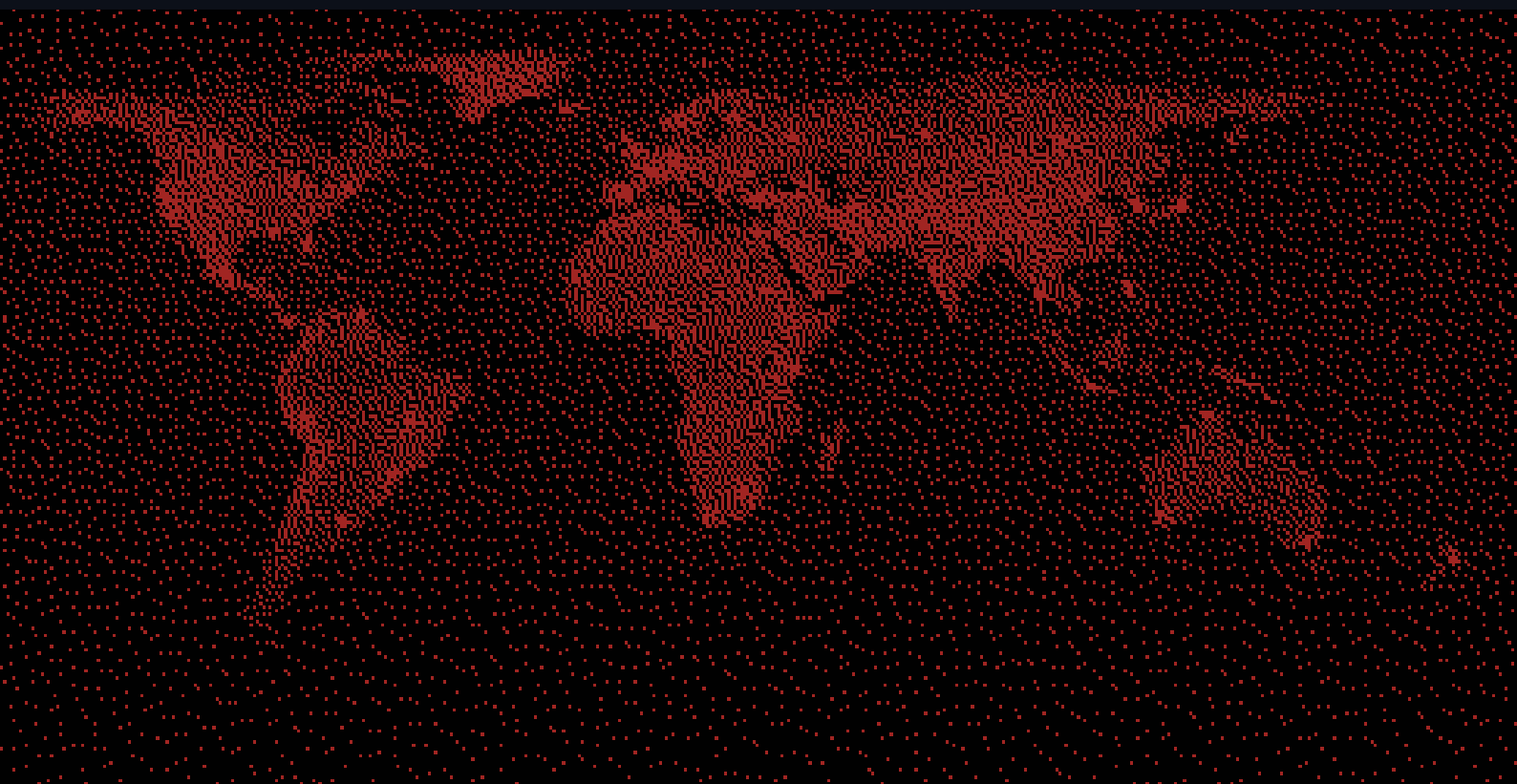


**The National Ethnic and Multicultural
Broadcasters' Council**

Annual Report

2012-2013





NEMBC Executive Committee

President: Tangi Steen (SA)
Vice-President: Victor Marillanca (ACT) till January 2012
Treasurer: Joe De Luca (NT)
Secretary: Cristina Descalzi (SA)
Werner Albrecht (ACT)
Nick Dmyterko (QLD)
Osai Faiva (NSW)
Nikola Nikolich (WA) till May 2012
Luigi Romanelli (TAS)
George Salloum (VIC)
Ekaterina Loy (SA)
Irene Tavutavu (QLD)

Youth Standing Committee

Convenor: Ekaterina Loy (SA)
April Adams (QLD)
Kenneth Kadingamar (NT)
Nikhil Wable (ACT)
Edgar Tan (Vic)
Hui Lin Tan (WA)
Joseph Vuicakau (NSW)
Alphonse Toussaint (TAS)

Womens Standing Committee

Convenor: Irene Tavutavu (QLD)
Luseane Astle (ACT)
Anthea Sidiropoulos (VIC)
Jaya Srinivas (NT)
Fipe Nasome (NSW)
Cristina Descalzi (SA)
Karina Ceron (TAS)
Dana Popovich (WA)

NEMBC Secretariat Staff

Executive and Policy Officer: Russell Anderson
Project Officer's: Hsin-Yi Lo
Communications and Membership Organiser: Bec Zajac
Administration Officer: Jasmine Budisa & Clemmie Wetherall
ENGAGE Project Coordinator: Rashid Alshakshir
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**The Annual Report was prepared by
Russell Anderson
Executive and Policy Officer**

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1. The President's Report

I am pleased to present the 2012-2013 NEMBC's Annual Report, which covers the activities of the organisation in the period of July 2012 – June 2013.

I have had the honour of being President for one term now and I am very pleased and impressed with the unity and strong leadership shown by the Executive Committee, with the exceptionally high quality work and receptive support of the Secretariat. If asked about the most fundamental achievement of this organisation and its Executive Committee since November 2011, I would say it's the successful planning and implementation of a progressive organisational approach to a uniquely NEMBC-specific cultural and professional practice. This practice covers many aspects including policies and procedures for internal governance and operations as well as building closer and better relationships with our members, other community radio sector organisations and agencies external to NEMBC.



Upon reflection on my role as President of the NEMBC in the last two years, I can identify very much with the words of Nelson Mandela about leadership that *'I am fundamentally an optimist. Whether that comes from nature or nurture, I cannot say. Part of being an optimist is keeping one's head pointed toward the sun, one's feet moving forward'*. Despite many set-backs, I am comforted by the fact that I have a strong leadership team who very much *'operate with integrity and in a manner that is ethical, professional, responsive and self-reliant'* (one of 6 of the NEMBC Roles).

Core Roles and Outcomes

For ease of locating NEMBC's outcomes in this annual report, I want to group these under the six main roles of the NEMBC. Let me mention just some of the things accomplished by your Executive Committee and Secretariat since November 2011.

i. Advocate for and support ethnic and multicultural community broadcasting

Lobbying, one of the key roles of NEMBC, was broadened and more members were actively involved. The meetings held with the previous Prime Minister's (Julia Gillard) Office, the Treasurer Senator Penny Wong and key Ministers are examples of our achievements. While not successful in receiving extra funds for the ethnic sector, the NEMBC has set in place processes for a sustainable lobby strategy. Lobbying workshop is now a feature of our annual conference. In addition, we have a custom-made new online Lobbying Tool-Kit available for use by organisations and members to assist them with developing their own lobby strategies and activities. Further details can be obtained at www.nembc.org.au - again this is reflective of our long term thinking and strategies.

This period has also been active for young people as witnessed by the Radio Active Forums (in Queensland and Victoria); and for the first time, having a one day Youth Media Conference in Brisbane prior to the 2013 NEMBC Conference.

There has been a demonstrated commitment to engage with our members through holding our first ever survey of members, increasing web and social media visibility and through regular eNews. Recently, following a trial with 4EB, the Executive Committee has approved a Board Bulletin to be issued to member organisations in an effort to improve visibility of NEMBC. We will continue to develop communication strategies that will enable us to reach out more effectively to our members.

ii. Be a voice for multiculturalism in Australia

NEMBC prides itself on being a strong supporter of a multicultural Australia. We have been responsive to reviews, guidelines and over the last two years made a significant contribution by making three submissions to the Parliamentary Committees inquiry into multiculturalism. The comprehensive results of the inquiry titled *'Inquiry into Migration and Multiculturalism in Australia'*, released in March 2013, was a positive affirmation of multiculturalism in Australia.

iii. Maintain and connect people with their ancestry, language and culture

Through expressed needs of members, NEMBC explores ways that will connect people with their ancestry, language and culture. The Lukuluku Project is a national project which brought together Tongan broadcasters

1. The President's Report

to be trained in sharing broadcast resources through the NEMBC's Culture Cloud. The resources developed by different broadcasters can be uploaded and shared by others of the same language thus broadening and enriching content delivery to Tongan audiences throughout Australia. This approach to sharing resources is expected to be applied to all languages, pending on funding opportunities for such undertaking.

iv. Counter racism in Australian society

The NEMBC, partnered with the Australian Human Rights Commission, to become one of the initial 'enablers' of the 'Racism. It stops with me' campaign. NEMBC continues to counter racism through projects we undertake and statements we make in response to government policies and support of like-minded organisations. We continue to build meaningful relationships for example with the Australian Human Rights Commission and recently congratulated the appointment of Dr Tim Soutphommasane as Race Discrimination Commissioner and also thanked him for his contribution to the EB on how best to tackle racism. You will recall that Dr Soutphommasane was one of the key presenters at our 2011 conference in Launceston.

v. Contribute to media diversity in Australia

The NEMBC has taken positive steps to develop projects that support new and emerging communities and getting young people who have never experienced radio before, trained in leadership and radio so they can start their own language program. Projects have received funding from the Department of Immigration and Citizenship (DIAC), state governments and created partnerships with radio stations, multicultural organisations and service providers. The ENGAGE and Next Generation Media projects are examples of these successful projects. The young people are motivated and eager to become involved in community radio.

vi. Operate with integrity and in a manner that is ethical, professional, responsive and self-reliant

In terms of our internal governance, we have developed a Board Charter to ensure that as members of the NEMBC Executive Committee we understand our roles and responsibilities, and that we act with integrity, be transparent and accountable. The Board has worked well in progressing good governance principles and in developing effective relationships within and beyond our broadcasting sector.

Another achievement this year is a work-restructure for the secretariat which will create more stability and increase efficiency by outsourcing event organising, and graphic design of the EB Journal. We created an Operations Officer position to help improve communications and operations.

Financial Report

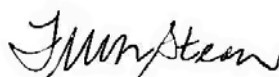
The NEMBC's finances are in very good shape. The audit processes with Merit Partners went well, with the financial reports delivered on time. Thanks to Merit Partners, our book keeper Rod Borlase, our Treasurer Joe De Luca and our Executive and Policy Officer Russell Anderson for your contributions to the production of our healthy financial reports.

The NEMBC continues to operate on a lean budget using only 9.8% of the money provided for ethnic community broadcasting for sector coordination. Due to good financial management we have experienced a modest operating surplus. The operations of the financial year for 30 June 2013 showed a net surplus of \$46,306.00, compared to a net deficit of \$24,038 in June 2012. This surplus means the organisation can provide reliable services and resources to ethnic broadcasters; and also provides some protection against any unexpected future costs.

