



INDIGENOUS COMMUNITY TELEVISION Ltd  
**Annual Report 2013–14**

**ICTV**

**Front cover image** Camerawoman Julianne Bennett with children from Balgo on location at Kunakurlu for the filming of ‘Kurralkatjanu’. The film won Best Culture Video at the 15th Annual National Remote Indigenous Media Festival (NRIMF).

Back cover images Left **Brian Morton from WMC All Stars (Tennant Creek) at the 2013 Bush Bands Bash.** Middle **Francis Jupurrurla Kelly interviewing Henry Jakamarra Cook near Lajamanu.** Right **Emu Dreaming Ceremony during the film shoot for Desert Pea Media’s production ‘Fly Back Home’, Ampilatwatja.**



Indigenous Community Television Limited  
ANNUAL REPORT 2013–14

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People always enjoy ICTV. Everybody's watching ICTV. They want to watch more Indigenous people, and language, and how the lifestyle is in other parts. And there's sharing our way from ICTV.

Dennis Charles, Yuelamu NT

## 1. US Our Purpose

Indigenous Community Television Limited (ICTV) was established to improve the lives of Indigenous Australians living in remote Aboriginal and Torres Strait Islander communities.

We do this by providing accessible communication platforms that carry a range of important information and entertainment specifically tailored to our audience.

Our content includes cultural material, community stories, health information, music and much more. Our platforms include a free-to-air, satellite-delivered television service available direct to homes in remote Indigenous communities and internet-based video streaming services.

Second left Francis Jupurrurla Kelly, Julieanne Bennett, Joel Ken and Noel Heenan at the Awards Ceremony of the 15th NRIMF, Hermannsburg.

Middle Winnie Woods (departing ICTV director).

Right Footballers at the Merrepen Festival, 2014.

## Our Story

ICTV operated as an informal television service on the second Imparja Channel from 2002 to 2007 and ceased broadcasting in 2007 when this Channel was repurposed for National Indigenous Television (NITV). ICTV was incorporated as a public company limited by guarantee in 2006 and commenced independent operations in 2009.

The video streaming element of IndigiTUBE ([indigitube.com.au](http://indigitube.com.au)) was developed in 2009 and launched in April of that year.

From 2009 to 2013, ICTV operated as a weekend service on Channel 23 on the Optus Aurora satellite platform through assistance from the Western Australian government. Since December 2012, ICTV has operated its own full-time television service on Channel 601 on Viewer Access Satellite Television (VAST).





Left ICTV board members at meetings and iPad training workshops in Cairns, 2014. (left to right) Shane White, Jedda Puruntatameri, Warren H Williams, Nelson Conboy, Simon Fisher, Bernadette Angus, Annette Victor.

Middle Bess Price

Right Francis Kelly

All the communities they love ICTV ... and every night, every weekend that ICTV comes up in the TV they love watching it too ... they can see their dances. And they say, 'Oh Nanna, look at me dancing ... it's good we're dancing.'

Tjawina Roberts, Wingellina, WA

## Our Board of Directors

Nelson Conboy, Hopevale Qld – Chairperson

Bernadette Angus, Djarindjin WA – Deputy Chairperson

Warren H Williams, Ntaria NT – Treasurer

Francis Kelly, Yuendumu NT – Director

Simon Fisher, Yuendumu NT – Director

Shane White, Yuendumu NT – Director

Bess Price, Alice Springs NT – Director

Jedda Puruntatameri, Melville Island NT – Director

Annette Victor, One-Arm Point WA – Director

Henry Augustine, Beagle Bay WA – Director



### OUR TELEVISION SERVICE

ICTV programming is driven by the priorities and interests of the communities and regions where its primary audience is located.



### OUR ONLINE ACTIVITY

ICTV operates as a multi-platform video sharing service, utilising new accessible technologies that are available to Indigenous Australians in remote communities.



### OUR CONTENT PRODUCTION

The production of content is a means for meaningful employment and/or income generation in remote communities.



### OUR COMMUNITY

ICTV is the sum of its parts, and is supported by a strong membership and stakeholder group of supporters.



### OUR RESOURCES

ICTV operates efficiently and has adequate resources to undertake core and expanding operations as per this Strategic Plan.



### OUR FINANCES

ICTV is financially viable.

Strategic Outcomes, as identified in the ICTV Strategic Business Plan.

## 2. OUR YEAR

### Chairperson's Report

This is my second year as ICTV Chairperson, and my fifth year as an ICTV director. I would like to welcome new directors Shane Jupurrurla White from Lajamanu and Warren H Williams from Alice Springs, and acknowledge the commitment of outgoing director Winnie Woods. Our directors come from remote communities around Australia – from Djarindjin in Western Australia to Yuendumu in the Northern Territory. With the ICTV Board of Directors coming from such geographically diverse places, it is testimony to the commitment of this group that we had a quorum at every board meeting and outstanding engagement. I ask our members to be thoughtful in choosing and voting for candidates at the forthcoming Annual General Meeting.

As the service gets better, the audiences get bigger. Almost everyone in a remote community now has a VAST receiver and can get ICTV. I no longer have to explain what ICTV is, and instead I receive a lot of questions and feedback about ICTV. Almost all the feedback is positive.

The ICTV staff play a vital role in keeping the service on-air and ensuring it is looking fresh and engaging. I would like to acknowledge the efforts of the ICTV staff who, with the directors and our enormous group of contributors, are key to the success of ICTV.

As ICTV continues to demonstrate its capacity to operate a quality television service that meets the needs of Indigenous people in remote communities, I am optimistic about the organisation's future. **Nelson Conboy**

*Left Nelson Conboy, ICTV Chairperson.*

*Right Rita Cattoni, ICTV General Manager.*



### General Manager's Report

The past twelve months have been significant for ICTV as we achieve and exceed our previous goals and move into new territory, redefining the organisation and defining our audiences.

From 2008 to 2012, ICTV's principal goal was to gain back what was lost when the service went off-air in 2007. In last year's annual report, we explained how we had finally achieved this ambitious goal, through the realisation of a full-time television service on Channel 601 on VAST, going live in December 2012. In this report, we outline how this service and other platforms have further evolved.

Channel 601 and IndigiTUBE continue to function as a means to strengthen culture and language and to maintain connection between family through the sharing of content. Community and culture are the foundations of ICTV. This past year we have fine-tuned and improved both platforms and achieved outstanding results: the quantity and quality of content has increased; our programming has continued to improve through the incorporation of new features; we have launched two new websites; and we have conducted an Audience Survey to determine who our audience is and what they like best on ICTV.

These developments have been possible through the ongoing commitment by the federal government to our organisation and outcomes, the performance of our dedicated staff, the commitment of our Board of Directors, the enormous generosity of our contributor group, and, finally, our dedicated audience.

Next financial year I see ICTV continuing to build on its achievements, delivering outcomes that positively affect the lives of Indigenous Australians in remote communities.

**Rita Cattoni**

### This Report

This report addresses the Strategic Outcomes of the ICTV Strategic Business Plan. These Strategic Outcomes provide a framework for the management of ICTV, and a measure by which to gauge the organisation's performance over the 2013–14 year.

A final section addresses future possibilities for ICTV.

### 3. OUR TELEVISION SERVICE

ICTV PROGRAMMING IS DRIVEN BY THE PRIORITIES AND INTERESTS OF THE COMMUNITIES AND REGIONS WHERE ITS PRIMARY AUDIENCE IS LOCATED.

ICTV has been available as a reliable, full-time digital television service on Channel 601 on VAST for 18 hours a day, every day of the past year.

