Peedac and its membership is drawn widely from the Perth Aboriginal community, all members of whom (over 18 years of age) are entitled to apply for membership. It is an open and accessible incorporated body that is required to comply with the commonwealth Aboriginal and Torres Strait Islander Corporation Act, recently amended.

The Peedac Board consists of two nominee directors (nominated from Kaarta-Moordra), the Managing Director of Peedac, and four other Aboriginal community members sourced from expression of interest process.

2. Upon receipt of advice from ACMA late this year or in early 2008, we will apply for funding to DCITA, DOIR and the Community Broadcast Foundation.

3. The expected timeline for establishing the radio station.

January 08	February 08	March 08	April 08
Constitution Completed	Policies Developed	Business plan	Set-up of the Premises

	Commencing the Funding submission		
May 08	June 08	July 08	
Recruit staff & volunteers	Testing & training	Operational - broadcasting	

4. We do not yet have a Constitution, however, we have considered the objects of the Noongar Media Enterprise as set out in our draft plan include the following:
- (a) To provide Noongar people with a media that recognises, respects and affirms our distinct identity and inherent rights and responsibilities in Australia society as Noongar people;
 - (b) To protect and promote the human rights of all Noongar people, which includes the Noongar women, youth and children whose interests must be acknowledged and respected at all times;
 - (c) To produce and broadcast an independent news and current affairs programs that address issues of importance to the Noongar and Aboriginal people, and which also recognize our connections with Indigenous peoples worldwide;
 - (d) To assist and support the revival and maintenance of the Noongar language and cultural identity through the broadcast of Noongar language programs;
 - (e) To promote and highlight Indigenous music and musicians;
 - (f) To support the Noongar representative organizations, particularly in the areas of health and healing, law and justice, the arts and music & education and employment, through their direct involvement;
 - (g) To ensure the active participation of the members of the Noongar community in the affairs of the Association and in accordance with the Community broadcasting radio code of practice;

- (h) To ensure the employment and professional development of Noongar people at all levels including management, production, broadcast, and administration;
- (i) To provide professional training and traineeships in the areas of broadcasting production and journalism;
- (j) To recognize and promote the importance of volunteers who may be members of the Noongar and wider community;
- (k) To support the development of other forms of Indigenous media including Indigenous television and film.

In addition to the objects the Constitution shall set out the process for electrical and removing Directors, and standard company matters the “replaceable rules” of ASIC regulations. We attach the Jobtrain Constitution which adopts such matters.

5. The Noongar Media Enterprise does not yet have any programming, staffing or volunteer policy. However, we have been in discussion with the Department of Industry and Resources (DOIR), Aboriginal Economic Development Division who are supported. We intend to undertake a comprehensive business plan which will include policy and procedures for the Noongar Media Enterprise incorporating existing community broadcast policy, and the industry standard set out in the CBAA Handbook:
<http://www.cbaa.org.au/content.php/12.html>
6.
 - a) The management and operations of the proposed service will utilize advice as set out under the CBAA Handbook, covering matters such as insurance, programming, disputes, volunteers, marketing, music sponsorship. Peedac and Jobtrain already have staffing policies, OHS, training & professional development. We attach a copy Peedac’s policy documents.
 - b) Upon advice from ACMA which may happen late this year or early next year. NME will apply for funding to DCITA and DOIR, and it is envisaged that initial funding will be available in the early year. We will immediately engage a consultant to fully develop our business plan, policies and procedures to be completed by may 2008.
7. The Noongar Media Enterprise will also have its own Board of Directors (up to seven) made up of two nominees, and other Aboriginal community members sourced from expression of interest process. This selection of Directors will follow the same process already adopted by Peedac’s subsidiary Jobtrain, and is set out in the Kaarta-Moorda Constitution. Similarly, the Noongar Media Enterprise shall set out in its own constitution this process of the Directors

appointment. The appointment will be for three years which allows stability and policy implementation.

