

Stephen Atkins

From: Neil O'Donnell [neil.odonnell@peedac.com.au]
Sent: Tuesday, 23 October 2007 2:49 PM
To: Stephen Atkins
Cc: Hannah McGlade
Subject: RE: Peedac application for Perth community licence [SEC=IN-CONFIDENCE]
Attachments: Noongar radio07-08CD.doc

Hello Stephen,

Thankyou for your email, I have attached the Draft Business Plan.

Please note that a comprehensive business plan will be undertaken in the lead up to the commencement of the radio station's operations.

I look forward to seeing you in November..

Regards

Neil

-----Original Message-----

From: Stephen Atkins [mailto:Stephen.Atkins@acma.gov.au]
Sent: Tuesday, 23 October 2007 12:27 PM
To: Neil O'Donnell
Subject: Peedac application for Perth community licence [SEC=IN-CONFIDENCE]

Good afternoon Neil,

Sorry to bother you but I am currently assessing Peedac's application and will shortly be sending you a letter seeking some further information.

I have just noticed that at Question 28, Peedac refers to the attached Draft Business Plan as Appendix 28. However, the Draft Business Plan does not appear to be included with your application.

Would you please send me a copy (either by email or in the post) of the Draft Business Plan.

On another matter, several members of ACMA staff, myself included, and the ACMA Deputy Chair, Lyn Maddock will be in Perth on Monday 19 November to meet each of the applicants. I will send you a formal invitation shortly advising of the time and location but just wanted to let you know of the plan in advance.

Regards

Stephen Atkins
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Community Allocations and Renewals
Australian Communications and Media Authority

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Noongar Nation Media Association

Business Plan

2007/08

Executive Summary

The Noongar Nation Broadcast Association (NNMA) is a new organization that has been established to continue the work over the last three years of the Noongar Radio Action Group to ensure the re-establishment of a vibrant and community based Noongar radio station. It is proposed that this new association will be representative of Perth based Aboriginal organizations. This business plan endeavors to identify the ability of the Noongar Nation Broadcast Association to establish an Noongar community radio station in Perth, Western Australia in accordance with the DCITA Indigenous broadcast funding guidelines and ACMA Community broadcasting code of practice.

Community Radio Stations are licensed under the *Broadcasting Services Act 1992 (Cth)*, under which any planning for the introduction, establishment and licensing of community radio station is the responsibility of the Australian Communications and Media Authority (ACMA). In 2006 the ACMA found, upon the complaints of the members of the Noongar Radio Action Group, that the former licensee holder (the Western Australian Aboriginal Media Association or WAAMA) had breached their responsibilities under clause 9 (2) (b) & (c) of the *Broadcasting Services Act 1992*. That is, they did not represent the interests of the Perth Aboriginal community nor did they encourage members of this community to participate in the operation of its services. In late 2006 WAAMA ceased operations and the Australian Communication and Media Authority resumed the broadcast license.

The Noongar Nation Broadcast Association is seeking to re-establish Noongar radio and resume the Indigenous broadcast license that was first granted to the Perth Aboriginal community in 1993 as a special interest public radio license. The Noongar Nation Broadcast Association is fully cognizant of the responsibilities of an Aboriginal community broadcast licensee holder under the DCITA Indigenous broadcast funding guidelines and the ACMA Community broadcasting code of practice and seeks to re-establish a Noongar radio station in Perth in accordance with these legal requirements.

Our vision and commitment to Noongar broadcasting is to provide radio programming that is made by and for the Perth Noongar community to allow for our people's voices to be heard on all matters that affect the Noongar people, lands and nation. Such programming will contribute to a greater understanding of the issues facing the Noongar people and community, promote positive race relations in the Perth metropolitan area and

strengthen Noongar culture and society. We also acknowledge the priority areas identified by the National Indigenous Council, namely child protection, law and safer communities, and economic opportunities, and support programming that is reflective of those priority areas.