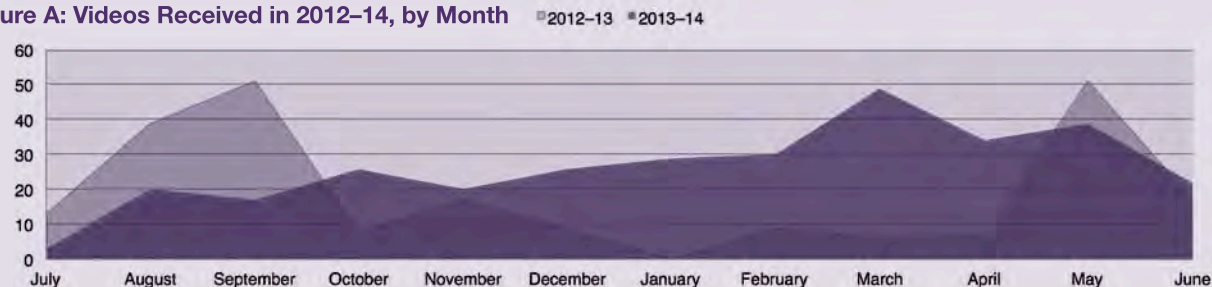
As a direct result of the rollout of direct-to-home digital television services to households in remote areas of Australia (completed in December 2013), funded by the federal government, almost every household in remote Australia was able to receive ICTV by 1 January 2014.

This has led to ICTV surpassing its achievements prior to July 2007, with ICTV now available as a full-time, free-to-air television service to almost all Indigenous Australians in remote communities.

A formal Audience Survey undertaken in twelve remote communities in May and June this year (to be discussed later in this section) has provided us with an accurate audience profile and better information on which to base our future programming decisions. The focus for ICTV programming for 2013–14 was to:

- increase the amount of content received
- maintain language content at approximately 50%
- increase cultural programming to 20%
- introduce new programming slots
- reduce the amount of repeat programming
- produce programming in-house for topping-up programming slots.

Figure A: Videos Received in 2012–14, by Month



#### Content Received

Over the past year, the amount of new content approved for programming has almost doubled, from 185 to 315 new videos, as shown in Figure A.

One reason for this increase is the engagement of a Content Acquisitions Officer, whose specific responsibility has been to acquire content for ICTV. This is exemplified in the increasing amount of content received from March 2014, when the Content Acquisitions Officer commenced work.

Another contributing factor is the fact that ICTV now reaches a much larger audience and therefore a much larger producer group.

#### Language Content

Pitjantjatjara and Warlpiri continue to be two of the main Indigenous language groups represented in new video content, as shown in Figure B. This result is understandable given the historical significance of Ernabella (where Pitjantjatjara is spoken) and Yuendumu (where Warlpiri is spoken) as the birthplaces of 'Aboriginal Television' and the ongoing role of media in these regions.

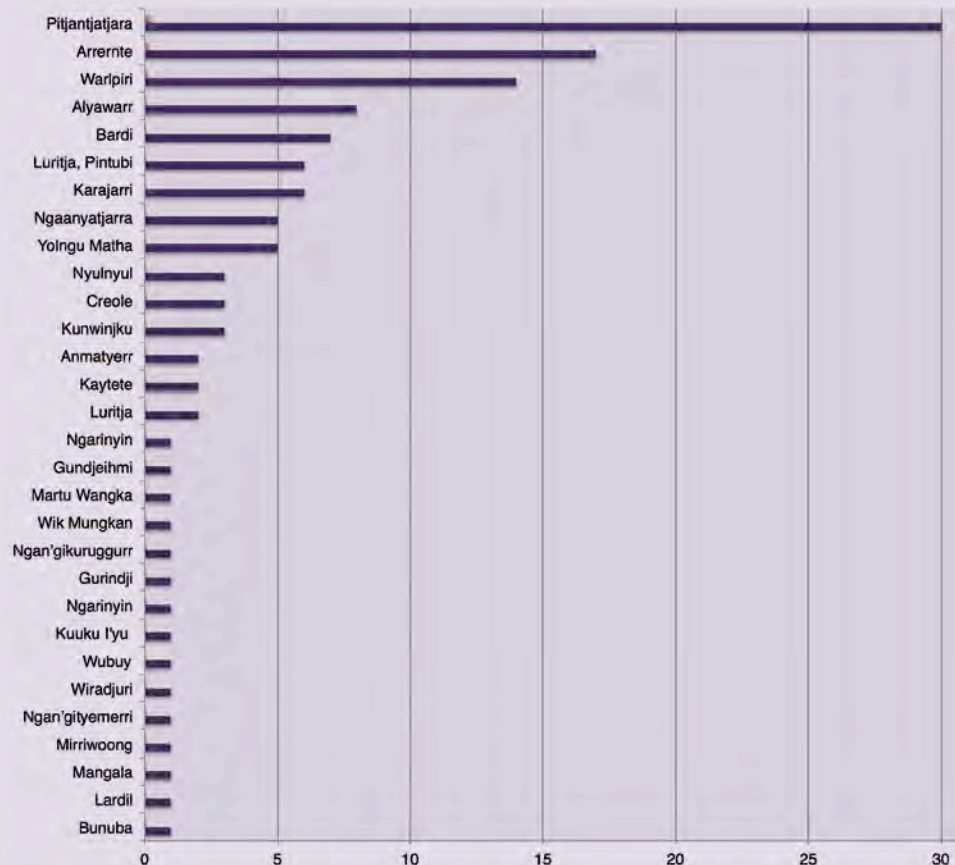
Of significant interest is the increase in the number of videos produced in Arrernte (Arranda). We have included Eastern, Western and Northern Arrernte in this category. This increase can be attributed to the large back-catalogue of material submitted by the Central Australian Aboriginal Media Association (CAAMA). However, we are also receiving considerable content from communities around Alice Springs as audiences become aware of ICTV.

New languages for ICTV programming include Karajarri (through material from Pilbara and Kimberley Aboriginal Media (PAKAM)) and Kunwinjku (through material from Skinnyfish Music in the Top End).

The ratio of Indigenous language content to English content has reduced in comparison to last financial year, with language content currently sitting at 40% (compared to last year's 46%), as shown in Figure C. This is a worrying trend, as we aim to increase language content to 50% (or higher) and the amount of language content on ICTV has always been a significant feature of our service.



Figure B: Indigenous Language Videos Received in 2013–14



## Programming Genres

All material submitted for programming is allocated a programming genre. These programming genres form the basis of the programming schedule. ICTV staff work to