Way Forward

I would like to take this opportunity to express my sincere thanks and appreciation to each and every member of the Executive Committee, the Executive and Policy Officer and the staff of the Secretariat, and the members of the NEMBC for the dedicated hard work and contributions that you have made towards the positive development of the NEMBC in the last two years. May the future for NEMBC be forever bright as we look forward to working hand in hand for the maintenance of and further advancement of an inclusive multicultural Australia and a culturally fit NEMBC.

Malo 'aupito (Thank you very much in Tongan)





2. The NEMBC Profile

Ethnic community broadcasters play a very important role in building and maintaining a harmonious and successful multicultural society. Broadcasters provide essential information and cultural services to communities across Australia. Recent surveys reveal that in an average week, the sector produces over 2,000 hours of ethnic radio programs and broadcasts in over 100 languages.

The key role of the NEMBC is to promote and represent the interests of ethnic and multicultural broadcasters in Australia, to advance the development of a harmonious multicultural society, and to eliminate racism. The NEMBC represents thousands of ethnic broadcasters throughout Australia. In every capital city there is a large ethnic community radio station, not to mention the dozens of community radio stations in urban and country towns that host ethnic and multicultural programs. There are 120 community radio stations that broadcast ethnic or multicultural programs. Not only does multicultural radio facilitate cultural and linguistic continuity and create a space for self-representation, belonging and inclusion in the community, but it also works towards strengthening multiculturalism and countering stereotypes.

The NEMBC develops policy and strongly advocates for multiculturalism and multilingualism. It lobbies the federal government for the funding of ethnic programming, training, and the development of women's and youth broadcasting and broadcasting for emerging and refugee communities.

The NEMBC's membership is made up of approximately 600 radio program groups, speaking over 100 different languages, within the 120 radio stations that broadcast multilingual programs around Australia.

The NEMBC also engages a large audience with its quarterly publication, *The Ethnic Broadcaster Journal*, which is distributed Australia-wide to stations, who then distribute it to the extensive membership. The Journal is distributed to over 900 broadcasters and 460 organisations and 1,000 individuals.

The annual conference provides an opportunity for the NEMBC to collaborate and communicate with its membership, making the NEMBC a truly representative peak body for multilingual and multicultural community broadcasting.

Community radio encourages a creative, representative and participatory media sector that provides an alternative to mainstream media and values community interests, needs and local culture. The NEMBC recognises this and actively supports the unique service of ethnic and multicultural community broadcasting.

The community radio sector has become a major producer of locally relevant and special interest programming (Indigenous, Ethnic and Radio Print Handicapped (RPH)) that would otherwise have to be provided by the ABC and/or Special Broadcasting Service (SBS) at a much greater cost. A simple comparison of the relative cost structures in Non-English Speaking Background (NESB) radio production between SBS and the community radio broadcasting sector drawn from a 2006/07 Community Broadcasting Foundation (CBF) report illustrates this point: SBS received \$21 million and ethnic community radio services received \$2.7 million in 2006/07. Ethnic community broadcasters produced 80% more programs than SBS. The average cost for a single program on SBS was over fifteen hundred dollars while an ethnic community radio program costs under \$40.

The Strength of Community Radio

The community radio sector fulfills an enormous role in the media sector in Australia — approximately 10 million, 59% of Australians tune in to community radio each month. Being such an accessible form of media, community radio is a powerful medium for communication and representation. The 2012 McNair National Listener survey shows that:

- 25% of Australians radio listeners (4.4 million) listen to community radio in a typical week. Community radio has an estimated monthly national radio audience reach of more than 10.6 million and national television audience reach of 3.7 million.
- 70% of long-term licensed stations are located in rural, regional and remote areas.
- Over 167,000 Australians financially support free-to-air community radio services as subscribers or members.
- 3% or 588,000 Australians listen to community radio exclusively.
- Since 2004, community radio listenership has increased by 20%.
- There is considerable potential to develop community radio listenership further as only 59% of Australians aged 15 or above are aware of community radio.

¹ 'Community Radio National Listener Survey' McNair Ingenuity Research, Sydney, July 2012. For more information www.cbonline.org.au

3. NEMBC Strategic Plan

The NEMBC developed a new strategic plan for 2013 to 2017 which features advocacy as the number one priority. The *Mission* and five key areas of the plan are:

Mission

To advocate for ethnic community broadcasting; promoting multiculturalism, addressing racism and contributing to media diversity.

1. Advocacy

- Influence policy and funding opportunities affecting ethnic and multicultural communities
- Influence attitudes to support diversity and multiculturalism

2. Member Services

- Members are actively engaged in projects and activities
- High level of interest by ethnic and multicultural communities in the NEMBC

3. Profile & Partnerships

- Good relationships with partners and key stakeholders
- Strategic approach to partnerships at national and state levels
- On-going and diverse funding sources

4. Governance

- Excellence in governance practices and procedures
- Strong leadership and positive work culture
- Results focused
- Keep pace with best practices in governance standards

5. Secretariat

- Effective, and efficient systems and procedures strengthened

4. Advocacy And Multiculturalism

4.1 Lobbying

It was an active year of lobbying for the NEMBC with coordination in a number of key areas:

- Broadening strategies for lobbying, including an Online Lobbying Tool-Kit;
- Lobbying independently for the Federal budget;
- Lobbying workshop at the NEMBC conference
- Advocacy within the community broadcasting sector;
- Working with the Funding Strategy Group (FSG); and
- Working on the federal election.

4.1.1 Broadening strategies for lobbying

The NEMBC is developing a broad and inclusive strategic approach that involves more ethnic broadcasters, so that more broadcasters can be advocates for the ethnic community broadcasting across Australia. Endeavours to broaden the NEMBC's approach to advocacy were addressed through holding a lobby workshop for the NEMBC Executive Committee; lobbyists Sela Taufu and Zita Deng Ngor from Multicultural Women's Advocacy facilitated the workshop. There were also a number of Executive Committee members called upon to take up lobbying activities. In addition a workshop on lobbying at the Annual Conference in Adelaide was held, which will become common practice at our future conferences to encourage greater involvement. The NEMBC has identified a four pillar strategy that needs to be further developed, and includes:

1. The annual Federal Budget lobby
2. The Federal Elections
3. Ongoing 'rolling' lobbying
4. A communications and marketing lobby strategy.

4.1.2 Lobbying for the Federal Budget:

The NEMBCs' approach to lobbying government was successful in achieving high level meetings with the Prime Minister's Office and prominent ministers. In March, meetings in Canberra were held with:

- The previous Prime Minister Julia Gillard's office; meeting with her Senior Advisor and Communications Officer;
- The Minister for Broadband, Communications and the Digital Economy;
- The Senior Advisor to Senator Stephen Conroy;
- The Minister for Immigration and Citizenship, Brendan O'Connor;
- The Greens Senator Scott Ludlum; Communications Portfolio;
- The member for Moore WA, Dr Mal Washer; and
- The Greens Senator for Victoria, Senator Richard Di Natalie.

Additionally, a meeting in April was held in Adelaide with Senator Penny Wong (Minister for Finance and Deregulation) and her Senior Advisor.



NEMBC's Ekaterina Loy and Tangi Steen with Senator Penny Wong.

The above lobbying appointments were all extremely high level meetings, and as the NEMBC gains more experience and confidence, we will provide the opportunity for all members of the Executive Committee to undertake lobbying. Additionally, the NEMBC will be developing lobbying strategies that could be utilised effectively not only on a national level but also for local campaigns.

4.1.3 Advocacy within the Sector

The NEMBC worked with the Funding Strategy Group (FSG) to develop a whole of sector approach to a submission for the 2012 federal budget. The NEMBC developed a well-researched and comprehensive document outlining its four key areas for the whole of sector submission. Unfortunately the Submission did not go ahead but the NEMBC approached politicians with our own submission and this is available on our website: www.nembc.org.au.

4.1.4 Federal Budget

The submission for the Federal May budget and the NEMBC lobby pitch followed a strategy to 'Grow and Develop the Ethnic and Multicultural Broadcasters' Sector'. It included four key areas:

A. Targeted Support for Refugee and New Emerging Communities

Australia has increased its migrant intake; in 2012/13, migration and humanitarian programs are expected to bring 204,000 people to Australia, which is the highest intake since the Second World War; the majority are from non-english speaking countries. The recent NEMBC Survey also showed that ethnic community broadcasters support funding for new and emerging communities as a priority.

Additionally, rural and regional areas are also being targeted for new migrant intake. The Federal government migration plans for 2011-13, as announced in previous budgets, includes an improved regional strategy. However, adequate settlement services in rural areas need to be developed to encourage social cohesion. Community radio can also play an important role in assisting an inclusive approach to build a strong multicultural community.

4. Advocacy And Multiculturalism

B. Specialist training and skills development for multicultural broadcasters

Training, notably ethnic specific training is crucial in order to develop skills and empower communities from non-English speaking backgrounds. The NEMBC has always maintained that training is integral, and a priority for the ethnic sector. The NEMBC would like to see a renewal of the Australian Ethnic Radio Training Program (AERTP). The NEMBC estimates that a \$250,000 per annum increase in Training Funds would be required for the NEMBC to further develop and deliver dedicated training for ethnic community broadcasters.



NEMBC Committee members Joe De Luca and Werner Albrecht lobbying on behalf of members in Canberra.

C. Content and Program Production

Content production, which involves the making of programs, is the bread and butter of ethnic community broadcasting and the NEMBC encourages a return to previous funding levels of \$50 an hour for an ethnic program. Doing so will help Australia to maintain multiculturalism and develop a socially cohesive society. Ethnic community broadcasting is made up of thousands of dedicated volunteers. The radio 'Stations Census' 2009-10 confirms the existence of a large number of volunteers involved in the production of ethnic programs. On average, there are 285 volunteers per station; taking into account the 7 full-time ethnic stations, this totals to almost 2,000 volunteers. Combined with other general stations, there are almost 1,000 multilingual radio programs in Australia. Generally, multilingual programs have between two to six people connected to them. Therefore it is realistic to assert that the ethnic sector has between three to four thousand regular ethnic volunteer broadcasters.

D. Broadcasting on the Digital Spectrum

While there has been funding given for the infrastructure and broadcast of digital, the NEMBC urges the Federal Government to provide funding for content production on the digital spectrum.

4.1.5 Budget Results 2013

Despite the lobby work of the NEMBC, the federal budget did not bring additional funding for ethnic community broadcasting. However the NEMBC federal lobby campaign was a highly beneficial initiative as it ensured the security of ethnic community broadcasting

funding. Through lobbying activities, executive committee members have gained valuable experience in lobbying, with Joe De Luca and Werner Albrecht lobbying in Canberra and Tangi Steen and Ekatarina Loy meeting with Senator Penny Wong in Adelaide.

Lobbying and advocacy for ethnic community broadcasting is an on-going campaign with aims to both increase funding and to further the understanding and benefits of multiculturalism in Australia.