8. The Noongar Media Enterprise will form advisory boards drawing on expertise in the field of broadcasting and media. For example, we may form a youth advisory body made up of young people to encourage their participation in the station operations and programming. Other advisory boards would concern training broadcaster and their responsibilities, and programming content.
9.
 - a) Members of the community will participate at an operational level as staff and volunteers, and also through the various advisory boards. Members of the programming advisory board shall be drawn from the board level, and also the wider community through the expression of interest process, and direct invitation to relevant organisations such as Abmusic.
 - b) Members of the community may at a three yearly interval nominate themselves as a Board Director, and expressions of interest may be sought by Peedac and Noongar Media when a vacancy arises. Station volunteers should also be encouraged to nominate for Board positions.
 - c) Members of the community will be invited to participate through an expression of interest process, with advertisement (flyers) through local community organisations. Members of the community with radio and media expertise will be invited directly to be a part of the advisory boards. These will be informal advisory bodies that will be established as need demands. A programming advisory body would be a permanent advisory body comprising staff, volunteers and others community members.
 - d) Members of the community will be able to join the Kaarta-Moorda Incorporation; however the Noongar Media enterprise will not have its own direct membership.

Yours faithfully,



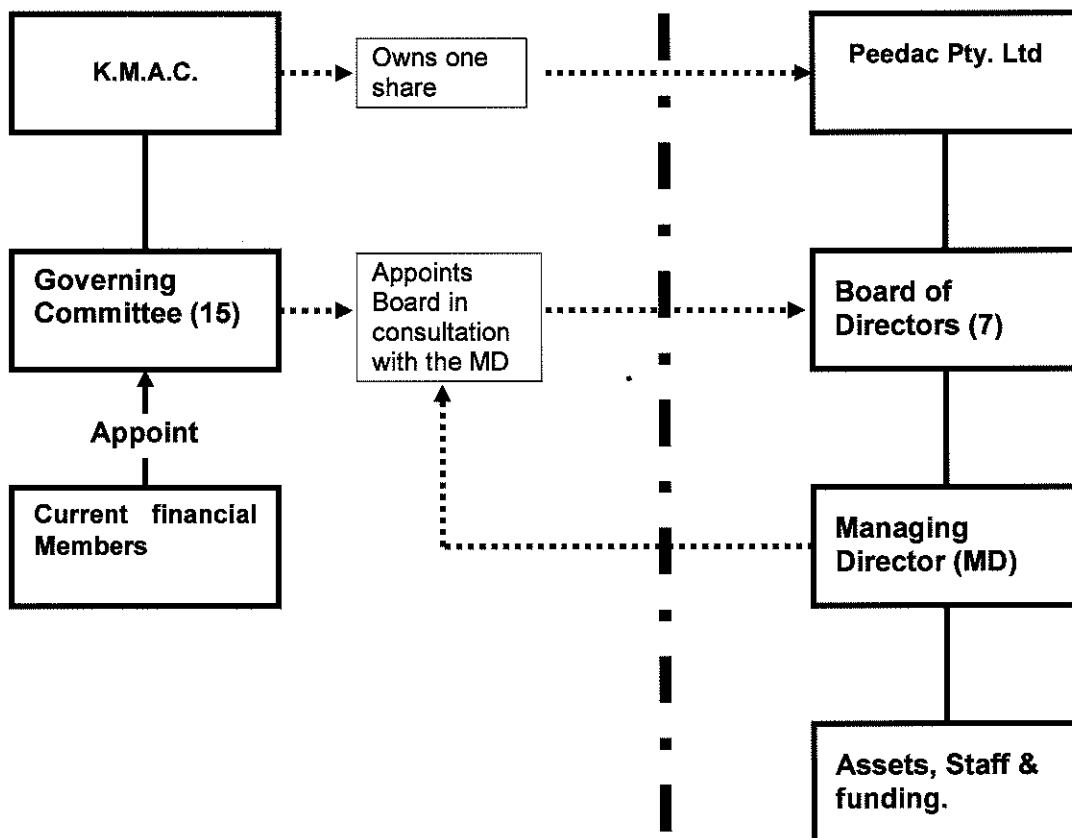
Neil O'Donnell
Managing Director
3 December 2007

Corporate Structure – Peedac Group.