Figure C: Videos Received in 2012–14, by Language

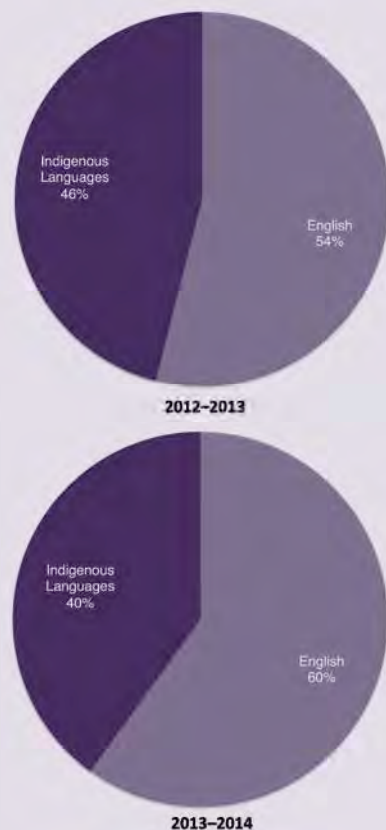


Figure D: Videos Received in 2013–14, by Programming Genre

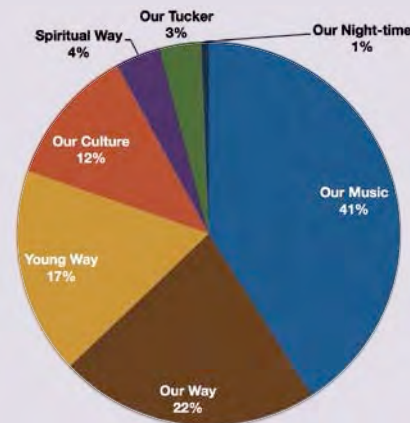
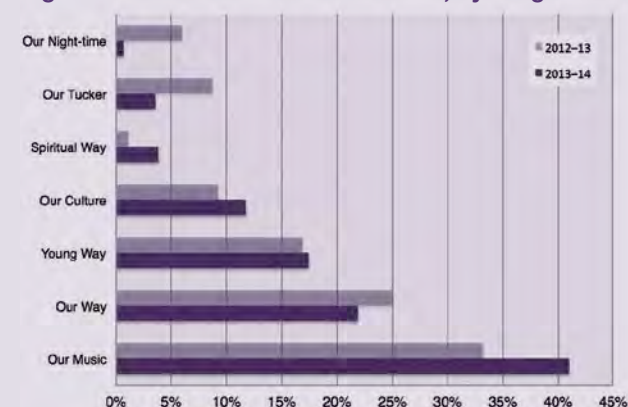


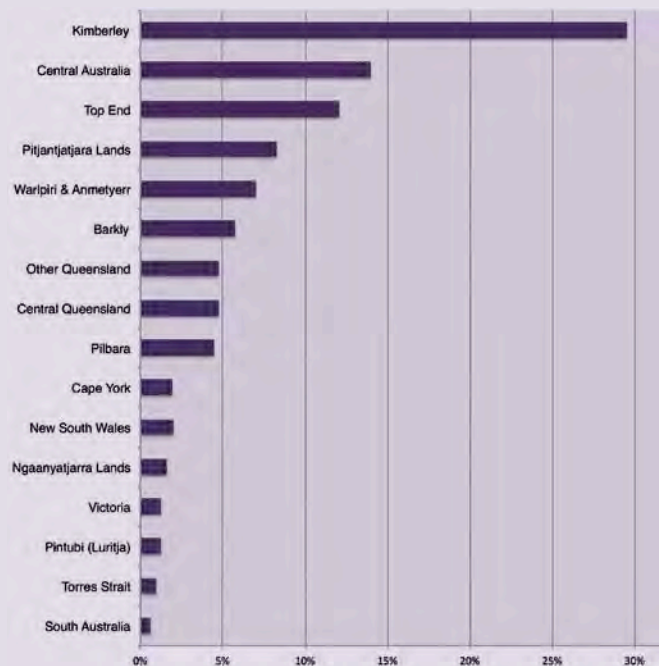
Figure E: Videos Received in 2012–14, by Programming Genre



maintain programming targets set by either the Board of Directors or through the programming formulas. All targets were reached in 2013–14, with the exception of Our Tucker (11 videos received toward a target of 26) and Our Culture (37 videos received toward a target of 63). As shown in Figure D, the most popular genre for 2013–14

was Our Music, with 41% of all new content allocated to this category. This is an increase from 33% in 2012–13, as shown in Figure E. Despite not reaching our target for Our Culture content, the amount received is an increase from last year. While the Our Way target was met, there was a decrease in content from last year.

**Figure F: Videos Received in 2013–14, by Region**



## Contributing Regions

With all regions now receiving ICTV, there has been an increase in contributions from some areas. As shown in Figure F, the Kimberley continues to dominate. Central Australia and the Top End now follow in second and third positions. This is a significant change from the previous year, which demonstrates the take-up of ICTV in new regions. The Warlpiri, Anmatyerr and Pitjantjatjara lands continue to be major sources of content. Of interest are contributions from Victoria (Yarnin' Pictures) and New South Wales, which are not remote locations and therefore do not receive ICTV

## Program Scheduling

The ICTV programming schedule is designed according to the different programming genres. This schedule is reviewed every three months and is modified according to the rate at which new content is being received and approved for broadcast.

Figure G shows the programming schedule at the end of the 2013–14 financial year. Most programming slots are repeated six times throughout the week, with the exception of Young Way (with four repeats) and Spiritual Way (with two repeats). Figure H shows the repeat rates of content within the week in comparison to the previous financial year, and demonstrates that repeat rates are reducing.

As ICTV relies exclusively on its Library of Content for programming, the formulas for repeats are designed to make optimal use of this library and to ensure different material is being played out at the same time each day. Figure I shows the rate at which material is repeated annually.

At the end of the reporting period, ICTV had 1,138 programmable videos in its library for Channel 601, and 944 videos available to view on IndigiTUBE.

## Improved Graphics

Several new graphic elements were introduced into the television program. These include a map showing which region the material is from; text in the right-hand corner of the screen of the programming genre; additional text showing if

the material is 'archival' (produced prior to 2000); a special 'deceased content' warning for music; and a 'Now and Next' feature. Many of these features have been designed to provide the viewer with as much information about our schedule as possible, in the absence of an Electronic Programming Guide (EPG).

## Audience Survey

Until May this year, ICTV relied on anecdotal evidence regarding the makeup and size of our audience. With the rollout of digital television services to remote communities, and the capacity for nearly all communities to receive Channel 601, it was determined that ICTV would benefit greatly from a formal analysis of our audience.

ICTV conducted a survey in local communities between the 1 May and 25 June 2014. McNair Ingenuity Research undertook the analysis and reporting of this research, in compliance with the ISO 20252 Standard.

According to the survey results, peak viewing times for ICTV audiences are between 6 and 9 pm (as shown in Figure J), which varies from the anecdotal evidence of between 3 and 6 pm. Favourite program genres are Our Tucker, Our Music and Our Culture, in that order, as shown in Figure K. Other results are discussed in Sections Four and Five of this report.

This analysis will provide essential information for our programming going into the next operating year.



Figure G: ICTV VAST Programming Schedule

Australian Central Standard Time

LEGEND

	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
MUSIC	6:00	6:00	6:00	6:00	6:00	6:00	6:00
MUSIC 2	6:30	6:30	6:30	6:30	6:30	6:30	6:30
OUR WAY	7:00	7:00	7:00	7:00	7:00	7:00	7:00
OUR WAY 2	7:30	7:30	7:30	7:30	7:30	7:30	7:30
CULTURE	8:00	8:00	8:00	8:00	8:00	8:00	8:00
CULTURE 2	8:30	8:30	8:30	8:30	8:30	8:30	8:30
YOUNG WAY	9:00	9:00	9:00	9:00	9:00	9:00	9:00
YOUNG WAY 2	9:30	9:30	9:30	9:30	9:30	9:30	9:30
YOUNG WAY 3	10:00	10:00	10:00	10:00	10:00	10:00	10:00
NIGHT TIME	10:30	10:30	10:30	10:30	10:30	10:30	10:30
NIGHT TIME 2	11:00	11:00	11:00	11:00	11:00	11:00	11:00
NIGHT TIME 3	11:30	11:30	11:30	11:30	11:30	11:30	11:30
OUR TUCKER	12:00	12:00	12:00	12:00	12:00	12:00	12:00
SPIRITUAL WAY	12:30	12:30	12:30	12:30	12:30	12:30	12:30
OUR COUNTRY	13:00	13:00	13:00	13:00	13:00	13:00	13:00
	13:30	13:30	13:30	13:30	13:30	13:30	13:30
	14:00	14:00	14:00	14:00	14:00	14:00	14:00
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	22:30	22:30	22:30	22:30	22:30	22:30	22:30
	23:00	23:00	23:00	23:00	23:00	23:00	23:00
	23:30	23:30	23:30	23:30	23:30	23:30	23:30

Thanks again for showing our community footage on ICTV as our community members have seen a few and feel quite proud of themselves and their community.