4.1.6 Working on the approach for the election.

For the federal elections the NEMBC produced a Tool-Kit that was used to encourage our members to produce a high quality election radio program. The tips in the tool kit included:

Radio Tips for the 2013 election campaign;

- Some basic facts on why ethnic and multicultural community broadcasting is important;
- The latest information showing multiculturalism as a defining success story for Australia and it comes from government; and
- Advice regarding how to run a media campaign.
- Download the detailed Leadership Media Manual to see how to run a campaign.

In brief, the Tool-Kit provided information regarding:

- Holding a one-on-one interview with politicians inviting a group of people from the community and a politician to discuss issues, and how to get your friends and colleagues together in a round table discussion;
- Inviting candidates and political leaders to tour your station;
- Asking your listeners and community leaders to contact local candidates explain the importance of ethnic community radio and seek their support;
- Talking about funding for ethnic community broadcasting on your own program. Outside of your program you can write to political parties and political leaders; and
- How radio stations can become more involved through organising forums and meetings.



4. Advocacy And Multiculturalism

4.2 Speaking to Government

4.2.1 Submissions

A Supplementary submission was made to the Inquiry into Multiculturalism that specifically addressed the issue of mainstream media and the high level of vilification and racism that occurs nationally. This Supplementary Submission was a response to the public hearing that occurred in September 2011.

The *Inquiry into Migration and Multiculturalism in Australia*, released in March 2013, was a positive affirmation of multiculturalism in Australia.

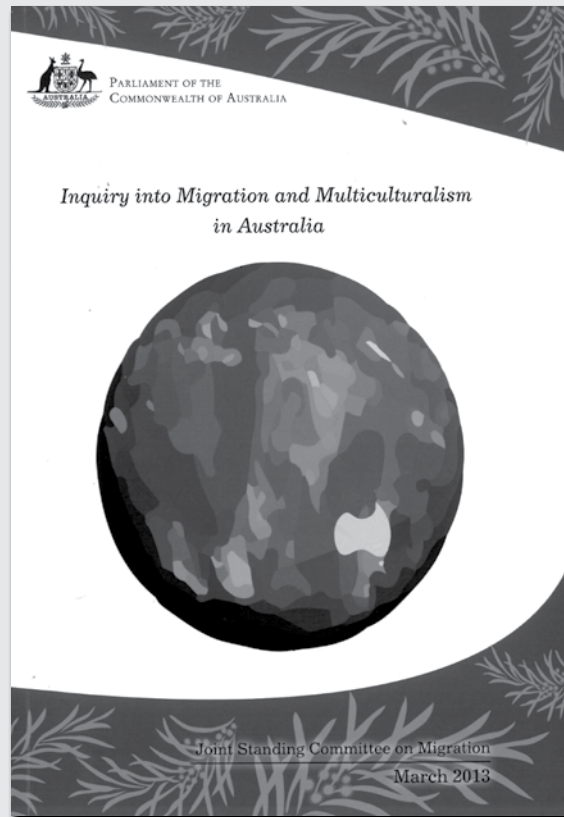
The Committee received a large number of written submissions. The recommendations outlined in the report were consistent with the positions that the NEMBC has taken over the years, and expressed the need to recognise the important role that culturally and linguistically diverse Australians have made in the formation of this nation.

The views of the NEMBC on social inclusion and multiculturalism were also included in the Inquiry. In particular, the concern that social inclusion is limited in its ability to account for 'difference', and has problems identifying diversity and rights and that being outside mainstream society may be a 'positive value'. The NEMBC's view is that social inclusion must appreciate and recognise the benefits of cultural and linguistic diversity through looking at more holistic approaches of encouraging better models for active participation in society.

The NEMBC noted in the recommendations that the mainstream media promoted negative stereotypes, and has asked Government to actively do more to ensure compliance with existing regulations and standards.

To view and download the full report, please visit:

www.aph.gov.au/Parliamentary_Business/Committees/House_of_Representatives_Committees?url=mig/multiculturalism/report.htm



5. Networking And Strengthening Profile

The aim of the NEMBCs' 2009 to 2012 Strategic Plan was to 'strengthen its profile, presence and influence through alliances and networks'. The NEMBC continues to work corroboratively within the community broadcasting sector to advocate and create a positive environment for policy development and resource allocation. The NEMBC has been networking within the community radio sector, producing publications and has been presenting at, and attending many forums to advocate for ethnic and multicultural broadcasting.

While many of the forums that will be mentioned below were attended by the Secretariat, the broader NEMBC membership and Executive Committee also meet and advocate within their own states, providing a national broad advocacy effect across Australia.

The NEMBC has an excellent working relationship with many like-minded organisations with reciprocal attendances at conferences, seminars, joint campaigns, events and festivals.

5.1 Sector Broadcasting Meetings and Networking

The NEMBC continues to be active within the Sector by attending meetings and activities, such as the following:

5.1.1 Sector Project Consultative Committee (SPCC):

The NEMBC was represented at the Sector Project Consultative Committee (SPCC) meetings on the 25 October 2012 in Sydney and the issues discussed were the Digital Radio Project and the need for it to be refunded, and the need for AMRAP to be re-funded. It was hard to make future plans with the issue of funding hanging over these projects. The NEMBC continues discussion with CBOonline and with McNair for a survey to be held for language programs.

5.1.2 Ethnic Grants Advisory Committee (EGAC) meetings

The Executive Policy Officer (EPO) met with EGAC on the 28th of September 2012 and on the 19th of April 2013. A number of important points were discussed including an NEMBC staff re-structure and potential changes to the EGAC guidelines based on the NEMBC survey of its members. The NEMBC held a Survey of its members from October 2011 to February 2012 and gauged a number of issues about second-generation youth and the need to support their maintenance of language, that ethnic programs in regional stations be given more support, which hopefully would give stations an incentive to work more effectively with their ethnic communities; that programs which played more music and less spoken content be funded, especially for aged communities. EGAC enquired whether the NEMBC had the capacity to do

such research. The NEMBC and EGAC discussed potential changes to the guidelines which:

- Accepts second-generation youth as a funded program similar to a multicultural program with a small language requirement;
- More support for new emerging communities; and
- More support for regional and rural areas.

5.1.3 Community Broadcasting Foundation (CBF) Sector Forum and Strategic Plan -Responding to the CBF Strategic Plan

The NEMBC participated on 29 November 2012 in the one day CBF Strategic Planning workshop, and then on 4 February 2013 wrote a comprehensive reply to the draft that was presented to the sector. The NEMBC response in with regard to the planning day was positive, however faced some difficulties with combining the desires of the whole sector to the operations of the CBF.

In short the NEMBC stated that *"The peak-sector bodies have played an important role in providing policy direction through discussion and submissions and most importantly the peak sector bodies are the **face and voice** of their sector especially when it comes to lobbying and speaking to government or representing the views of their constituents."*

The NEMBC has always expressed the view that it sees the CBF as primarily an administrator of funds and the driving force for any change would be developed through the existing mechanisms with **all** peak-sector bodies playing an equal role in providing policy advice: a bottom-up approach. It is therefore important to stress that meaningful dialogue and a 'bottom-up' approach is important and that ownership of the process by the sector (not just consultation) is important for success.

5.1.4 Submission to SBS

The SBS called for submissions in order to review its programming. The NEMBC made a submission, on the 30th of April 2013, recommending: new and emerging communities (N&EC) be given support and the NEMBC provided its list and showed how it categorized N&EC's from the previous 15 years and included the importance of humanitarian and refugee status from the previous 5 years. SBS took into consideration the points made by the NEMBC. An additional item which included humanitarian and refugee criteria was added to the list for review. Other changes they made were a higher value on the ageing and elderly, now at 15%.

5. Networking And Strengthening Profile

5.2 Partnerships: Making Connections

A number of partnerships were developed:

5.2.1 Anti Racism Campaign partnership - Racism it stops with ME

The NEMBC, partnered with the Australian Human Rights Commission, to become one of the first 'enablers' of the '**Racism. It stops with me**' campaign. There were several roundtable discussions and meetings through 2011 and 2012. The NEMBC actively promoted the campaign to its members and the HRC was actively involved in our 2012 conference in Adelaide. After the conference 30 broadcasters signed up to the campaign.

The objectives of the campaign are to:

- create awareness of racism and how it affects individuals and the broader community;
- identify, promote and build on good practice initiatives to prevent and reduce racism; and
- empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs.



5.2.2 Partnerships for the development of the Leadership Media Manual:

The NEMBC explored partnerships for the production of the Leadership Media Manual with African Media Australia, Multicultural Hub, ECCV, MMN Agnus Gussak, and African Think Tank. The partnership is a consultative feedback agreement. As a result African Think Tank representatives Yusuf Sheikh Omar and 'Berhan Ahmed' attended and spoke at the launch of the Media Kit.



Mr Spiro Alatsas, Deputy Chairperson at the Victorian Multicultural Commission, Mr George Salloum of 3ZZZ, Ms Amanda Paxton, Tangi Steen, President of the NEMBC, Ross Barnett, Director at Ethnic Communities' Council of Victoria, Mr George Zangalis of 3ZZZ and Mr Rashid Alshakshir Express Project Officer at the NEMBC.

5.2.3 Mindframe

The NEMBC is working closely with Mindframe, and sits on the *Mindframe Media Advisory Group*. The *Mindframe* media advisory group aims to provide Australian media industry input into a number of *Mindframe* resource development activities. - See more at: www.mindframe-media.info/home/mindframe-national-media-initiative/project-partners/mindframe-media-advisory-group#sthash.N8ylAg7i.dpuf

The NEMBC has attended a number of forums and roundtable meeting with *Mainframe* including:

- **Mindframe National Media Initiative** meeting in Sydney on the 5 June 2013 - attended by Women's Committee representative Fipi Nasome from Radio Skid Row. The meeting looked at: (1) Media book and associated online resources (website and app development) and (2) New content areas (i.e. media professional's welfare; bereavement etc.)
- **Mindframe National Media Initiative**, in Melbourne 3 December 2012, the **Theme**: The lived experience of mental illness in mass media. The EPO attended this *Mindframe* panel event held in conjunction with the annual Journalism Education Association of Australia (JAAA) Conference 3 December 2012. This was part of the Deakin Universities' annual media conference. A multi-sector panel explored opportunities, challenges and ways forward for the "lived experience" of mental illness in the media, including media in the digital age. *Guest speakers included*: Julie Crowe, Mental Health Commissioner Jill Stark, The Sunday Age (Melbourne) James Freemantle, SANE Speaker Mia Lindgren, Monash University Jaelea Skehan, Hunter Institute of Mental Health

5.2.4 The Sane Australia mental health

On Saturday the 2nd of February 2013, The Sane Australia mental health training workshop, facilitated by MME, was hosted at Radio 3ZZZ. Fifteen broadcasters attended and Sane Australia's Media Relations Manager Robyn Thompson intended to continue liaising with NEMBC with regards to educating multicultural community broadcasters about mental health, and provide training opportunities for broadcasters.