Ownership Structure

The Kaarta-Moorda Aboriginal Corporation (the Corporation) is a community based, not for profit organisation. This is a policy making organisation which consults with its members, participants and the wider community on matters related to the needs in Perth. Membership is open to all Adult Indigenous people living within the Perth metropolitan region, in accordance with the KMAC constitution. The Corporation is the sole shareholder of Peedac Pty Ltd (the Company) which is an Income Tax Exempt Charity. It is this not-for-profit company, its Board of Directors and staff, which has direct control of the day-to-day operations of Organisation, focussing on the communities 'economic development' needs. Working closely with the Kaarta-Moorda Aboriginal Corporation, it manages the finances and carries out the administration of the program.

The Diagram below shows this structure and describes the relationships between the Governing Committee of the Corporation and the Board of Directors of the Company.

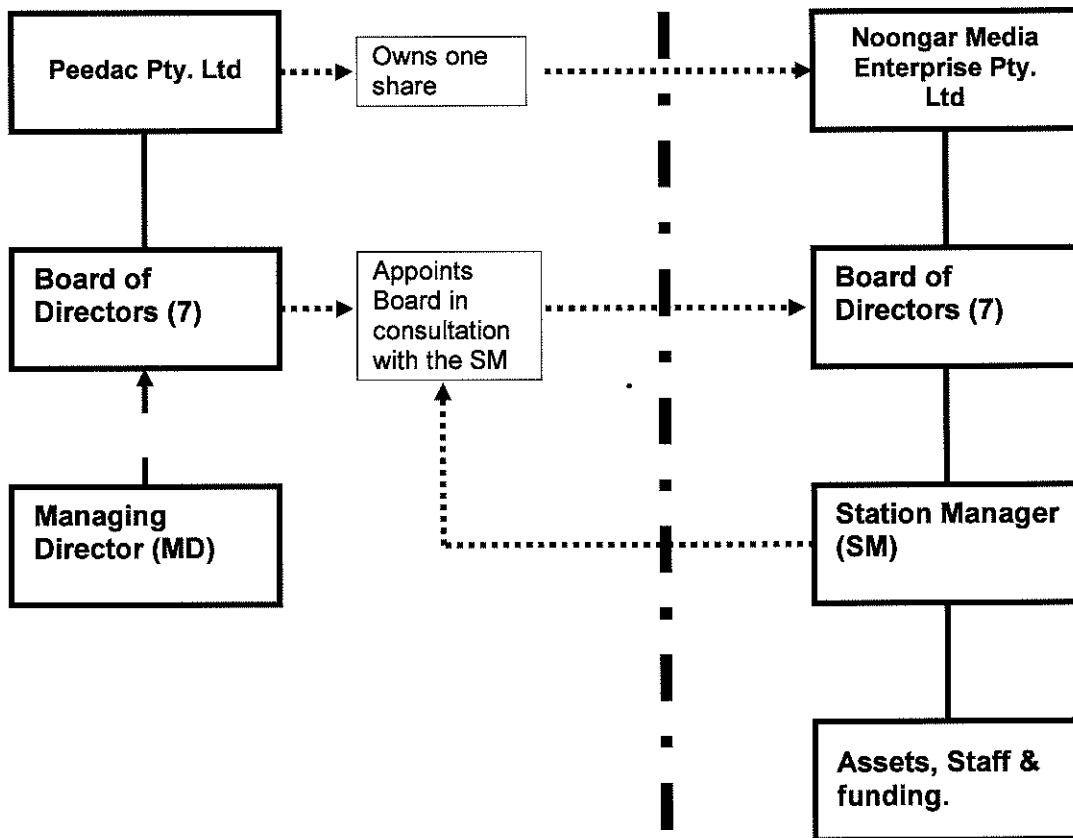


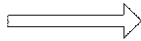
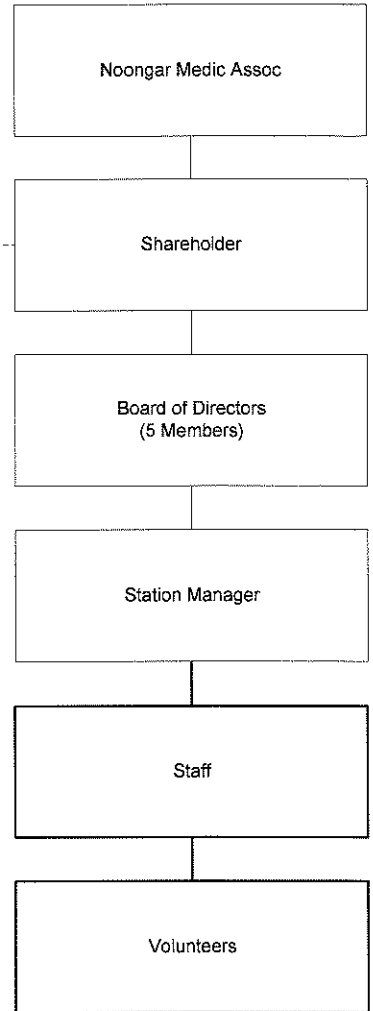
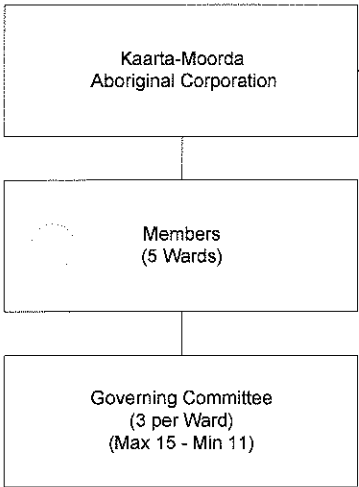
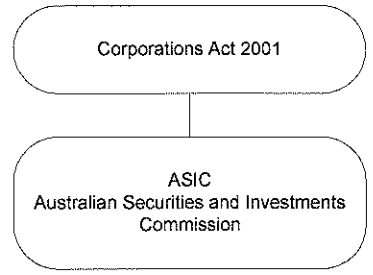
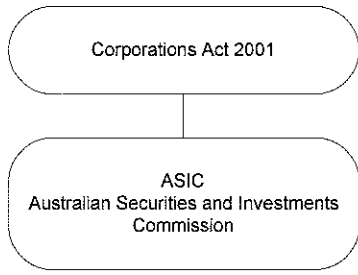
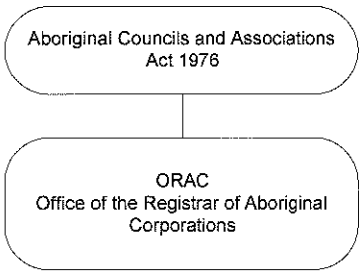
Noongar Media Enterprise