Shane Wilkie, Woorabinda QLD

Figure H: ICTV Weekly Repeat Rates

	2012-13		2013-14	
	Duration	Weekly Repeats	Duration	Weekly Repeats
Music	2 hrs	11	2 hrs	6
Music 2	2 hrs	7	2.5 hrs	5
Our Way	2 hrs	7	2 hrs	6
Our Way 2	2 hrs	6	2 hrs	6
Culture	3 hrs	5	3 hrs	5
Culture 2	3 hrs	5	3 hrs	6
Young Way	1 hr	7	1 hr	5
Young Way 2	1 hr	6	1 hr	3
Young Way 3	NEW	NEW	1 hr	4
Night Time	3 hrs	3	2 hrs	2
Night Time 2	3 hrs	2	2 hrs	2
Night Time 3	NEW	NEW	2 hrs	1
Our Tucker	1 hr	3	2 hrs	6
Spiritual Way	NEW	NEW	1.5 hrs	2
Our Country	1 hr	2	1.5 hrs(Sun)	2

Figure I: ICTV Programming Annual Repeat Rates

	1st Run Repeat Rate	2nd Run Repeat Rate	3rd Run Repeat Rate	4th Run Repeat Rate	5th Run Repeat Rate
Our Music Clips	2 Weeks	3 Weeks	4 Weeks	5 Weeks	7 Weeks
Our Music Live Music	4 weeks	6 Weeks	8 Weeks	10 Weeks	12 Weeks
Our Way	4 Weeks	5 Weeks	6 Weeks	8 Weeks	10 Weeks
Young Way	3 Weeks	4 Weeks	5 Weeks	7 Weeks	9 Weeks
Our Culture	4 Weeks	5 Weeks	6 Weeks	7 Weeks	9 Weeks
Our Tucker	4 Weeks	5 Weeks	6 Weeks	7 Weeks	9 weeks
Our Country	3 Weeks	4 Weeks	5 Weeks	6 Weeks	8 Weeks
Night Time	4 Weeks	5 Weeks	6 Weeks	7 Weeks	9 Weeks



Left Sean Bahr Kelly filming for the Mungkata Living Culture project, Barkly Regional Arts.

Middle Delegates watching ICTV at the 15th NRIMF, Hermannsburg.

Right Showing how the 'Now' and 'Next' features appear on screen. Jacob Tiger and band from Ngura Wirura Kanyinma clip (UPK5, Nganampa Health).

I like watching Indigenous films and TV and music videos on ICTV. It means everything to me because they are all Indigenous and it's very interesting watching other communities on ICTV because it makes a difference to other communities, and they do more in, like, desert areas. They do most filming on country and I like it – I like ICTV because I see everyone from the desert and Arnhem land.

Joel Mamariaka, Umbakumba Groote Eylandt NT

Figure J: Audience Survey Results – ICTV Viewing Times

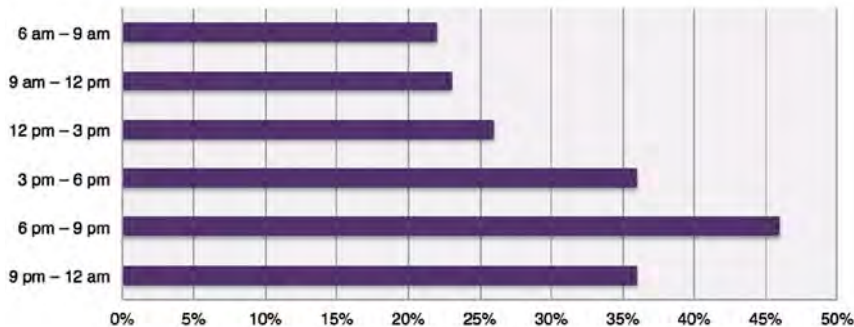
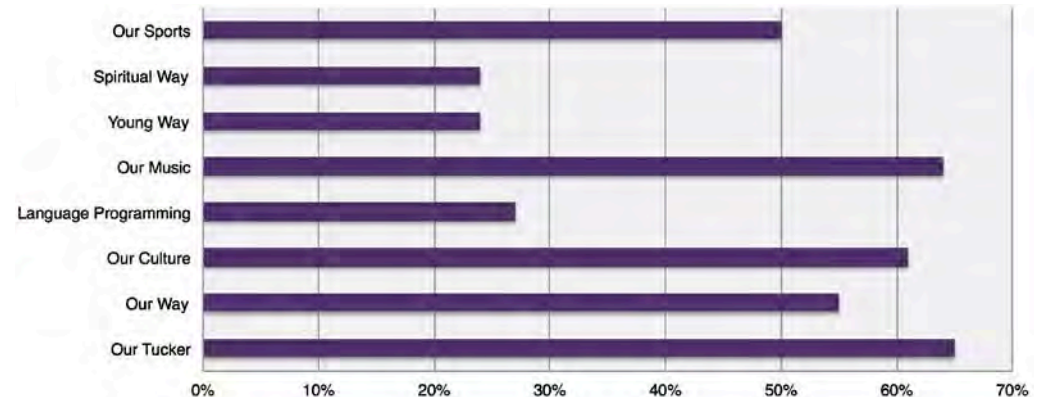


Figure K: Audience Survey Results – Favourite Program Genres





## 4. OUR ONLINE ACTIVITY

ICTV OPERATES A MULTI-PLATFORM VIDEO SHARING SERVICE, UTILISING NEW TECHNOLOGIES THAT ARE READILY AVAILABLE TO INDIGENOUS AUSTRALIANS IN REMOTE COMMUNITIES.

ICTV operates multiple online resources. Our principal online activity is the video streaming element of IndigiTUBE (indigitube.com.au). Other online activities are intended to support our main distribution platforms and include the organisational website (ictv.net.au), social media such as Facebook and the ICTV YouTube channel.

### IndigiTUBE Upgrade

Our IndigiTUBE site received a major overhaul during the year. The main purpose was to focus the 'business' of this service on media streaming rather than information sharing. Other goals were to introduce a new design concept and new video components such as Channels, and to make the service user-friendly for a range of devices.

We are extremely pleased with the new look and functionality of IndigiTUBE, which was funded with a grant from the Community Broadcasting Foundation (CBF).

Video Channels on IndigiTUBE now include Kids, Culture, Sports, Religion and Food, as well as Channels for contributors such as PAKAM, PAW Media and Communications, and the Warlpiri Youth Development Corporation (WYDAC). We have recently introduced

Language channels for Warlpiri, Pitjantjatjara and Ngaanyatjarra.

Feedback regarding the new-look IndigiTUBE has been extremely positive.

The take-up of IndigiTUBE was included in our Audience Survey with the results showing that 43% of respondents were aware of IndigiTUBE, but only 25% of all respondents actually used IndigiTUBE. This was a disappointing result but needs to be understood within the context of the availability of affordable internet access in remote Australia.

IndigiTUBE video is currently under review. In particular, we are assessing the extent to which IndigiTUBE video is identified as an ICTV on-demand service.

### IndigiTUBE Contributor Interface

The user interface for contributors was upgraded and allows contributors to manage the data associated with programs they have submitted to ICTV remotely. There is also capacity to upload files directly to ICTV through this interface.