ORGANISATIONAL BACKGROUND AND DETAILS

Following upon the work of the Noongar Radio Action Group over the past three years (see ACMA report dated 2006) the reestablishment of the Noongar radio in Perth is now an urgent priority. The Noongar Radio Action Group consulted with several key Noongar community based organizations that support the work of this group and wish to once again be part of the future of Noongar media in Perth. There is strong commitment to the establishment of a Noongar radio station that is representative of the Noongar people in Perth Western Australia and that undertakes to act in the best interests of the Noongar people and Nation.

The Noongar Nation Broadcast Association (N.N.B.A) is making this new application and seeks to incorporate as a corporate legal body based in Perth. The core business of the Noongar Nation Broadcast Association will be that it is an Indigenous operated and controlled broadcasting outlet.

The objectives of the Noongar Nation Broadcast Association.

- (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.

Contacts

Contact Name	Contact Details
Ms Hannah McGlade	(08) 9361 9327
37 Balmoral St	040 158 9071
East Victoria Park	hmcglade@bigpond.net.au
PERTH WA 6101	

2. BUSINESS HOURS

The Association shall be open for public business during the normal weekly work hours, and provide an after hours service at other times.

The station aims to establish a continual broadcast service that operates seven days per week and includes live and pre-recorded broadcast programs from the hours of 6am to 11pm daily.

It is envisaged that an after hours automatically programmed broadcast be adopted.

3. PROPOSED BUSINESS OF N.N.B.A

The Noongar Nation Broadcasting Association proposes to ensure that the Noongar Aboriginal community of Perth has access to an Indigenous owned and controlled community radio station that will engage in the development, production and broadcast of programming contributing towards:

- The recognition and affirmation of the Noongar people and our distinct identity
- A professional and independent news and information service
- The strengthening and revival of the Noongar language
- The promotion of the Noongar and Indigenous music industry
- Education and awareness raising about the wide range of services and opportunities that may be available to Aboriginal people in Perth
- Reconciliation between Aboriginal and non-Aboriginal society

Proposed broadcasted information

Promotion of Heritage, Culture & Language:

The Noongar Nation Broadcasting Association will through its programming recognize, support and affirm our distinct identity and status as Noongar people.

Noongar people have suffered greatly from past government policies and laws that did not respect the Noongar culture and premised it as inferior by actively prohibited its expression, which occurred especially in relation to the repression of the Noongar languages. We seek to use radio broadcast programming as a tool to actively assist in the revitalization and positive reclamation of the Noongar culture that was recognised by the Federal Court of Australia in 2006 in the landmark *Noongar* native title decision. The revitalization of the Noongar language, especially through the involvement of our key Noongar language speakers, will be central to this objective.

Today, there are few speakers of the Noongar language and the Noongar Nation Broadcasting Association is intent on assisting with the revival of this language. The emphasis upon broadcasting Noongar language programs will enhance the survival of a Noongar identity for future generations to come. As well as being a service that broadcasts the traditional Noongar language, the station will also promote Noongar English, which is now recognized by linguists as a legitimate dialect.

The Noongar Nation Broadcast Association also recognizes the critical role that an independent Indigenous news service can play to the continued improvement of Aboriginal peoples political and socio-cultural situation. We aim to develop a news broadcast service that is informed by Noongar political contexts and contextualized by principles of human rights as reflected by the *United Nations Declaration on the Rights of the Indigenous Peoples*.

Promotion of Noongar and Indigenous music and musicians

The Noongar Nation Broadcasting Association will recognize and promote Noongar and wider Aboriginal and Torres Strait Islander music and musicians. In addition to providing Aboriginal and non-Aboriginal listeners much needed access to Indigenous music, we

hope to simultaneously improve the capacity of local musicians by acting as a valid industry tool.

To further these objectives, the Association will actively engage with locally based industry representative bodies including as ABMUSIC the Aboriginal Corporation and the West Australian Music Industry (WAMI).