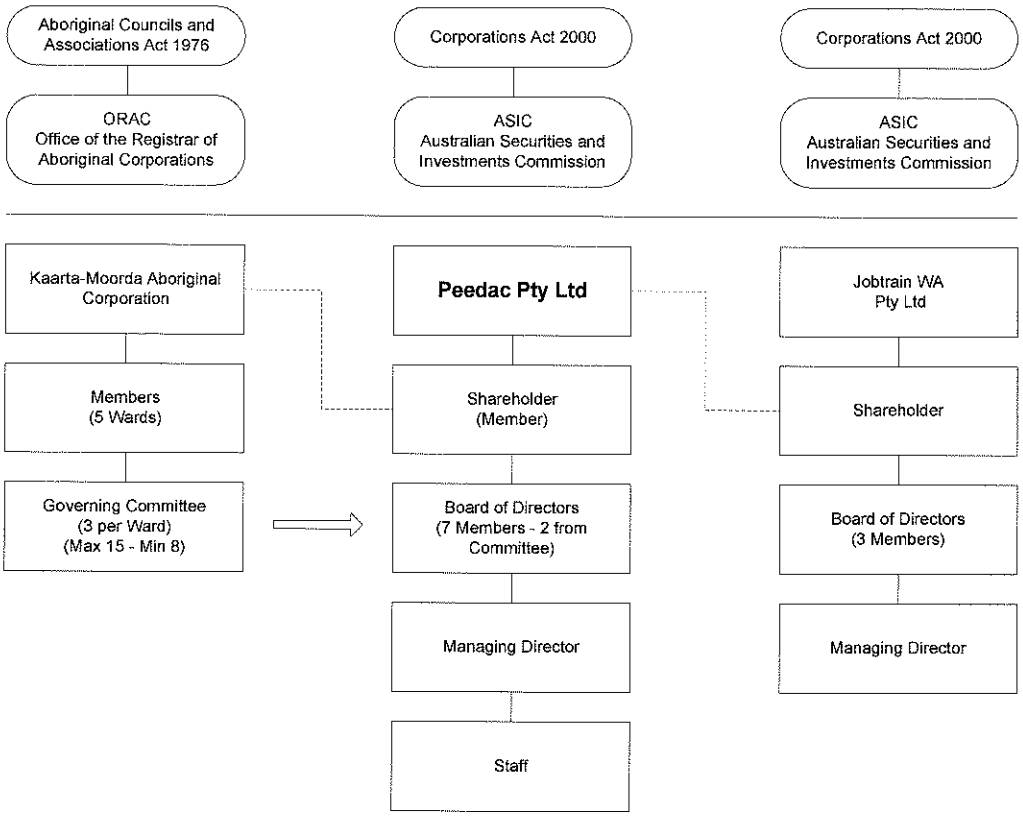
Ownership Structure

The Diagram below shows the structure of the two companies. It illustrates the relationships between Peedac Pty Ltd and its proposed subsidiary company "Noongar Media Enterprise Pty Ltd".

Noongar Media Enterprise will set up a number of Advisory Boards to assist with the development and ongoing operations of the Radio Station. The Advisory Board members would be drawn from a number of sources, from the community, volunteers, and industry experts. Noongar Media Enterprise will report quarterly to Peedac Board of Directors on the matters of interest. Peedac will update KMAC regularly on activities of NME, especially matters requiring community consultation and future developments.









Chairperson,
Neil O'Donnell,
PEEDAC Ltd
PO Box 105
Bentley 6982

By Facsimile: 9 4587711

Dear Neil,

Firstly, on behalf of the Board of directors it is fantastic to see that your organization has renewed the call in obtaining a community radio license for the Ngoongar community in Perth and surrounding areas.

As you are aware Goolarri is a Registered Training Organization scoped to deliver a variety of accredited courses including Certificate II to Advanced Diploma in Broadcasting. Should you wish to utilize these training services do not hesitate to contact us for further information.

Goolarri is very supportive of the growth of Indigenous Media and we will be happy to assist your organization to get Ngoongar voices back on the airwaves in Perth.

It is vital to the Cultural, social and emotional wellbeing of Aboriginal people. It is also important to assist in the reconciliation process and ensuring that all Australians who live in the Perth area have access to Indigenous perspectives on the social, cultural and economical issues facing this country today.

Should you be successful in gaining a license and require advice and assistance during the early development stage of the station Goolarri would be in a position to offer a Help Desk service and other related advice should it be necessary.

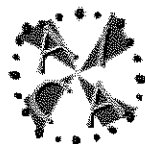
We wish you every success and look forward to hearing from you soon.

Yours faithfully,


Kevin Fong
Managing Director
7th December 2007

Goolarri Media Enterprises Pty Ltd

100% Owned by Broome Aboriginal Media Association Aboriginal Corporation
PO Box 2708, Broome, 6725, PH: (08) 9192 1325, FAX: (08) 9193 6407, ACN: 074 817 253



Australian Indigenous Communications Association

ABN: 65 028 617 271

Attn: Mr. Stephen Atkins
Australian Communications Media Authority
Community Broadcast License Application

4th December 2007.

RE: Noongar Media Assn application for broadcast license Perth W.A.

Dear Mr. Atkins,

The Australian Indigenous Communications Association Inc (AICA), wish to give our support to the Noongar Media Associations application for a Radio Broadcast license in Perth W.A.

We have previously sent a letter of support backing this applicant; however it has come to our notice that the full depth of support offered may not have been clearly stated.