### IndigiTUBE Popularity

IndigiTUBE Video received 73,740 Pageviews and 85,177 Views in the reporting period. (A Pageview is recorded each time a user loads the page, while a View is recorded each time a user hits play on the video.) As shown in Figure L, this is an increase of almost 30,000 Views from 2012–13.

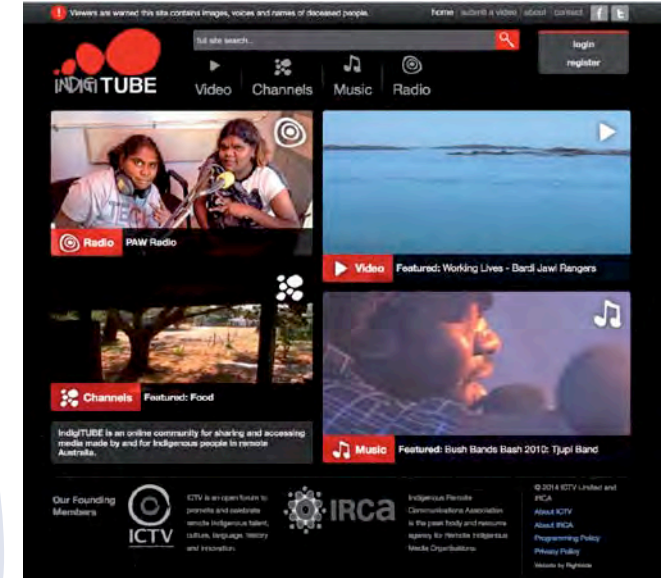


Figure L: IndigiTUBE Views 2011–14

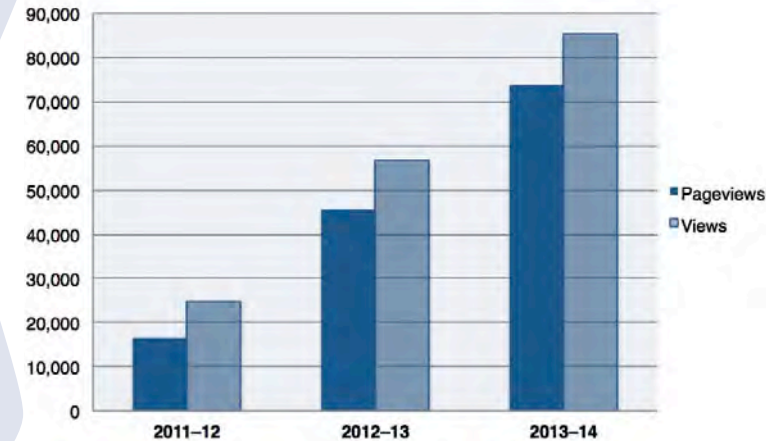
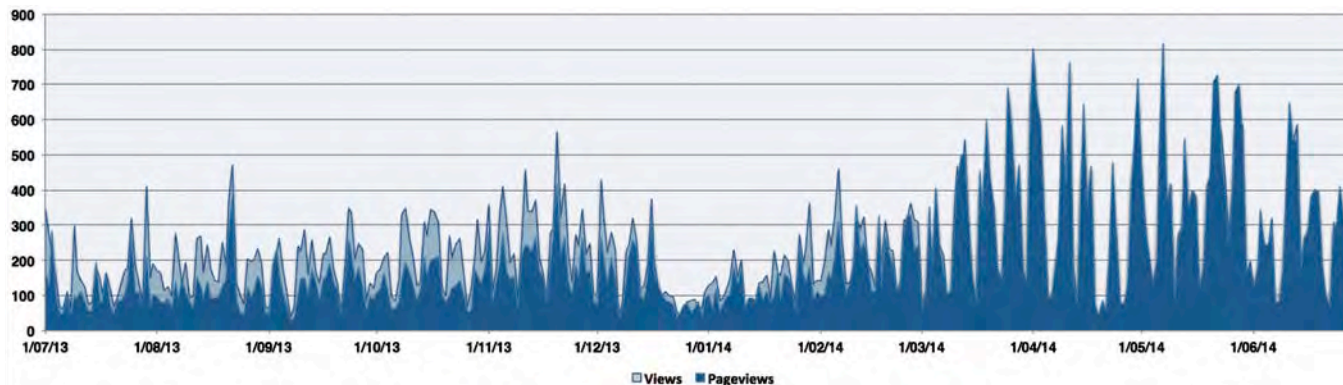




Figure M: IndigiTUBE Pageviews 2013–14



The increase in IndigiTUBE popularity can be attributed to the upgraded site, as demonstrated in Figure M, which shows significant increases in Views and Pageviews from March 2014 when the new site went live, and consistently higher views from this date onwards.

According to Pageviews, the most popular video on IndigiTUBE was once again 'Li'l Lady' by Trevor Ishigushi (from PAKAM) followed by 'Take me Home' by Desert Mulga (from PAW Media and Communications and the Warlpiri Youth Development Corporation (WYDAC)).

## YouTube

ICTV continued to post videos on its YouTube Channel (Indigenous Community Television ICTV), receiving 196,254 Views with an estimated 724,641 minutes watched. The top video was 'Catch & Cook: Cherabin (Fresh Water Prawn)' (from Goolarri Media Enterprises) followed closely by 'Tiddalik' (from Batchelor Institute).

Well, the thing I enjoy most about ICTV, and reason why I watch ICTV, is to see the archive cultural material ... Because without it, without those videos coming up on ICTV I'm pretty sure a lot of those ceremonies probably would have passed out of people's memory completely. And I think that ICTV doing that is a fantastic thing.

Thomas Holder, Umuwa SA

## Social Media

This year, ICTV has worked to increase its online presence through regular postings on two Facebook pages: ICTV Australia and IndigiTUBE. At the end of the reporting period, ICTV Facebook 'Likes' were around 700 and the IndigiTUBE Facebook Likes were around 2050. These are positive results considering ICTV's Facebook page has only been active for 15 months.

We have also commenced promoting posts, which has resulted in increased Likes and 'Shares'. By closely monitoring the Facebook Likes and IndigiTUBE activity, we have seen a direct link between the two.

## ICTV Website

A new ICTV website was developed and went live in May 2014. One of the website's main functions is to provide programming information for the Channel 601 television service, in the absence of an EPG.

The website also provides regular news items and a slideshow of images from new videos on Channel 601.



Pantjiti McKenzie watching IndigiTUBE.

## 5. OUR CONTENT PRODUCTION

THE PRODUCTION OF CONTENT IS A MEANS FOR MEANINGFUL EMPLOYMENT AND/OR INCOME GENERATION IN REMOTE COMMUNITIES

ICTV accepts and programs material that meets our Programming Policy Guidelines. ICTV does not pay fees for the broadcast or distribution of any material.

A long-term vision of ICTV is for the production of video content in remote communities to be the foundation of a viable remote Indigenous media 'industry' and therefore a stable means of income generation for community media makers.

The two methods we have identified for income generation are:

- funding for productions, including commissions, and therefore payment for crew and cast
- payment of licence fees or retrospective royalties for content programmed on ICTV platforms.

Both these methods require some form of additional funding.



Top left Noel Heenan at Hermansburg for the production of the 'Ntaria Christmas Church Service', December 2013.

Top middle Larissa Pepperill, Lewis Armstrong, Nessita Ngalaia and Renita Malthouse during filming at Hermansburg for the production of the 'Ntaria Christmas Church Service', December 2013.

Top right Frank Nagai Tamyok Murray Island, Torres Strait Islands.