The Centre for Multicultural Youth invited the NEMBC to participate in their (CMY) *Talk About Racism* Forum, on Thursday the 4th of April 2013. The forum discussed the different types of racism that exists and how community groups and leaders can develop ways to respond to it. It was a great networking opportunity for the Project Officer, and to learn more about the different types of racism that exists. She was able to promote the Radio Active Forum to other attendees, networked with CMY and other like-minded organisations, i.e *Express Media's* General Manager, Joe Toohey. *Express Media* is a youth run online publication.

5. Networking And Strengthening Profile

5.2.5 AFL's Multicultural Programs Coordinator (MPC)

Multicultural Programs Coordinator of the AFL, Kashif Bouns, contacted the Project Officer for a meeting on Thursday the 2nd of May. AFL has expressed keen interest in partnering with ethnic media to promote AFL to multicultural audiences. AFL is interested in meeting multicultural community radio broadcasters, and asking them to help AFL promote their games, multicultural programs and news. AFL expressed ideas to use multicultural community radio programs to help promote in the following way:

- Promoting giveaways such as tickets on air;
- Promotion through social media websites such as Facebook and Twitter;
- Discussing AFL news: broadcasters can invite AFL representatives to talk about a football game, or developments in their multicultural program; and
- Opportunities for multicultural broadcasters to have their programs broadcasted on AFL sites and their social media.

The MPC was recommended to attend the Victorian ethnic broadcasters' forum in June to network and talk about their project. This is a great opportunity to establish networks with the AFL, and build up multicultural community radio's profile.

5.2.6 Express Media

Joe Toohey from *Express Media* set up a meeting with the NEMBC on Tuesday the 30th of April, at the Wheeler Centre. Express Media informed NEMBC that there are partnership potentials between the two organisations. *Express Media* helped NEMBC to find a reporter (The Underage) for the Radio Active Forum. The Project Officer has been disseminating Express Media's latest project, Global Express, to NEMBC networks and social media sites. Global Express aims to train budding writers from migrant and refugee backgrounds in obtaining writing experience and having their works published. This was a great opportunity to form more networks with youth-run organisations, and organisations who are interested in helping CALD youth gain a voice in media.

5.2.7 Training Project Partnerships

In running projects the NEMBC has successfully set up operational partnership with Multicultural Youth SA and Radio Adelaide for the Next generation Media training, and for the Lukuluku training with Diversitat in Geelong. Both projects saw effective working relations with SEBI and 2000FM. For the ENGAGE training program in rural Victoria there were

partnerships developed for Shepparton One FM, Mildura Hot FM and Bendigo Phoenix FM. The launch of the Media Kit also saw a working relationship with 3ZZZ for the launch and the inclusion of the 3ZZZ DVD in the Kit.

5.2.8 Victorian Multicultural Commission (VMC)

The NEMBC attended the VMC public consultation for peak sector bodies, on the 25th of October 2012. This is the first time the EPO has attended one of these consultations and there is clearly an opportunity to make submissions that can have an influence on state based radio stations. It may be worth discussing these consultations and how to formulate a broad approach, which could support advocacy for a coordinated national approach.

5.2.9 United Nations Media Peace Awards

The NEMBC was represented at the Judging of the United Nations Media Peace Awards in September 2012, and attended the United Nations Media Peace Awards ceremony on 26 October 2012.

5.2.10 Media Mentoring Program:

The NEMBC participated in the Media Mentoring Program headed by Deakin University. Initially the NEMBC attended the launch on the 21st of September 2012 of the Deakin Uni, ECCV and SBS. The Media Mentoring project aimed at increasing cultural diversity in newsrooms. The program supports students from a culturally and linguistically diverse and/or refugee backgrounds develop their career plans, equip them with hands-on skills, provide networking opportunities, and facilitate pathways to careers in media.

The second activity was to visit the NEMBC on the 2nd of October 2012, where the Executive officer briefed them on the work of the NEMBC and gave an overview of the community broadcasting sector. The NEMBC also took the group on a tour to 3ZZZ and to 3CR.

5.2.11 The Asian Pacific Journalist Centre (APJEC)

APJEC had a group of East Timorese visiting for a 5 week training program and the Executive Officer gave two presentations on the community broadcasting sector at the NEMBC office on the 15th and 16th of October 2012. The EPO then attended the certificate ceremony luncheon on the 19th of October 2012. APJEC are keen to establish relations with the NEMBC and explore the issues raised in our EB Journal about 'an international Role for Australia and Community Broadcasting'.

6. Communications

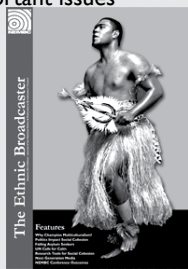
The NEMBC has improved its communications with members by producing a number of high quality productions including: a colourful and relevant **EB Journal**, a **Leadership Media Manual**, compiling a **MEDIA KIT**, keeping regular updates on it's website and sending out eNews bulletins, and posting regularly on Facebook.

6.1 The Ethnic Broadcaster (EB) Journal

The NEMBC produced three EB Journals that addressed the following issues:

Autumn 2012

A main focus of this edition was the important issues raised at the NEMBC's 2011 National Conference in Launceston, which has been one of our most successful conferences to date. The successes of the 2011 NEMBC Conference were measured not only through high attendance, but also in the superb quality of speakers that we were able to attract. The key article in this edition was from our keynote speaker Professor Ghassan Hage from the University of Melbourne, with a piece titled: 'What Should Championing Multiculturalism Mean Today'. Other stories in this edition: the Director of Amnesty International Australia calls for abandoning offshore processing and for Australia to live up to its reputation as a country that recognises the rights of individuals to seek asylum. This is very pertinent especially with the UNHCR refugee chief saying that our obsession with the thousands of asylum seekers arriving by boat is out of proportion compared to the millions that arrive in other countries. The 4th Scanlon Foundation 'Mapping Social Cohesion' report found 'a marginal upward movement in indicators of belonging, participation and social justice'.



Winter 2012

Anti-Racism and the media were the main themes for this edition. Media has been in the spotlight this year; there has been two significant reviews of the Australian media and both inquiries found that present systems of regulation are not sufficient. Inside is a report on both of these reviews. The NEMBC demonstrates, through a number of racist media cases, that current practice of media regulation do not work. In another feature article the Scanlon Foundation responds to the question 'are we a racist nation'? Hearing from the members is always a main feature for the Journal in 'Around the Stations'. Lastly the Next Generation Media training was a major success and we hope that the model can be used in other states.



Spring 2012

The main feature for this edition of the EB is the launch of the Australian Human Rights Commission strategies to create awareness about racism and a call to action for communities and individuals to become involved. How media is affecting racism in Australia is explored in two articles on the media. The first article from African Media Australia shows how one news story creates 'a bombshell' within the African community and has a devastating effect. It's an unfortunately typical story of how a relatively small story can be blown out of proportion when reporting on a simple community meeting. The full picture of the occurrence can be followed on the African Media Australia website. The next article shows how the media use a 'racism template' in a review of Lindsay Tanners book: *Sideshow dumbing down democracy*. An unregulated and out of control media was a theme in the last edition of the Ethnic Broadcaster. This review of the book *Sideshow* explores this issue further. The book shows how the media are twisting facts, distorting and trivializing information to make it more entertaining and commercially useful.



If we are to deal with racism then changing our constitution to support the first inhabitants of Australia would be a much needed and fundamental step forward; we heard from ANTAR on this issue. Other articles are on the recent Census, information about our conference, and the latest on the Digital spectrum. Most important are stories from the stations and a report from a visit to the Northern Rivers in NSW. We heard from the United States from Rachael Bongiorno on the *Allied Media Conference* in Detroit.

6.2 Leadership Media Manual and Media Kit

The NEMBC produced a 'Leadership Media Manual', from January to March 2013 in order to launch a full Media Kit for Harmony Day, 27th March 2013. The Production of the Leadership Media Manual was an additional component to marketing and communications for the NEMBC and another positive example of the lead that the NEMBC can take.

This resource is for people interested in the basics of leadership and how to use the media. Leadership skills are fundamental for any project or campaign, but they are particularly important when dealing with the mainstream media, broadcasting a radio program, or using social media. Communication in the media is at the base of good leadership because as a leader you will need to act in the public domain, to provide opinions and perspectives on current issues that affect your communities, and to use the media to reach people in your communities about issues of concern.

The manual begins with the important skills, attributes and behaviours required for good leadership, and then proceeds with an outline of the media in Australia: how to deal with it, and how to get involved with it at a local level.

6. Communications

The *Leadership Media Manual* is just one of the new booklets produced by the NEMBC as part of the media toolkit. The Media Kit that was launched for Harmony Day comprises of:



- A booklet for communities titled *Value of Community Radio, Supporting New and Emerging Communities to Broadcast*. The booklet is helpful for service providers and includes background information on community radio and how it works, how to get involved in radio and the importance of community radio for emerging communities and building community connections.
- A booklet for radio stations titled *Engaging Communities, Involving New and Emerging Communities at Your Radio Station* includes information about refugee communities and the role community radio can play in breaking down barriers and how radio stations can reach-out and engage with the communities and settlement service providers.
- A booklet for community workers titled *A Handbook for Youth Empowerment Through Media Participation*. The booklet uses the NEMBC's 'Next Generation Media Project' as a practical example of how to train young people and get them involved in community radio. The booklet gives an overview of project planning, using partnerships to run successful programs, drawing up a Memorandum of Understanding, applying for funding, recruitment of participants, engaging with a training organisation, and mentoring.
- The *Leadership Media Manual* is a resource for people interested in the basics of leadership and the effective use of media. The manual explains some of the important skills required for a good leader, the media in Australia and how to deal with it, how to run a media campaign,

responding to the media, building networks, lobbying, and the use of social media and available resources.

- There is also a DVD to show people the insides of a radio station, how it works, and how training occurs. This is a good resource tool for showing new emerging communities how community radio operates.
- The resource kit provides community radio stations and community groups with information that would advance the participation of ethnic communities in community broadcasting.

6.3 Social Media and Website

The NEMBC has been very active on our Twitter and Facebook pages. Based on the reports we have received from the two social media channels, it is evident that a substantial increase of followers and social media activities has occurred. We used our social media sites to promote NEMBC projects, broadcasting awards, recruiting eChamps, NEMBC Conference, and other news of community interest. Further, we use social media to encourage dialogue between followers about multiculturalism, media, migration and the role of community radio. We have also used social media to bring live updates about the 2012 NEMBC Conference. Currently, the NEMBC has 347 followers on Facebook and 804 followers on Twitter.

The Website continues to be updated (particularly the Home page) and keeps up with current events. The back-end of the website has also been improved so that filing and the back end pages can be updated.

6.4 Other Organisations Publications

The NEMBC was mentioned in the 'Around the Sector' section of the CBAA's August 2013 CBX Magazine. In this publication, the NEMBC's National 2013 Conference details were announced in conjunction with content that highlighted the success of NEMBC's LukuLuku and Next Generation Media training programs.

6.5 Raising Profile through Power Point Presentation

The NEMBC developed a Power Point Presentation for 4EB with the idea that this template could then be used by other stations to explain the sector and the NEMBC.

6. Communications

6.6 Survey of Members

The NEMBC enhanced its communication and feedback from its members by holding the first ever survey of its members from September 2012 to February 2013.