AICA being the peak body for Indigenous broadcasting within Australia and the Torres Straits, fully back and support Noongar Media Assn in all broadcasting matters, whether they be simple on air broadcast issue, training or technical development.

The following AICA member organisations are also offering full broadcasting and production support to the Noongar Media Assn.

Mr. Tiga Bayles, manager of Murri Radio Brisbane 4AAA and the 4AAA Registered Training Organisation, have pledged broadcasting support. As Chairperson of the National Indigenous Radio Service, Mr. Bayles pledges the support of NIRS.

Mr. Jim Remedio manager 8KIN CAAMA pledges broadcasting support to the Noongar applicants.

Mr. Brad Cooke manager of 2LND Koori Radio Sydney also has offered broadcasting support.

Mr. Peter Johnson manager of 3KND Melbourne also pledges their support for Noongar Media Assn.

PO Box 4235 Ainslie ACT 2602

Phone: 02 62451354 Fax: 02 62557932 Email: aica.org@bigpond.com



Australian Indigenous Communications Association

Also, Mr. Peter Lockett Chair of RPH, has offered their support and the use of the RPH studios in Perth when required. This is a particularly generous offer on behalf of RPH.

The Above support offers establish that the Noongar Media Assn application has not only the backing of the local Indigenous community, but the major national Indigenous radio stations and services, as well as non-Indigenous Radio broadcaster RPH.

This support coming from long time established Indigenous and non-Indigenous broadcasters can only strengthen Noongar Media Assn as a broadcast group and as the major applicant for the broadcast license in Perth

As Director of Radio on the AICA Board of Directors, I can vouch for the ongoing support available to the Noongar Media Assn in broadcasting, production, training and technical matters when and if they require it.

Should you wish to discuss these matters with me or wish further information regarding our support for the Noongar application please do not hesitate to contact me through the AICA office or phone (02 4845 1370) work hours.

Yours in Broadcasting

Seraphim Slade

Director of Radio
AICA Board of Directors

PO Box 4235 Ainslie ACT 2602

Phone: 02 62451354 Fax: 02 62557932 Email: aica.org@bigpond.com



Kulbardi Aboriginal Centre
Murdoch University
South Street MURDOCH WA 6150

Tel: (08) 9360 6468
Fax: (08) 9360 6493

g.stasiuk@murdoch.edu.au



Dear Sir/Madam

Re: Letter of Support for PEEDAC's Radio broadcasting license

I am writing to you in support of PEEDAC's application to the Australian Communications and Media Authority for a public radio broadcasting license.

The Kulbardi Aboriginal Centre - Murdoch University – and our production house; Kulbardi Productions is dedicated to the education and skills development of Indigenous people to ensure that long term good health and well-being can become a reality.

By granting a license to PEEDAC to develop operational studios and to broadcast via radio to the Perth Aboriginal community, we envision our community benefiting from positive and empowering programming. We believe that Noongar people need their own Noongar radio station.

In addition, having Noongar radio is about enacting our rights to freedom of speech for Aboriginal people contributing to the building of strong self-esteem, creating employment and challenging racism/ignorance on the airwaves. Likewise, having Noongar radio broadcasting in Perth would greatly contribute to fostering understanding and reconciliation between Aboriginal and non-Aboriginal people.

Our organization would like to pledge our support by volunteering information and other radio content to future programs broadcast through Noongar Radio. We think that any organization or community group who participates and listens to such a radio station will become active agents in bringing positive social change for our people.

Yours truly

Glen Stasiuk BBus, BA Honours (Media)
Director
Kulbardi Aboriginal Centre



**MURDOCH
UNIVERSITY**
PERTH, WESTERN AUSTRALIA



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of Western Australia, Inc

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Toll Free
1800 019 900

Mr. Chris Chapman
Chairperson
Australian Communication and Media Authority (ACMA)
PO Box Q500
Queen Victoria Building
SYDNEY NSW 1230

ATTN: Mr. Stephen Atkins - Community Allocations and Renewals

Dear Mr. Chapman

RE-ISSUE OF LICENCE - 100.9 FM, PERTH WA
LETTER OF SUPPORT - NOONGAR MEDIA ASSOCIATION, UNDER PEEDAC Pty Ltd

This letter is in strong support of the Perth 100.9 FM community licence being issued to the Noongar Media Association (under PEEDAC Pty Ltd), so that Aboriginal Radio regains an important voice on the airwaves, which will benefit not only Aboriginal and Torres Strait Islander people, but the wider community also.