Middle left ICTV staff manning the ICTV 'media hub' at the 15th NRIMF, Hermansburg.

Middle right Sang Bok Son (Father Bosco) at the Santa Teresa Church Service, June 2014.

Bottom Barkly Regional Arts 'media mob' (Sean Bahr-Kelly and Jackson Dawson) at Marlinga, filming 'Elliot Stronger Sisters' for the Heywire Video Postcard series.





## Production

In relying on the community to submit content, ICTV has very little control over the material we receive. Nonetheless, we still have specific quotas to fill in order to maintain our programming formulas. When introducing the new Spiritual Way segment, we identified the need for additional content that we were unable to acquire.

ICTV produced two in-house programs this year. In response to a request by the community, we recorded a Lutheran Christmas Church Service in Hermannsburg (NT) for our Christmas programming segment. In May we also recorded a Catholic Church service in Santa Teresa (NT) for the Spiritual Way programming segment. ICTV works within parameters for Indigenous involvement and crew for all its productions. These parameters are now outlined in the ICTV Programming Policy and are relevant to ICTV productions, commissions and letters of support.

ICTV provided letters of support for several contributor applications for production funding through the Community Broadcasting Foundation (CBF) Content Production Grants, many of which were successful and will result in short-term employment opportunities for remote media makers.

*Left Shane White filming the opening night of the 15th NRIMF, Hermannsburg.*

*Middle Tjawina Roberts and Noeli Roberts judging videos for ICTV at the 15th NRIMF.*

*Right Annette Victor, Jedda Puruntatameri, Henry Augustine and Shane White are assisted by ICTV staff during iPad training workshops in Cairns.*

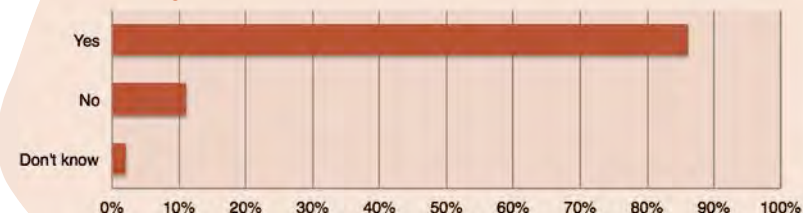
*Because that thing is for us. And we want to see our picture, our own picture, our own dances, our own language. That's why we love ICTV. Because it's got pictures of Anangu.*

Tjawina Roberts, Wingellina, WA

## Licence Fees

Current ICTV Programming Policy is to adopt an equitable approach to all content and to not pay licence fees for programming. However, we are currently reviewing this policy to allow for payment of retrospective fees, pending a surplus at the end of the next financial year.

**Figure N: Audience Survey Results – Have you heard of ICTV?**





## 6. OUR COMMUNITY

ICTV IS THE SUM OF ITS PARTS AND IS SUPPORTED BY A STRONG MEMBERSHIP AND STAKEHOLDER GROUP OF SUPPORTERS.

ICTV is the sum of its parts, and its success and strength lies in the consistent support it enjoys from its members, audience, contributors, stakeholders, individuals and government.

‘Community’ is a vital element of ICTV’s success and our board, membership, audience and producers are all drawn from remote communities around Australia. We rely on positive relationships and the goodwill of the community for all our programming requirements.

### Audience Survey

As previously outlined in Section Three, an Audience Survey was conducted by ICTV in local communities in May and June this year, with analysis and reporting carried out by McNair Ingenuity Research.

The survey included 493 Indigenous respondents. Of these respondents, 86% knew about ICTV, as shown in Figure N. Of these, 90% watched ICTV and 39% watched ICTV on a daily basis, as shown in Figure O.

According to the 2006 Census, 129,250 Indigenous Australians live in remote locations. Using these figures and the results of our Audience Survey, we can estimate the number of Indigenous Australians who regularly watch ICTV at 100,040 and the number that watch ICTV every day at 43,350. These are very impressive figures considering the

difficulty in reaching such an isolated audience. The statistics position ICTV as having a unique level of access to this difficult-to-reach audience.

Demographically, our Audience Survey indicated that two thirds of ICTV viewers are women in their mid 30s, as pictured in Figure P.

ICTV encourages and monitors all feedback regarding the ICTV service.

### Governance

The ICTV Board of Directors met eight times during the 2013–14 period. The board plays a vital role in ensuring the ICTV service is reflective and representative of audiences in remote communities. A key role of the board is to develop policy, and one of the key policy documents is the ICTV Programming Policy.

A revised Programming Policy was developed and endorsed in April 2014, and operates as a guide for staff and contributors

Figure O: Audience Survey Results – How often do you watch ICTV?

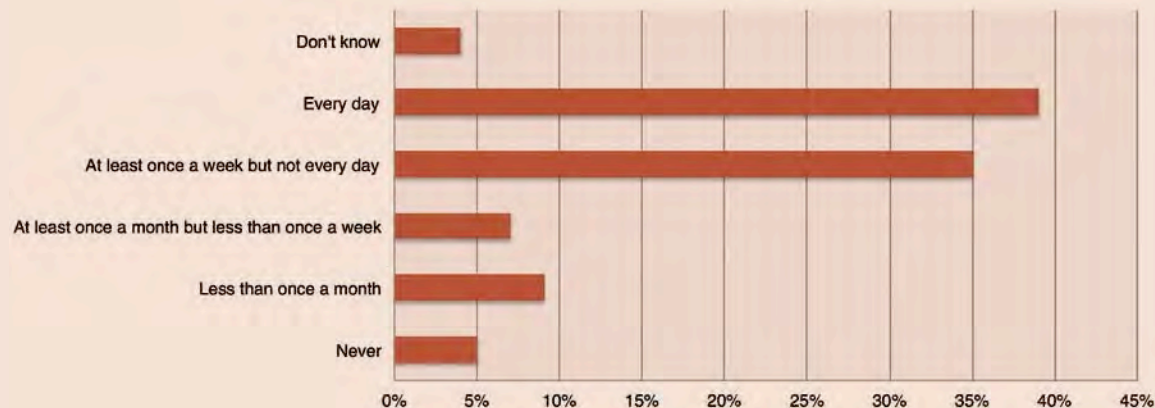


Figure P: Audience Survey Results – ICTV Viewer Profile



in making the best decisions regarding programming. The document is publicly available on the ICTV website.

An ICTV board meeting was held in Cairns (Qld) in April. Unlike other years where such meetings were often combined with sector meetings or events, the Cairns meeting and workshop was specifically held for the ICTV board and included board meetings, policy development and iPad training. The overwhelming feedback from board members was positive, with requests for similar meetings on an annual basis.

## Membership

As per the ICTV Constitution, membership of ICTV is open to Indigenous Australians who reside in remote areas of the country. At the end of the reporting period, ICTV had 51 active members and 104 members in total. This is a significant increase from last year.

## Contributors

ICTV received video contributions from 30 organisations over the year, along with videos from individuals, making a total of 315 programmable videos. PAKAM continue to be one of the main suppliers of content, and PAW Media and Communications consistently supplies video material. This year CAAMA and the Australian Red Cross also contributed significant amounts of content, as shown in Figure Q. New relationships were formed with a number of emerging video makers and organisations. It is testimony to the success of the service and our acquisitions staff that the number of contributors has grown from the four principal contributors (PAW Media and Communications, PAKAM, NG Media, and Pitjantjatjara Yankunytjattjara Media (PY Media)) to over thirty. The positive nature of our relationships with contributors is a key to the success of our service.

## Sponsorship

ICTV brokered a number of financial and in-kind agreements with a range of sponsors throughout the year in exchange for community service announcements.



