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Committee Secretariat
PO Box 6021
Canberra
CANBERRA ACT 2600

2ND February 2016

Dear Sir / Madam,

RE : Inquiry into the importance of public and commercial broadcasting, online content and live production to rural and regional Australia, including the arts, news and other services.

Central Australian Aboriginal Media Association (CAAMA) wishes to make a submission to the Committee Secretariat in relation to the above Inquiry being made by the Committee. CAAMA is Australia's oldest and largest Aboriginal media organisation. CAAMA Radio has a broadcast footprint second in size nationally to the ABC, and holds a significant place in the worldwide Indigenous media landscape.

Specifically, and in relation to the Terms of Reference, CAAMA makes the following points to the Committee:

- Indigenous public broadcasting is a specialist field with a narrow selection of suppliers who can truly say their broadcasting and online content is 'Indigenous' - by this we mean the entire supply chain from content inception to broadcast is Indigenous.
 - Indigenous broadcasting is particularly important in remote areas of Australia, and reaches to many areas where the ABC cannot reach.
 - Public / community broadcasting in remote areas provides a voice to those people who would normally find it difficult to be heard. It allows their issues and stories to be shared with regional / metro Australia.
 - Indigenous broadcasting also works to inform 'mainstream' / metro Australia of the events and stories from remote Australia – it is a two-way communications tool connecting remote and metro Australia.
- Public / community broadcasting serves to inform remote listeners of weather and other disasters that may soon affect them. It reaches into areas where the ABC does not reach – and hence is an essential service to remote listeners.
- News in and about remote Australia is critical for highlighting issues affecting remote Australians. Remote Indigenous broadcasters such as CAAMA serve to provide a voice, in the form of news, for remote Australians, and in particular remote Indigenous Australians.
- Remote broadcasting allows the Federal Government, and state governments, to promote healthcare and government services directly to remote Australians. These

messages should be designed by Indigenous broadcasters such as CAAMA, to ensure the messages are promoted and received in a way suited to particular remote areas in language where appropriate, but always with local content to ensure cultural protocols are always followed. This cannot be done from the city, and hence remote broadcasting content creation, and online content, should be produced as locally as possible. Broadcasting in remote communities by organisations such as CAAMA, can be a key component in the marketing mix for targeted health issues such as Trachoma. Using remote broadcasters such as CAAMA has proven highly effective – especially when local languages are used to propagate the messages.

CAAMA would like to express it's disappointment that the Committee did not specifically seek input from the Indigenous broadcast sector, and specifically from CAAMA – one of the world's (and Australia's) oldest, largest, and most successful Indigenous media organisations. CAAMA would also like to point out to the committee, that the Terms of Reference have omitted inclusion of 'Remote' areas of Australia. CAAMA's submission above is inclusive of remote areas within Australia in it's comments.

CAAMA thanks the Committee for the opportunity to provide this submission.

Yours Sincerely,

Michael Robertson
Chief Executive Officer