Community Access

The Noongar Nation Broadcasting Association will ensure that the Perth Noongar community is an active participant in the production and development of the broadcasting programs and station operations. We envisage the development of an effective corporate governance structure that will include the key Noongar representative organizations that have expressed an interest in the re-establishment of the Noongar radio station including the following organizations:

- West Australian Aboriginal Legal Service (WAALS)
- Aboriginal Alcohol and Drug Service (ADS)
- Derbarl Yerrigan Health Service
- Abmusic Aboriginal Corporation
- Yirra Yaakin
- Marr Mooditj Foundation Aboriginal Health College
- South West Aboriginal Land and Sea Council (SWALSC)

We shall also develop policies that ensure that members of the community not otherwise represented by those organisations shall also have access and participation in the station and its operations. Volunteers will be an important part of the radio operations and we are confident that volunteers may be sourced from Aboriginal Centres at the Universities and the general Aboriginal community.

Education & Training

Noongar radio will also provide a vital training role, especially for young Indigenous people who will be given the opportunity to learn skills relating to radio presentation and

production. Our vision is that Noongar radio will also become a training ground for young Indigenous people to gain the skills necessary to participate with the mainstream media, there should be more Aboriginal voices and faces across all aspects of media. This will provide young Aboriginal people with high profile positive role models, and encouraging greater acceptance of Aboriginal people and culture in the broader non-Indigenous society.

In pursuit of this intention, preliminary discussions have been initiated with relevant education providers, including the Kulbardi Aboriginal Centre at Murdoch University who operate a four-week pre-media program and production house.

4. LOCATION OF BUSINESS

Aboriginal Radio under WAAMA had since the late 1980's occupied premises at 176 Wellington St Perth under a 99-year lease and rental agreement (peppercorn) with the Lands Department. This location was a very appropriate one being well known in the community with a long term history of use by a number of different organizations, and indeed was regarded as an Aboriginal Noongar heritage site. It was to the distress of many people in the community that the former WAAMA committee in 2006 sold the premises to non-Indigenous private company thus losing a very valuable Noongar radio and community asset.

Members of the Noongar Radio Action Group would still like to see this valuable heritage property and asset returned to the Noongar community for use again as a Noongar radio station. In the event that this is not possible, we will need to locate an alternative premise for future station use. It may also be that the future purchase of a property may also be considered under the Indigenous Land Corporation (ILC) grant acquisition program.

Noongar Broadcasting Association

Transmitter	\$ 7,000.00
Antenna & mast	\$ 1,500.00
Studio mixing console	\$ 5,000.00
Microphones x 3	\$ 250.00
Limiter Compressor	\$ 400.00
Computer system	\$ 5,000.00
Recording software	\$ 700.00
Playback software	\$ 2,000.00
Desk	\$ 200.00
Coaxial cable	\$ 1,500.00
Studio speakers	\$ 1,500.00
Amplifiers	\$ 2,000.00
Consultants	\$10,000.00
Air-conditioning	\$ 1,500.00
Microwave Link	\$10,000.00
Soundproofing	\$10,000.00
Adobe Audition	
Playback	\$ 2,000.00
TOTAL:	\$60,550

Technical (Capital) requirements

For our proposal we have decided to focus on Capital Purchases outright, as opposed to leasing. Our reasons for doing so are that, in terms of initial outlay, the likely ongoing costs for leasing requirements would out-way the benefits that could be gained from outright purchase. It would be more appropriate to apply a present value costing against the initial outlay, within a given time period. However, at this initial stage, and, given the urgency of the application, we are unable to obtain amortization periods for cost benefit analysis, and providers of the equipment did not discuss any leasing requirements for comparison. Again, given more time, we would be able to investigate this option more thoroughly. For your benefit we have attached a pricing list for many of the capital items required.

7. OPERATIONAL REQUIREMENTS

This section of the business plan is designed to give the Noongar Broadcasting Association a view of the costing associated with the operation of the station.