## Other Stakeholders

ICTV continues to have a close relationship with the Indigenous Remote Communications Association (IRCA), which is co-located with ICTV at 10b Wilkinson Street, Alice Springs.

ICTV is a member of the Australian Indigenous Communications Association (AICA), with ICTV representatives attending the AICA Annual General Meeting.

In October 2013, the ICTV board met with the SBS board to discuss the relationship between NITV and ICTV. The meeting was very positive, with a focus on the positioning of ICTV and NITV as complementary services. ICTV looks forward to an ongoing positive relationship with NITV.

## Community Bulletin Board

A Community Bulletin Board was introduced into ICTV television programming in March 2014. It provides free information about not-for-profit events in remote communities that are of interest to our audience. A special feature on our website allows users to submit event details online.







Facing page:

Top left Noel and Sally Abbott, with baby Berny, helping with the ICTV Audience Survey in Santa Teresa.

Top right Bush Bands Bash, Alice Springs, September 2013; first broadcast on ICTV in May 2014.

Middle and bottom Dance performances at Barunga Festival.

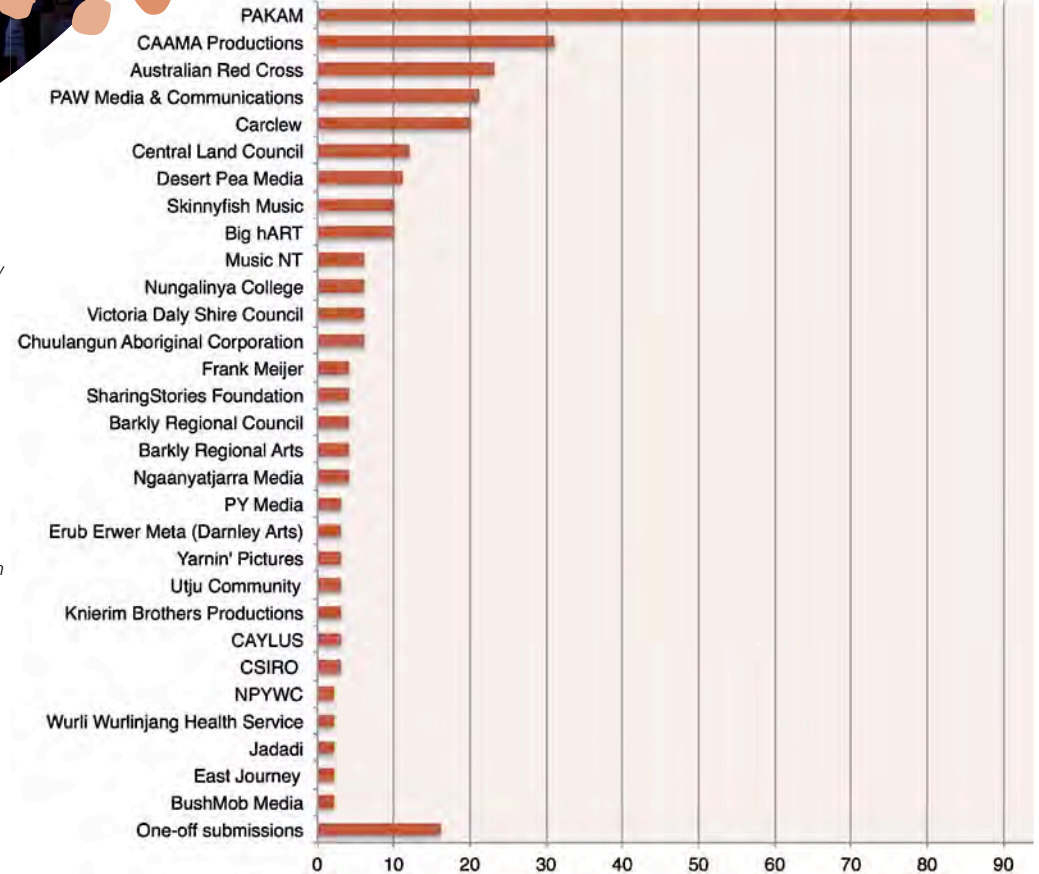
This page:

Top left Annette Victor, Bernadette Angus, Rowan Albert and other delegates at the 15th NRIMF.

Top right Screening of award-winning films at the 15th NRIMF.

Bottom Ciara Buckley at the ICTV stall at Barunga Festival.

Figure Q: Videos Received in 2013-14, by Contributor







## Events

### *Annual General Meeting*

Twelve members attended the Annual General Meeting, held in Hermannsburg as part of the 15th Annual National Remote Indigenous Media Festival (NRIMF) in October 2013. Wayne Turner from the Community Business Bureau addressed the members regarding changes to the constitution, which were consequently passed by the members.

### *National Remote Indigenous Media Festival*

ICTV coordinated four nightly screenings for the Video Awards at the 15th Annual NRIMF, plus a final night screening of award-winning videos.

Eighty-seven videos were screened during the festival. These videos were produced by media makers from remote communities around Australia. In keeping with the community foundations of ICTV, 40 Indigenous delegates contributed their time during the festival to be judges for the video and content awards.

Major award recipients included the Mornington Island Health and Wellbeing Centre for their entry 'The Old Fellas', which won Best Community Video. Shane White from Lajamanu community won the Best Visual Recording Award in the Craft category for his camera work on 'The Hunter's Story', a film produced with the support of WYDAC.

ICTV staff set up a centralised server to enable judges and participants to view entries outside of screening times. This incentive was very successful. Overall, it was a terrific collective effort from the ICTV team, which helped the awards, screenings and overall festival run smoothly and professionally.

### *Barunga Festival*

ICTV sent a small crew to the Barunga Festival (NT) in June 2014. The festival celebrates the positive aspects of remote community life through football, basketball, softball, music, tradition, arts and culture. ICTV ran a stall over the two days and received positive feedback from supporters. iPads and a television monitor (for viewing ICTV and IndigiTUBE) were very popular.

*Left* The road to Hermannsburg, site of the 15th NRIMF.

*Second left* Award winner Ian Waina with Joel Ken at the 15th NRIMF.

*Middle* Horse and 4WD riders alike muster for the Kupriya Races, Hermannsburg. 15th NRIMF.

*Right* Simon Japangardi Fisher photographing riders at the Kupriya Races, 15th NRIMF.



## 7. OUR RESOURCES

ICTV OPERATES EFFICIENTLY AND HAS ADEQUATE RESOURCES TO UNDERTAKE CORE AND EXPANDING OPERATIONS.

ICTV operational resources include physical, digital and human resources.

The focus of core operations is to ensure our distribution platforms are functioning effectively with minimal breakdowns. The improvement and ongoing development of these platforms requires an expansion of operations. Throughout the 2013–14 year, improvements to both principal services were achieved through increased staffing, digital resources and equipment. This was possible through increased funding and the generation of income through sponsorship campaigns.

### Physical Resources

A fibre link between ICTV and Imparja, which was funded in the previous financial year, was operational in July 2013. This link allows ICTV to transfer media assets to our networked storage unit at Imparja, resulting in substantial efficiencies.

Funding for a second upgrade to the Imparja link was received in June 2014. The upgrade will be operational in July 2014, enabling ICTV to broadcast live television.

### Digital Resources

The ICTV programming database is an online resource that is the cornerstone of all ICTV operations. The database provides essential programming information about video titles held in the ICTV library and is an essential tool for programming the television service and managing video content on IndigiTUBE. Assessment of all new video content, and quality control of this content, is managed through this resource. Contributors have limited access to this database.

Other online resources operated by ICTV include the ICTV website and IndigiTUBE, which is co-owned with IRCA.