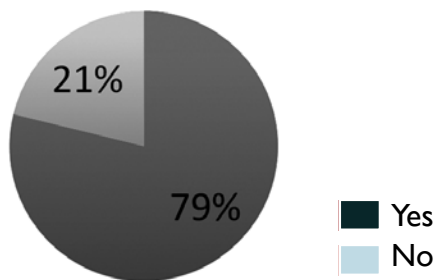
The NEMBC's membership survey brought to light the views of 131 ethnic community broadcasters on topics relating to program content and assistance.

Forty-four metropolitan, sub-regional and regional community radio stations Australia-wide contributed to the survey. Of these respondents, a majority were over 45 years in age (70%) and other age groups represented were 12-18 (1%), 18-30 (16%) and 30-40 (15%). There was a good balance of gender with men and women equally represented.

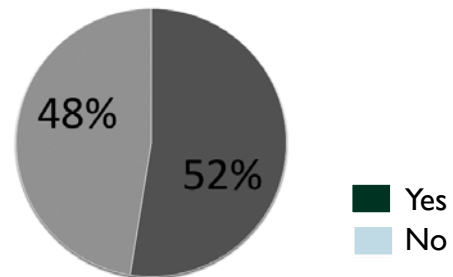
The survey contained 21 questions. In summary, the responses to the NEMBC 2012 Survey validated concerns that new and emerging communities should receive more support; with 79% of people indicating this was important.

Regional and country stations also stood out as an area that was in need of greater assistance; with 63% of respondents indicating that higher levels of support should be offered in this area. The ability of youth broadcasters to manage the current minimum language requirement was also favourable, with 52% of respondents supporting a lower language requirement.

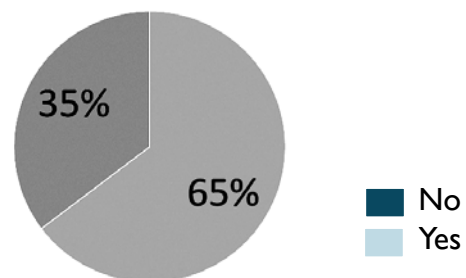
Question: Do you think that programs for new and emerging communities should receive more support?



Question: Do you think (second generation) youth should have a lower language content requirement than other programs?



Question: Do you think that ethnic programs on regional or country stations should receive more support than those on metro or suburban stations?



Key Findings of the NEMBC 2012 Survey	Yes	No
New and emerging communities should receive further support	79%	21%
Ethnic programs on regional or country stations should receive more support	65%	35%
Second generation youth should have a lower language content requirement	52%	48%
Broadcasters want more music and less spoken content on their programs	47%	53%
The NEMBC could play a role in providing better access to news	74%	26%
Broadcasters are able to gather enough information and news for their program	93%	7%

7. Membership

By the end of 2012 there were a total of 626 members from 62 member stations, which is an increase from last year of 57 members and 10 member stations.

Visits to Stations

In the second half of 2012, the Communications and Membership Officer (CMO) undertook a number of important visits to stations, most significantly the visit to Northern NSW, during which she signed up members from 3 new stations with a total of 11 new members and renewed members from 2 stations with a total of 5 members.

Researching further visits to potential regions occurred and contact was made with stations to build a long term relationship and to establish a travel plan for 2013.

Membership renewal and relationship building:

Renewal of members is a large component of the membership service. A great deal of time is spent following up with all the station managers at the current NEMBC member stations and particularly those that have joined in the last year or so. Through these phone calls, relationships are built with station managers and the NEMBC is provided with information that enables it to provide a better service to its members.

During these calls, checks can be made so that members are sure to be involved in current NEMBC initiatives such as contributing to the EB Journal, attending the conference, or becoming involved in a training program.

Bec Zajac, Communications and Membership Officer, visiting stations in City of Casey, Gippsland and Nimbin.



Communication with Members

The CMO has continued to communicate with members including making sure that the EB Journal has articles for 'Around the Stations' reports.

In 2012, considerable effort was focused on encouraging stations to send broadcasters to the Annual Conference; this especially involved calls to stations and broadcasters in South Australia.

Making sure the EB Journal is a high quality production is also beneficial to our members. In relation to the EB's, the CMO assisted with article acquisition and editing, made a report about the trip to NSW, wrote an article about the Muslim Media Conference, and wrote an article about the Census findings about multicultural Australia.

Another communications task was the NEMBC survey, an important communication tool for members to discuss their needs. The survey was developed to be clear and concise. The CMO was able to communicate and engage with many broadcasters so that they were aware of the survey.



8. Projects and Activities

The NEMBC's strategic plan identifies the importance of applying for funding to raise the profile of the NEMBC and in developing the organisation's capacity to deliver a higher quality service to members.

Successfully Funded Projects include:

- **Lukuluku Special Projects Grant:** An application was made, to TGAC for \$18,700, for a representative of each of the Tongan language programs to come together in Sydney for a one day training Forum and be trained in understanding the relatively new multimedia platforms of Podcasting and Streaming.. In addition, participants were trained in how to use an online facility (the NEMBC Culture Cloud website) to upload and use the website as a communication networking tool.
- **Next Generation Media:** An application was made with TGAC for \$5,000 to complete the Next Generation Media training so that the 21 trainees are able to receive accreditation for the training they received.
- **Next Generation Media SA:** We were successful in receiving a \$6,000 Community Benefits Grant SA and Another application was made to TGAC for \$3,000.
- **ENGAGE project:** two funding applications were made to TGAC for training in Mildura and one in Shepparton.
- **Next Generation Media:** An application was made for training in Adelaide in 2013, with EGAC (\$15,000) and South Australian Community Benefits Grant (\$6,000). Applications were made to TGAC a number of times and provided \$3,300.
- **eCHAMPS:** An application was made to TGAC for training 8 eChamps at the NEMBC 2012 Annual Conference.
- **Diversity and Social Cohesion Grant:** Work is in progress on the Diversity and Social Cohesion Grant for \$50,000. The project outline and the milestones are mentioned under Projects.

8.1 Next Generation Media Training Project

Preparation for the second Next Generation Media Training project in Adelaide occurred in 2013. The NEMBC partnered with Radio 5EBI, Radio Adelaide, and Multicultural Youth South Australia (MYSA). MYSA conducted the Leadership Training while Radio 5EBI's Marg Williams conducted the *Introduction to Media and Radio Broadcasting* sessions. The Project Officer also organised tours to radio stations including ABC Adelaide, Fresh FM, Radio Adelaide and PBA FM.

There were nineteen participants from a diverse range of backgrounds such as Afghan, Bhutanese, Estonian, Russian, Filipina, Palestinian, Cambodian, Tartan and South Sudanese. All successfully completed the training program and NEMBC in collaboration with Radio 5EBI organised a graduation night

for the students, at which they were presented with Certificate II of Attainment in Creative Industries (Media). They are now completing the final part of their training: the 12 weeks of radio broadcasting. The participants all have been highly enthusiastic and professional in their approach towards preparing for their programmes.

The results of this project have been positive; participants have all enjoyed the training and they have been able to learn about the different types of leadership, have greater understanding about the media landscape of Australia, and have gained some practical knowledge and experience in radio broadcasting. Further, some participants have expressed interest in volunteering for Fresh FM and the Afghan group expressed intention to commence a radio program at Radio 5EBI.



Front Row Left to Right: Hamidullah Muradi, Wathnak Vy and Mustafa Salimey
Middle Row: Sarah Alessi, Bhol Yak, Monica Aweng Deng, Gaida Merei, Diana Delumen and Shakiba Sarvari
Back Row: Razia Ali, Dilli Ram Dhakal, Prem Lal Dhakal, Liisa Aadusoo, Parisa Sarvari, Zahra Naseri and Laxmi Narayan Adhikari

8.2 Culture Cloud

The Culture Cloud project is progressing with the NEMBC Youth Committee and the Tongan broadcaster's involvement. The NEMBC Youth Committee's station managers were contacted and informed about the website and its usage. Thus far, Radio Adelaide, Radio 4EB, Radio 3ZZZ, and Radio 1CMS have expressed interest. Radio Skid Row gave permission to have their program, Fijian Voice of Youth, uploaded on the website. Radio 3ZZZ's multicultural youth program, *Polyfonix*, has been consistent in uploading programs to the website. The Lukuluku participants are also in the process of creating a profile of their program and uploading their podcasts to Culture Cloud.

8. Projects and Activities

8.3 Lukuluku Training Project

The Lukuluku Project was a unique two day training opportunity for Tongan community radio broadcasters to come together for the first time, and become skilled on multimedia platforms of streaming and podcasting. The training took place in Radio 2000FM, with Diversitat's Leo Renkin delivering the training.

A total of 14 programmers came from different states of Australia and were also shown how to use Culture Cloud. Culture Cloud is an online facility on the NEMBC website used to upload podcasts, build up an online profiles for all language programs, and for using the website as a communication networking tool. After the training, the Tongan broadcasters uploaded podcasts to their respective profile on Culture Cloud. The broadcasters have built up an online presence for Tongan language broadcasting.



Participants at the Lukuluku training at 2000FM

8.4 Next Generation Media, Accredited Training for Victoria

The NEMBC coordinated a supplementary training for the 2012 Next Generation Media participants to assist them in gaining full accreditation for the Certificate II in Creative Industries (Media). A total of 11 participants completed the training and 8 successfully gained the full accreditation; the other three participants scored very high marks for their assessment. The training was conducted at SYN Media with SYN trainers.

8.5 eCHAMPS

Due to the success of the 2011 NEMBC Conference eChamps, the NEMBC continued eChamps at the 2012 NEMBC Conference in Adelaide. The training opportunity was promoted through our South Australian networks and radio stations. A total of 5 eChamps, all broadcasters from Radio Adelaide, participated. Erin McCuskey from Yum Studio was the trainer, and they received a one day training on the 23rd of November. This project is creating continuity with previous 2011 eChamp Edilene Lopes Do Carmo from South Australia providing mentorship to the trainees. Additionally, Edgar Tan, the NEMBC Victorian Youth Representative, also provided mentorship for the eChamps in Adelaide.

8.6 Engage Project

There are two components to the **ENGAGE** project

8.6.1 Media Kit Launch

The NEMBC from December to February 2013 developed a Leadership Media Manual and made a Media Kit consisting of the Next Generation Manual, New Emerging Communities Booklets, one for radio stations and one for service providers; the Leadership Media Manual and the 3ZZZ DVD on training. There was a launch of the Media Kit at 3ZZZ for Harmony Day, and over 30 people attended the Launch; coming from community radio stations, migrant service providers, multicultural organisations and CBF.

8.6.2 Engage Project

The project started in January 2013 and will train potential community radio broadcasters to start new community radio programs which will create linkages between community service providers and multilingual communities and provide their communities with multilingual settlement information. The service aims to reach all eligible clients, with a strong focus on youth and women

The first stage of the Engage project was to work with the Department of Immigration and Citizenship (DIAC) to identify the areas with new and emerging communities that don't have a program on the local community radio station.

Using data provided by the Department of Immigration and Citizenship on new and emerging communities and corroborating them with the program guides of local radio stations, we identified the Iraqi community in Shepparton as the first group to approach for the project.