Aboriginal Radio has a long and important history here in Western Australia and plays a vital role in the process of self-determination by ensuring that our people not only have a voice, but also have access to culturally relevant information and issues.

By ensuring that this licence is allocated back to the Aboriginal community, we will once again have an important forum in which news and information can be broadcast, Aboriginal culture, music and language can be promoted and celebrated, and we can all share in the discussion of issues that impact our lives and our future here in this State.

Aboriginal people in Perth do not have the forum at present to be heard via our own radio station. This means that sadly, there is no regular forum for the broadcast of the important stories, culture and history that we share as Aboriginal people, nor is there the opportunity for our people to gain the associated media skills within an Aboriginal radio station in Perth to ensure that our stories continue to be told and recorded for future generations.

I urge you to consider the importance of this licence being allocated to the Noongar Media Association (under PEEDAC Pty Ltd). Aboriginal radio has played a pivotal role in the lives of many people in the past and deserves the opportunity to play an equally important role for our future generations.

Yours sincerely,

Dennis Eggington, ALSWA CEO
18 September, 2007

MARR MOODITJ

ABORIGINAL HEALTH TRAINING COLLEGE



ABN 33 073 703 763

Mr Neil O'Donnell
PEEDAC
PO Box 105
Bentley
WA 6982

Dear Neil

Re: Letter of Support for Peedac's Radio broadcasting license

I am writing to you in support of PEEDAC's application to the Australian Communications and Media Authority for a public radio broadcasting license.

Marr Mooritj Foundation is dedicated to the education and skills development of Indigenous people to ensure that long term good health and well-being can become a reality.

By granting a license to PEEDAC to develop operational studios and to broadcast via radio to the Perth Aboriginal community, we envision our community benefiting from positive and empowering programming. We believe that Noongar people need their own Noongar radio station.

In addition, having Noongar radio is about enacting our rights to freedom of speech for Aboriginal people contributing to the building of strong self-esteem, creating employment and challenging racism/ignorance on the airwaves. Likewise, having Noongar radio broadcasting in Perth would greatly contribute to fostering understanding and reconciliation between Aboriginal and non-Aboriginal people.

Our organization would like to pledge our support by volunteering information and other radio content to future programs broadcast through Noongar Radio. We think that any organization or community group who participates and listens to such a radio station will become active agents in bringing positive social change for our people.

Yours sincerely

Margaret Quartermaine
Director

14/08/07

MARR MOODITJ FOUNDATION INC

295 Manning Road, Waterford, Western Australia 6152



South West Aboriginal
Land & Sea Council

John Penny
PEEDAC Pty Ltd
3/12 Burton Street
Cannington WA 6107

September 21, 2007

Dear Mr Penny

LETTER OF SUPPORT FOR PEEDAC RADIO LICENSE PROPOSAL

I would like to offer this letter of support for the Noongar Media Association's application for the 100.9 FM broadcasting license being bought through PEEDAC Pty Ltd.

For a number of years, SWALSC's membership base had expressed significant concern with the manner in which the West Australian Aboriginal Media Association (WAAMA) operated, and the strong view developed that this radio license was not being properly utilized in the interest of the Noongar and the broader Indigenous community.

SWALSC feels this radio license is a very important piece of infrastructure for the Noongar community, who would have no form of community broadcasting resource without it. With WAAMA now defunct, it is critical that this important community and broadcasting resource be taken up by a Noongar organization that is durable, well managed and is proven to serve the needs of the community.

SWALSC believes that PEEDAC fits all of these criteria and have no hesitation in strongly supporting the application of this broadcasting license to the Noongar Media Association under the umbrella of PEEDAC.

I wish you well in the application process and trust your application will be looked upon in a positive light.

Yours truly,

Glen Kelly
Chief Executive Officer