INDICATIVE FIGURES ONLY

Income: \$68,600

Salaries & Wages

Administrator/coordinator	\$10,000
Community Consultant:	\$10,000
Technical Consultant:	\$10,000
Announcer:	\$Nil – Voluntary at this state
Workers compensation:	\$2,400
Leave loading:	\$2,000
Superannuation:	\$2,000

SUB TOTAL: \$36,400

Services

Advertising/Marketing	\$1,000
Meetings/Seminars:	\$200
Telephone/Fax:	\$1,300
Insurance of equipment:	\$13,000
Rent/Lease:	\$9,000
Repairs & Maintenance	\$1,300

Broadcasting Materials:

Music – CD's & other wav files
DAT machines/editing equipment
Broadcast desk

Supplies

Electricity:	\$5,000
Water:	\$200
Office supplies:	\$1,200
SUB TOTAL:	\$32,200
TOTAL:	\$68,600

8. CORPORATE STRUCTURE

Roles and responsibilities

Governing committee

The key role and responsibility of the governing committee is to develop and implement policy and decision making for the operation of the Noongar Nation Broadcasting Association, in accordance and consistently with DCITA funding guidelines, the ACMA Broadcasting code of practice, Indigenous government priorities and Association objectives.

The governing committee will be representative of key Aboriginal organizations and will have obligation to act in the best interests of their organisation and the Noongar Media Association.

The governing committee will direct and support staff in relation to procedure, policy and overall station direction, although not the daily operational and administrative matters.

Manager

The key role and responsibility of the manager is to manage and oversee all aspects of the operation of the Noongar Nation Media Association. The manager will consult and negotiate with the Governing Committee the development of the necessary processes and policies and is directly accountable to the governing committee.

Administrative Officer

Operational staff

Operational staff will be responsible for the broadcast developments and production consistent with the Indigenous broadcast funding guidelines and ACMA Community broadcaster code of practice. They will be required to implement policies and procedures that will be designed for the operation of the radio station.

Volunteers

9. S.W.O.T ANALYSIS & ACTION PLAN:

The purpose of the following information is to provide the Noongar Broadcasting Association with a set of possible strengths, weaknesses, opportunities and threats. It also provides possible solutions and measure that can be put in place to overcome the identified issue.

<p>Strength</p> <ul style="list-style-type: none"> ❖ No Indigenous Community radio station in Perth ❖ Success of other community radio stations in WA ❖ Existing level of expertise of Association members & supporters ❖ Promotion of vital cultural information and education ❖ Target groups past support of Aboriginal radio ❖ Early support from several key Aboriginal organisations ❖ Consortium governance model will allow for full community participation ❖ Awareness and commitment to Broadcasting code of practice and Governments Indigenous priorities 	<p>Weakness</p> <ul style="list-style-type: none"> ❖ Will need to establish and build radio station from the ground up and at all levels ❖ Do not presently have a studio or office space identified ❖ Model of corporate governance to be developed by legal advisor ❖ Status of ABA license unknown ❖ Present uncertainty of voluntary staff capacity
<p>Opportunities</p> <ul style="list-style-type: none"> ❖ Possible future partnerships with training bodies such as Kulbardi 	<p>Threats</p> <ul style="list-style-type: none"> ❖ Funding on short term basis

<p>Productions</p> <ul style="list-style-type: none"> ❖ Possible expansion into film consistently with DCITA funding ❖ Possibility of training and employment assistance through CDEP or new STEP program ❖ Opportunity to renew license pending ACMA board decision 	<ul style="list-style-type: none"> ❖ Competition from commercial stations
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CONCLUSION:

This plan indicates that there is a great level of need and demand for the re-establishment of a Noongar Radio Station in Perth. Discussions around Noongar media since 2004 and under the leadership of the Noongar Radio Action Group have shown that there is considerable interest from key Noongar community organizations in the Perth metropolitan area. It is intended that these organisations will become a part of the new corporate governing structure, and important supporters of the radio station.

The re-establishment of a Noongar Media Association will also allow for the further development of highly valuable education and training opportunities and partnerships with relevant organizations.

The past policies and practices of the WAAMA committee as identified by the ACMA 2006 investigation was highly detrimental to the Noongar community, members of whom have been active since 2004 in seeking to address issues with DCITA. The Noongar Nation Media Association is committed to the re-establishment of Noongar radio in a manner that is consistent with the funding guidelines and the legislative requirements, in particular, the Community Broadcasting Code of Practice.

We have a strong vision of the future of Noongar radio and media based on community, respect, professionalism and integrity.