Shepparton has a high number of Iraqi and Afghan migrants. There are approximately 3000 Iraqi and 1000 Afghan community members. A partnership was formed with ONE FM and Cutting-Edge Uniting Care in Shepparton.

We identified Mildura as the second training area due to the growing number of African and Afghan migrants.

We partnered with HOT FM and the Sunraysia Mallee Ethnic Communities Council (SMECC) in Mildura, where the vice-president of the radio station is also the CEO of the service provider, making it easier to coordinate the training program with the ability for SMECC to attract trainees from the communities they work with on a daily basis.

The Karen community in Bendigo has been growing over the last few years, and we partnered with Bendigo Karen Organisation to deliver the project. Relationships with Phoenix FM, the local Bendigo community station, have been developed.

9. Women's and Youth Activities

9.1 Women's Activities

In 2012, each committee member produced a short documentary featuring the everyday tasks and activities that multicultural women broadcasters undergo at their stations. The video was aired during the Reception Night at the 2012 NEMBC Conference in Adelaide, and also during the Conference. This was the first time a video was compiled showcasing the role of multicultural women broadcasters, and it is used as an overall glance of women broadcasters' involvement at their stations.

The video can be viewed on YouTube: http://www.youtube.com/watch?v=_Vg4EEM08nA

The link is also available on the Women's page of the NEMBC website:

http://women.nembc.org.au/info_pages_women.php/pages_id/432

The Women's Committee also delivered a performance during the 2012 NEMBC Gala Dinner. The performance, 'I am Woman, I am She' was written and sung by Anthea Sidiropoulos (Victorian Women's Representative). The performance highlighted the profile of the committee, as well as demonstrating their active role in promoting the presence of women's broadcasting.



Anthea Sidiropoulos

The Women's Committee had a face to face meeting at the NEMBC on 14th-15th June 2012, they decided to again provide a positive input in the activities of the 2013 NEMBC Conference. They agreed to create a slideshow and presentation of the history of the NEMBC Women's Committee to inform and promote the role of the Women's Committee. At the conference, the Women's Committee will also organise an Interviewing Skills Workshop to help broadcasters improve in this area of broadcasting.



Women's activity at the NEMBC Conference

9.2 Youth Activities

The Youth Committee had a face to face meeting from the 13th to the 14th September 2012 at the NEMBC where they planned and worked on how to facilitate the Youth Committee Workshop at the 2012 NEMBC Conference. The workshop was Young People Challenging Racism.

The Youth Committee Skype meeting took place on Wednesday the 13th of February 2013. In this meeting, the Youth Committee agreed to host a Youth Conference this year in November at Radio 4EB. Additionally, a number of sponsorship opportunities were explored, such as Queensland University of Technology, Bond University and International Film School Sydney (IFSS).

The NEMBC secured a \$9500 fund for the NEMBC Youth Media Conference, to be held on Friday 29 November 2013. The Project Officer worked closely with the Youth Convenor, Ekaterina Loy, and the Queensland Youth Representative, Sarah Lio-Willie, in drafting the Program Guide and also developed ideas for which speakers to invite to the Youth Media Conference. Further, Radio 4EB confirmed to be the host of the conference.

Radio Active Youth Forum

Many outstanding guest speakers were invited to the Radio Active Victoria Media Forum that took place on Saturday the 27th of April, at the Multicultural Hub. Presenters were: Auskar Subakti (award-winning journalist from ABC), Mohammed El Leissy (Community Engagement Officer of Islamic Council of Victoria, Melbourne-based comedian and former contestant to the Amazing Race Australia, 2007), Georgia Moodie (Radio National journalist), Wesa Chau (Director of Cultural Intelligence, 2010 Young Victorian of the Year and 2012 inductee to the Victorian Honour Roll for Women), and Erin McCuskey (Creative Director of Yum Studio).

The forum covered topics such as:

- How to get your foot into journalism, hearing from the experiences of a young and successful journalist;
- How to have your voices heard and to maintain networks and contacts in the media industry;
- Why producing radio documentaries are an effective way to engage with audiences; and
- How to shape and share media online.

9. Women's and Youth Activities

Over 30 attendants came, and all the guest speakers were well-received. The forum gave young people a chance to network with professional journalists, and to meet like-minded individuals. A large amount of positive feedback were received; i.e. praising the NEMBC for inviting great speakers who were able to share their journalism and media experience, giving inspiration to CALD youth who are pursuing a career in journalism and many requested to stay in contact with the NEMBC should there be upcoming forums.

Further, NEMBC received some publicity for the forum: three reporters from 3 different publications were invited to write about the event to inform CALD youth about the types of services and networking events we deliver. The magazines were

- *Meld Magazine*, Melbourne's International Student Online Magazine;
- *Upstart Magazine*, La Trobe University's Student Magazine; and
- *The Underage*, *Express Media* and *The Age* collaborative project for young writers under 18.

Here are the articles that have been published:

Meld Magazine: <http://www.meldmagazine.com.au/2013/05/background-not-disadvantage/>

Upstart Magazine: <http://www.upstart.net.au/2013/04/30/community-radios-real-value/>

Youth Contribution to the EB.

In the 2012 Winter Edition, the *Ethnic Broadcaster* featured the 2012 Radio Active Forum, which was held on the 14th of April. The forum invited radio journalists to talk about their journalism pathways and it provided networking opportunities for young people. This edition also featured the 2012 pilot project of the successful Next Generation Media Training in Melbourne. Radio 1CMS also reported their successes of the Youth Week Project; this project invited young people from migrant and refugee backgrounds to come on air and discuss multicultural youth issues.

April Adams (past Queensland Youth Representative) submitted an article to the 2012 Spring Edition, reflecting her thoughts of the 2012 Radio Active Forum. April discussed how holding these forums would benefit radio stations. Bec Zajac (former Communications and Membership Officer of NEMBC) reported about her attendance to the first ever Young Muslims and the Media Conference, which was held in Melbourne in June 2012. This article highlighted the need for more representation of the Muslim community in the media.

Kenneth Kadirgamar (NT Representative) submitted an article about the MBCNT's *Tectonic Youth Program*, been up and running again, for the 2013 Autumn/Winter edition of the *Ethnic Broadcaster*. Also, the NEMBC reported the highlights of the 2013 Radio Active Forum in Victoria.



Participants at the Youth State Forum in Victoria

10. Training

10.1 Training Projects:

Many of the projects coordinated by the NEMBC relate to training. During the 2012-13 financial year there were four training programs. They are mentioned in more detail in other sections of this report however we will define some of the successful training outputs that the NEMBC is providing for new and emerging communities, youth, women, and to regional areas:

- Next Generation Media training in Victoria was successful in: creating a first multicultural radio program for SYN FM; one of the participants changed their university course to a BA in Media and subsequently went on to become employed as a radio program designer with 3CR. Following the training SYN FM employed an outreach person to attract LOTE programs to SYN, since then other multicultural programs have joined; the training manual from the project has become part of the NEMBC Media Kit and the manual has been used to support successful funding applications.
- Next Generation Media training SA is still in the completion stage but there are potentially three new programs that will start on 5EBI.
- Lukuluku project will start training Tongan broadcasters and have them use Culture Cloud as an effective platform to share podcast programs.
- ENGAGE training project is still in completion stage but expected outcomes will be five new language groups starting an on-air radio programs and over 40 people trained, in three rural areas in Victoria.



Engage training project in Shepparton

10.2 Importance of Pathways Training

The ethnic broadcasters at the 2012 NEMBC Conference registered their support for 'pathways' training in a motion at the NEMBC AGM and requests that CBF and TGAC give more credit to the pathways training. Communication has occurred with TGAC and training remains an ongoing concern for ethnic broadcasters.

11. Conferences

11.1 NEMBC Annual Conference

The theme of the 2012 conference: 'Diversity=Reality: Stop Racism', paralleled with the Australian Human Rights Commissions' 'Racism – It Stops with Me' campaign. The issues surrounding racism, ethnic and multicultural broadcaster's experience of it and how community broadcasting can address it were focus points for the plenaries, workshops and discussions at the conference.

Senator the Hon Kate Lundy, Minister for Multicultural Affairs, addressed the conference and commended our broadcasters on their contribution to social cohesion and community in Australia. Dr Helen Szoke, Australian Race Discrimination Commissioner (now former) delivered a strong key note speech about the realities of racism in Australia and the importance of addressing racism, naming it, and shaming it.

South Australian Judge Rauf Soulio, Chair of the Australian Multicultural Council, also addressed the theme, highlighting the strength of Australia's diversity and stressing the important role ethnic and multicultural community broadcasting plays in rural areas.



5. Former Human Rights Commissioner Dr Helen Szoke

The Q&A Panel

The Q&A created a lively and inclusive debate with interesting panellists, including Human Rights Commissioner, Dr Helen Szoke; President of the Community Broadcasting Association of Australia, Adrian Basso; Director of the Women's Legal Service (SA), Zita Ngor; Secretary of the Australian Community Television Association, Brian Dutton; Andrea Fraser from the Nunga Wangga show on Radio Adelaide, and NEMBC Youth Committee Member and 3ZZZ presenter, Edgar Tan. The Host and facilitator was Heinrich Stefanik of ICMS Canberra.

This is the second year that the NEMBC has run a Q&A Panel and this is the first year that it featured live video questions.

Workshops

The Workshops were relevant to the theme of 'Diversity=Reality: Stop Racism' and also to the upcoming Federal Election in 2013 and the on-going discussion of the NEMBCs' governance and constitution. Significant outcomes came from the workshops with several recommendations going to the NEMBC AGM on the 25 November 2012.

The workshops held were:

- Young People Challenging Racism;

11. Conferences

- Skills and Strategies for Successful Lobbying;
- Governance Explained;
- Social Media: Connect-Create-Communicate; and
- Community Broadcasting Foundation Workshop.

eChamps

The eChamps project was highly successful with a strong presence at the conference that contributed to a more lively and participatory conference. While we did not receive funding for the eChamps, the costs were able to be covered within the conference budget.

Women's Committee

The Women's committee launched their video about women broadcasters at the official welcome reception on Friday the 23rd of November at 5EBI and it was introduced by Elders Manager Miriam Silva, who is also a member of the Muslim Women's Association of SA.

The Gala Dinner

The Gala Dinner is always a highlight at the NEMBC conference and this year was no exception. Delegates were treated to a special performance of a traditional Indonesian dance by Ade Suharto from 5EBI Radio.

And the Women's Committee performed a rousing song called 'I am Woman, I am She' written by Anthea Sidiropoulos (the NEMBC women's committee Victorian Representative), encouraging all the other women members to get up and take part in the performance.

The evening culminated in the NEMBC Broadcaster's Awards, and finished up with singing and dancing to one-man-band Herbert Stauber as he played hit after hit.

Awards

- Program of the Year: Sri Lankan Sinhala Show Mountain District Radio from Victoria
- Multicultural/Ethnic Women's Program of the Year: Accent of Women from 3CR Radio, Victoria
- Multicultural/Ethnic Youth Program of the Year: Yuba Sansar Bhutanese Youth World from Radio Adelaide
- Youth Broadcaster of the Year Award: Ramnik Singh Walia from City Park Radio, Tasmania and Peter Ajak from the Sudanese Program from Radio 3ZZZ, Victoria

11.1.1 Feedback

Participants of the 2012 NEMBC National Conference were invited to provide feedback about the conference. Thirty percent of conference participants responded.

Demographics

In comparison to 2011, the 2012 feedback was spread more

evenly across the states. NSW represented 26% of the feedback followed by SA, TAS and ACT representing 17% each, VIC and QLD both had a 10% share of the representation and the NT had a three per cent share of representation. There was also more even representation across the age-groups in 2012 with the 15-30 representing 33% of feedback, 46-60 with 23% and 60+ with 37% (an increase from only 9% in 2011). The 31-45 age group only represented seven per cent of feedback, down from 36% in 2011.

Seventy per cent of respondents had attended previous NEMBC conferences.

Participants Conference Experience

Almost all participants (93%) said they were provided with enough information about the conference before attending, whilst only 7% disagreed. Suggestions included more email contact after registration and one respondent said more accommodation options could have been communicated as well as general information about Adelaide.

The majority of respondents rated the conference as Good to Excellent with 86.7% of respondents answering positively. Thirteen per cent rated the conference as average, with nobody rating the conference as poor or very poor.



L-R: Senator the Hon Kate Lundy, Minister for Multicultural Affairs; Dr Helen Szoke, Australian Race Discrimination Commissioner (now former); Judge Rauf Soulio, Chair of the Australian Multicultural Council and Kaurua elder, Uncle Lewis Yerloburka O'Brian.



The SEBI Volunteers were easy to spot in their bright yellow shirts

12. Governance and Planning

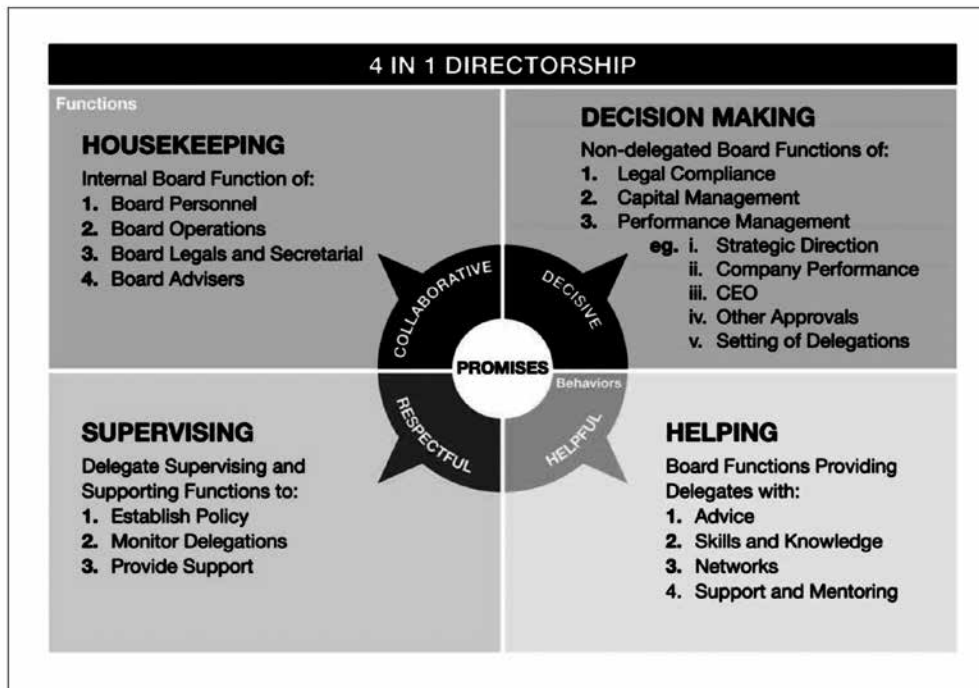
12.1 Board Charter:

The year 2012-13 saw an increased and positive energy to finalise the board charter. To assist the work of the Board, we have developed and endorsed Standing Orders, a Code of Conduct, and Deed of Confidentiality, all of which form part of the NEMBC's Board Charter. The Board Charter signals a significant cultural change in our practices and in relation to delivering services. Further, we continue to be progressive in our approach to developing relevant policies and internal procedures to assist the effective operation and governance of the organisation. The Board Charter is now available on the NEMBC website in 'About' and 'Governance'.

12.2 Developing the 2013 -17 Strategic Plan

The NEMBC Executive Committee and Staff met on the 23rd of February 2013 for a strategic planning workshop. There was initial planning and input from the Executive Committee so that Russell Fisher, 'Sustainability in Mind', could facilitate the one day. Further discussion occurred in the Executive Committee meetings and the next five year plan was developed for the NEMBC.

NEMBC Governance Protocol Overview



15. Administration and Staffing

The composition of staff for the financial year was:

Executive and Policy Officer (EPO)

- The EPO position with Russell Anderson remains stable after 4 years.

Project Officer

- Hsin-Yi Lo started on the 12th of June 2012.

Administration Officer

- The Administration Officer (AO) Clemmie Wetherall resigned from her position in December 2012 because she was offered a media internship at University of Melbourne.
- The AO position was advertised and interviews occurred in late January; with a new AO Jasmine Budisa employed in mid-February.

ENGAGE Project Coordinator

- This new position was advertised from December to the 13th of January 2013 and the new Project Coordinator started in February, Rashid Alshakshir.

Communications and Membership Officer

- The CMO resigned in early January 2013. The position was not filled immediately and a work-restructure was developed.

The NEMBC made a number of structural changes to assist in the retention of staff by recognising Awards and salaries and also modernised the titles of the staff; the Membership Organiser was Communication and Membership Officer CMO, and the Youth and Women's Officer is Project Officer.

There has been another turn-around of staff members at the NEMBC. The Administration Officer and the Communications and Membership Officer were offered very attractive positions in more suitable career roles. On the positive side, the NEMBC seems to be a fertile ground for up-skilling and assisting people into the higher level skilled roles within a competitive job market. However, the NEMBC really needs to be looking at sustainable options and has now accepted a work-restructure. This is explained below.

There are two main components to the work-restructure:

1. **Outsourcing tasks to create continuity and sustainability**
2. **Restructure staff positions for improved quality and continuity for the organization.**

1) Outsourcing tasks: Contracting an event organizer for mainly logistics purposes to handle issues such as venue and venue Liaison, Speaker requirements, Catering and assisting on the day itself. The NEMBC will still handle registrations, marketing, and improving the quality of workshops. The event organizer will retain the institutional knowledge and even build on the experience to further improve our conferences i.e. broaden our sponsorship.

Contracting a graphic designer for layout of the EB, so that the EPO doesn't need to train the AO in 'In Design' or the layout aspects of the Journal. This will free-up the EPO to maintain the editorial and content quality of the Journal. The EPO will still be in control of sourcing stories and controlling content. The graphic designer will do layout and design, but the editorial control will stay with the NEMBC.

2) Restructure Staff: The NEMBC has also created a new role of Operations Officer with the main tasks of new members, communications, and assistant manager. The Membership Officer position was not continued and the Operations officer will take on new members while the Administration Officer will do the invoicing for re-newing members.

Benefits to the NEMBC:

This work restructure and outsourcing provides a solid base and continuity and long term sustainability for the NEMBC. As a result, time and energy is not lost every time re-skilling staff to do these jobs.

The aim is to create more stability and to find someone that fits the Administration Officer position, and there is more clarity around long term commitment to that position as a clerical job.

Hiring an Assistant Manager (Operations Officer) would mean more emphasis on higher quality output. The Operations Officer would be able to assist the EPO with tasks, while maintain a strong commitment to new members and communication with existing members.

The reason for having an Operations Officer means it would free-up the EPO to: do more high level things, concentrate on communications, improve networking, better focus on lobbying, and provide more assistance to projects.

This work-restructure for the Secretariat will create more stability and increase efficiency by outsourcing event organising, and graphic design of the EB Journal.

**The Annual Report was prepared by
Russell Anderson
Executive and Policy Officer**



National Ethnic and Multicultural Broadcasters' Council ABN 82 932 609 229

Financial Report For the Year Ended 30 June 2013

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Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

COMMITTEE'S REPORT

Your committee members submit the financial report of the National Ethnic and Multicultural Broadcasters' Council Inc. for the financial year ended 30 June 2013.

COMMITTEE MEMBERS

The names of committee members during the financial year and at the date of this report are:

President: Tangi Steen SA
Vice-President: Victor Marilanca ACT (til February 2013)
Treasurer: Joe De Luca NT
Secretary: Cristina Descazci SA
Werner Abrecht ACT
Nick Dmytenko QLD
Osai Faiva NSW
Nikola Nikolich WA (til May 2013)
Luigi Romanelli TAS
George Sakoun VIC
Ekaterina Loy SA
Irene Tavitaru QLD

PRINCIPAL ACTIVITY

The principal activities of the Council during the financial year were to:

- 1) promote and represent the interest of ethnic and multicultural community broadcasters throughout Australia in Radio, Television and other electronic media;
- 2) advance the development of a harmonious multicultural society in Australia through broadcasting; and
- 3) assist the efforts of all broadcasters to achieve a quality service for their communities.

There have been no significant changes in the nature of those activities that occurred during the financial year.

OPERATING RESULTS

The Council is a not for profit organisation. The net surplus incurred for the year was \$48,306 (2012: net deficit \$24,308)

REVIEW OF OPERATIONS

The Council is responsible for advocating for multiculturalism and ethnic community broadcasting.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

SUBSEQUENT EVENTS

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Council, the results of those operations or the state of affairs of the Council in subsequent financial years.

The Committee Members declare that:

- a) the accompanying financial report, being a special purpose financial report, is drawn up so as to present fairly the state of affairs of the Council as at 30 June 2013 and the results of operations for the year ended on that date;
- b) the accounts of the Council have been properly prepared and are in accordance with the books of account of the Council;
- c) there are reasonable grounds to believe that the Council will be able to pay its debts as and when they fall due; and
- d) the accounts have been made in accordance with Australian Accounting Standards and other mandatory professional reporting requirements to the extent described in Note 1 to the financial statements and the Associations Incorporations Act 1991 (Australian Capital Territory).

Tangi Steen

President

Date: 31 October 2013

Joe De Luca

Treasurer

Date: 31 October 2013



Independent Auditor's Report to the Members of National Ethnic Multicultural Broadcasters' Council Inc.

We have audited the accompanying financial report, being a special purpose financial report, of National Ethnic Multicultural Broadcasters' Council Inc. (the "Council"), which comprises the statement of financial position as at 30 June 2013, the statement of comprehensive income, statement of cash flows, a summary of significant accounting policies, other explanatory notes and the Committee's report.

The Responsibility of the Committee for the Financial Report

The Committee of the Council is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report are appropriate to meet the financial reporting requirements of the Associations Incorporations Act 1991 (Australian Capital Territory) and are appropriate to meet the needs of the members. The Committee's responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud and error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Opinion

In our opinion, the special purpose financial report gives a true and fair view of the financial position of National Ethnic Multicultural Broadcasters' Council Inc. at 30 June 2013 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements and the requirements of the Associations Incorporations Act 1991 (Australian Capital Territory).

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial statements which describes the basis of accounting. The financial report has been prepared for distribution to members for the purpose of fulfilling the Committee's financial reporting requirements under the Associations Incorporations Act 1991 (Australian Capital Territory). As a result the financial report may not be suitable for another purpose.



Merrit Partners



Aminul Islam
Director

Registered Company Auditor
Fellow of the Institute of Chartered Accountants in Australia

DARWIN

Date: 31 October 2013



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2013

	NOTE	\$ 2013	\$ 2012
Revenue	2	\$487,419	510,764
Gross Profit		<u>\$487,419</u>	<u>510,764</u>
Administration Expenditure		(437,615)	(530,667)
Depreciation		(3,468)	(4,405)
Operating Surplus / (Deficit)		<u>46,306</u>	<u>(24,308)</u>
Other Comprehensive Income		<u>-</u>	<u>-</u>
Net Surplus / (Deficit)		<u>46,306</u>	<u>(24,308)</u>

The statement of comprehensive income is to be read in conjunction with the notes to the financial statements.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2013

	NOTE	\$ 2013	\$ 2012
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	3	\$414,538	\$335,070
Trade and Other Receivables	4	\$35,963	\$45,675
TOTAL CURRENT ASSETS		<u>\$450,501</u>	<u>\$380,745</u>
NON CURRENT ASSETS			
Property, Plant and Equipment	5	\$8,326	\$11,723
TOTAL NON CURRENT ASSETS		<u>\$8,326</u>	<u>\$11,723</u>
TOTAL ASSETS		<u>\$458,827</u>	<u>\$392,468</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	6	\$126,741	\$111,697
Provisions	7	\$13,616	\$8,707
TOTAL CURRENT LIABILITIES		<u>\$140,357</u>	<u>\$120,404</u>
TOTAL LIABILITIES		<u>\$140,357</u>	<u>\$120,404</u>
NET ASSETS		<u>\$318,370</u>	<u>\$272,064</u>
EQUITY			
Retained Surplus	8	\$318,370	\$272,064
TOTAL EQUITY		<u>\$318,370</u>	<u>\$272,064</u>

The statement of financial position is to be read in conjunction with the notes to the financial statements.

National Ethnic and Multicultural Broadcasters' Council Inc.

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2013**

	NOTE	\$ 2013	\$ 2012
Cash Flows from Operating Activities			
Cash receipts in the course of operations		475,417	533,013
Cash payments in the course of operations		(422,143)	(586,800)
Receipts from Interest Income		26,194	16,487
Net cash provided by / (used in) operating activities	9 (9)	<u>79,468</u>	<u>(37,292)</u>
Cash Flows from Investing Activities			
Fixed asset purchases		-	(5,531)
Net cash used in investing activities		<u>-</u>	<u>(5,531)</u>
Net Increase / (Decrease) in cash and cash equivalents		79,468	(42,823)
Cash and cash equivalents at 1 July 2012		<u>335,070</u>	<u>377,893</u>
Cash and cash equivalents at 30 June 2013	9 (a)	<u>414,538</u>	<u>335,070</u>

The statement of cash flows is to be read in conjunction with the notes to the financial statements

National Ethnic and Multicultural Broadcasters' Council Inc.

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2013**

NOTE 1 STATEMENT OF ACCOUNTING POLICIES

The significant policies which have been adopted in the preparation of the financial report are:

Basis of Preparation

In the opinion of the Council, National Ethnic and Multicultural Broadcasters' Council Inc. is not a reporting entity. The financial report is a special purpose financial report which has been drawn up as a special purpose financial report for distribution to the members and for the purpose of fulfilling the requirements of the Associations Incorporations Act 1991 (Australian Capital Territory).

The financial report is presented in Australian dollars and is prepared on the accruals basis and is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The preparation of a financial report in conformity with Australian Accounting Standards, as applicable, requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstance, the result of which forms the basis of making the judgments about carrying values and assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates. These accounting policies have been consistently applied by the Council.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the year in which the estimate is revised if the revision affects only that year, or in the year of the revision and future years if the revision affects both current and future years.

There are no significant judgments made by management in the application of Australian Accounting Standards that have significant effect on either the financial report or estimates with a significant risk of material adjustment in the next financial report.

Principal Activities

The council operates as a non-profit organisation promoting and supporting ethnic and multicultural broadcasting in Australia.

Non Current Assets

The carrying amounts of all non current assets are reviewed to determine whether they are in excess of their recoverable amount at balance date. If the carrying amount of non current assets exceeds the recoverable amount, the asset is written down to the lower amount. In assessing the recoverable amounts, the relevant cash flows have not been discounted to their present value.

Income Tax

No provision for income tax has been raised, as the entity is exempt from income tax under division 50 of the Income Tax Assessment Act 1997.

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 1 STATEMENT OF ACCOUNTING POLICIES (CONT'D)

Property, Plant & Equipment

Property, plant & equipment are included at cost less, where applicable, any accumulated depreciation. All fixed assets are depreciated over the estimated useful lives commencing from the time the asset is held ready for use. The gain or loss on disposal of all fixed assets is determined as the difference between the carrying amount of the assets at the time of disposal and the proceeds of the disposal, and is included in the operating surplus of the council in the year of disposal.

Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employees benefits that are expected to be settled within one year have been measured to the amounts expected to be paid when liability is settled. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Comparative Figures

When necessary, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

Grants Received

Grant revenue is recognised at fair value of the consideration received net of the amount of goods and services tax (GST) payable and is recognised when the grant provided is receivable.

Goods & Services Tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST). Receivables and payables are stated at cost with the amount of GST included. The net amount of GST receivable from, or payable to, the ATO is included as a current liability or current asset in the balance sheet.

Impairment

The carrying values of the council's assets are reviewed at each balance date to determine whether there is an indication of impairment.

Trade and Other Payables

When grants are received, an undertaking is signed by the council ensuring that funds will be disbursed only to approved applicants and any excess funds will be refunded to the grantor. Accordingly, due to the undertaking being a legal document, enforceable at law, a liability arises as the funds are either owed to approved applicants or the grantor. This liability is categorised as a grant committed included in Payables.

Standards that are in Existence but not Effective

The council have considered accounting standards issued not effective at the date of this report and believe that there will not be any material adjustment to the report as a result of the application of these standards.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

	\$ 2013	\$ 2012
NOTE 3 SURPLUS / (DEFICIT) FROM OPERATIONS		
Operating Surplus / (Deficit) has been determined after:		
Revenue from Continuing Operations		
Annual Conference Registrations	12,792	17,486
Other Annual Conference Sponsorship and Grants	20,000	14,445
CBF Sector Coordination Grant	358,980	317,739
CBF and Other Project Funding	57,112	130,347
Membership Income	12,340	14,250
Investment and Interest Income	26,194	16,497
Total revenue from continuing operations	<u>487,418</u>	<u>510,764</u>
NOTE 3 CASH AND CASH EQUIVALENTS		
Bendigo Bank	36,176	32,802
Bendigo Bank Term Deposits	376,769	301,768
Petty Cash Float	573	500
Total cash and cash equivalents	<u>414,518</u>	<u>335,070</u>
NOTE 4 TRADE AND OTHER RECEIVABLES		
Trade and Other Receivables	28,902	43,096
Prepayments	2,596	2,580
GST Receivable	4,495	-
Total trade and other receivables	<u>35,993</u>	<u>45,676</u>

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 5 PROPERTY, PLANT & EQUIPMENT

	\$	\$	\$
	FURNITURE & FITTINGS	OFFICE EQUIPMENT	TOTAL
COST			
Balance at 1 July 2012	8,951	33,085	42,036
Acquisitions	-	-	-
Disposals	-	-	-
Balance as at 30 June 2013	<u>8,951</u>	<u>33,085</u>	<u>42,036</u>
DEPRECIATION AND IMPAIRMENT LOSSES			
Balance at 1 July 2012	(7,502)	(22,810)	(30,312)
Depreciation charge for year	(297)	(3,201)	(3,498)
Disposals	-	-	-
Balance as at 30 June 2013	<u>(7,799)</u>	<u>(26,011)</u>	<u>(33,810)</u>
Net Book Value at 1 July 2012	<u>1,449</u>	<u>10,275</u>	<u>11,723</u>
Net Book Value 30 June 2013	<u>1,152</u>	<u>7,074</u>	<u>8,226</u>

	\$	\$
	2013	2012
NOTE 6 TRADE AND OTHER PAYABLES		
Tony Maniceros Trust Account	30,435	30,435
Trade and Other Payables	25,368	11,544
Sundry Accruals	7,418	1,193
Payroll Liabilities	5,280	27,454
O&T / BAS Payable	-	4,681
PAYG Payable	9,430	-
Superannuation Payable	5,438	3,844
Grants and Projects Committed	43,373	32,546
Total trade and other payables	<u>126,741</u>	<u>111,697</u>

NOTE 7 PROVISIONS

Current Employee Entitlements	<u>13,616</u>	<u>8,707</u>
Total provisions	<u>13,616</u>	<u>8,707</u>

National Ethnic and Multicultural Broadcasters' Council Inc.

	\$ 2013	\$ 2012
NOTE 8 RETAINED SURPLUS		
Retained surplus at the beginning of the financial year	272,064	206,302
Net surplus (deficit) attributed to members of the council	46,306	(24,306)
Retained surplus at the end of the financial year	<u>318,370</u>	<u>272,064</u>

NOTE 9 CASH FLOW INFORMATION

(a) Reconciliation of Cash

Cash	36,749	33,302
Term deposits and cash at call	378,789	301,768
Total cash and cash equivalents	<u>414,538</u>	<u>335,070</u>

(b) Reconciliation of cash flow from operations with operating surplus / (deficit)

Operating surplus / (deficit)	46,306	(24,306)
Non-cash flows in operating statement		
Depreciation	3,498	4,405
Changes in Assets and Liabilities		
Decrease / (increase) in receivables	14,193	(22,445)
Decrease / (increase) in prepayments	(15)	2,179
Increase / (decrease) in creditors and payables	10,578	4,476
Increase / (decrease) in provisions	4,509	(1,599)
Net Cash Flow used in Operating Activities	<u>79,468</u>	<u>(37,292)</u>

NOTE 10 FINANCIAL INSTRUMENTS

(a) Interest rate risk exposure

The Council's exposure to interest rate risk is presently limited to its cash assets. Cash assets represent funds held in cheque and business management accounts during the period and these funds earned interest at rates ranging between 0% to 4.10%, depending on account balances.

(b) Credit risk exposure

Credit risk represents the loss that would be recognised if counter-parties fail to perform as contracted.

The credit risk on financial assets of the Council which have been recognised on the Statement of Financial Position is generally the carrying amount, net of any provisions for doubtful debts.



Financial Report

National Ethnic and Multicultural Broadcasters' Council Inc.

NOTE 11 ASSOCIATION DETAILS

The registered office and principal place of business of the Council is

National Ethnic and Multicultural Broadcasters' Council Inc.
Suite 1 / 288 Brunswick Street
Fitzroy VIC 3068