### Human Resources

At the end of the financial year, ICTV employed nine staff. This figure includes full-time, trainee, part-time and casual staff, and is an increase of three positions from last financial year. ICTV acknowledges the importance of training and professional development for its staff. Training has been delivered in-house, and staff attended external training with the Australian Film, Television and Radio School (AFTRS), St John Ambulance and Charles Darwin University.

ICTV highly values its staff, and acknowledges the contribution of each staff member toward our achievements of the past year.

We say farewell to Joel Ken, who started work at ICTV as a trainee in 2010 and left in early 2014 to commence full-time study. At the time of leaving Joel demonstrated an outstanding capacity to operate at a senior level within the organisation.



*Top ICTV Staff (back) Vanessa Sim, Ciara Buckley, Ben Pridmore, Marie Rancan, John Hodgeson, Jamie Balfour, (front) Kiara Bailey, Rita Cattoni, Erica Higgins.*

*Middle left Joel Ken*

*Middle right Edan Baxter*

*Bottom Wanyima Wighton*

## 8. OUR FINANCES

### ICTV IS FINANCIALLY VIABLE

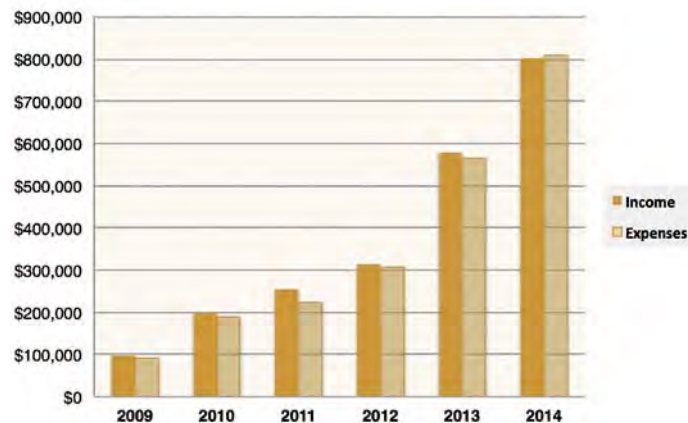
ICTV's financial position continues to strengthen, as evidenced by our income and expenditure over the past twelve months. This continues the upward trend of funding since ICTV commenced independent operations in 2009, as shown in Figure R. According to the Profit and Loss Statement a minor loss of \$6,318 was incurred; however, this can be attributed to a depreciation expense of \$10,532, which is unfunded and not included in operational budgets.

### Income

As shown in Figure S, ICTV's main income source is government funding, including the Indigenous Broadcasting Program (IBP) (Department of the Prime Minister and Cabinet), Indigenous Cultural Support (Ministry for the Arts), and the National Jobs Packages Program (Ministry for the Arts). Other funding sources include the Community Broadcasting Foundation (CBF) and self-generated income through sponsorship campaigns. Gilbert and Tobin Lawyers continued to provide in-kind legal support to ICTV.

ICTV's capacity to generate income has enabled us to undertake several activities outside the parameters of our funding grants, including the Audience Survey, April meeting of board members in Cairns, and production of marketing materials such as t-shirts and our annual report.

Figure R: ICTV Income and Expenditure 2009–14



### Expenses

Expenditure has continued to rise in line with income and increased operations. Figure T shows that the largest expense is Employment Expenses (including wages), comprising 62% of total expenses. This is consistent with our operations.

### Charity Status

In April 2014, ICTV was approved as a Public Benevolent Institution and as a Deductible Gift Recipient. This will enable ICTV to seek philanthropic funding and to provide fringe benefits to staff members.

Figure S: ICTV Income Sources 2013–14

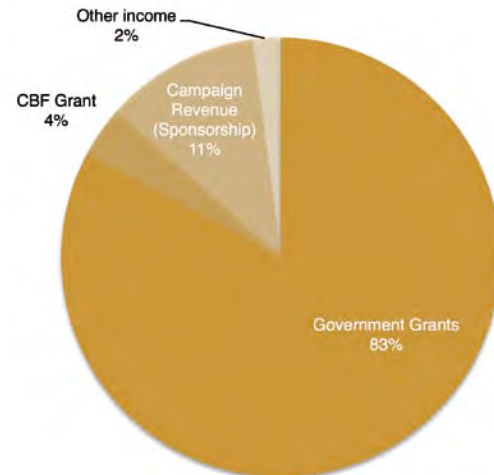
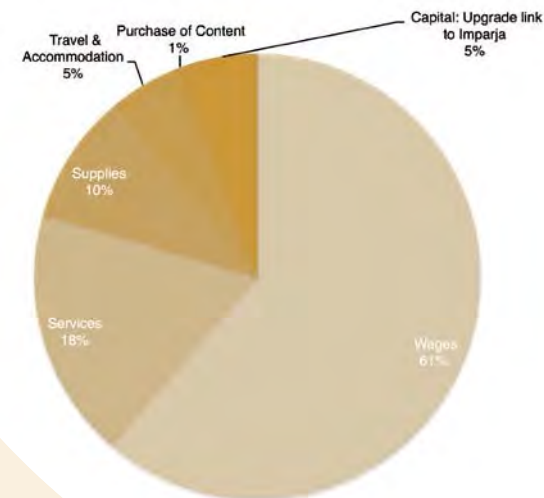


Figure T: ICTV Expenses 2013–14





## 9. OUR FUTURE

The coming year and beyond presents exciting opportunities for ICTV. With a better understanding of our audiences (through our Audience Survey) and unencumbered by the limitations of a commercial or free-to-air television broadcaster, we are well positioned to implement a range of valuable inclusions in our programming such as:

- live feeds of local events in Alice Springs
- live feeds of events in remote communities
- a third-party news feed, or production of our own news service
- in-house productions specifically tailored for our audiences
- an electronic programming guide (EPG)

We are also looking to:

- implement incentives for media makers, such as payment for content and training workshops;
- clarify the purpose of IndigiTUBE as an ICTV on-demand service;
- commence broadcasting in Alice Springs.

With funding for Channel 601 coming to a close at the end of the 2014–15 financial year, we trust that our outstanding achievements justify our ongoing existence and the continuation of Channel 601.



Top left Julieanne Bennett and Payi Payi, *Kapululangu Nakarra Nakarra*, 2013.

Top right Community members performing the Alyawarr Emu Dreaming Ceremony during the film shoot for Desert Pea Media's production 'Fly Back Home', Ampilatwatja.

Bottom left Jamie Balfour in the eyes of Joel Ken at the 15th NRIMF, Hermannsburg.

Bottom right The Barkly Boy from Winanjikari Music Centre.

*Why isn't ICTV in Alice Springs? My grandchildren would love it. There's so much cultural stuff on ICTV, but we don't see it.*

Christine Palmer, Alice Springs and Kintore



## 10. YOUR SUPPORT

### Funding and In-Kind Support

ICTV thanks and acknowledges the support of the following departments and organisations:

Indigenous Broadcasting Program (Department of the Prime Minister & Cabinet)

Ministry for the Arts

Community Broadcasting Foundation

Gilbert & Tobin Lawyers

### Contributors

Where would we be without our contributors? ICTV acknowledges the ongoing support of the following individuals and organisations for supplying content:

Pilbara and Kimberley Aboriginal Media (PAKAM)

Central Australian Aboriginal Media Association (CAAMA)

Australian Red Cross

PAW Media and Communications

Carclew

Central Land Council

Desert Pea Media

Big hART

Skinnyfish Music

Chuulangun Aboriginal Corporation (Sustainable Dreaming)

Victoria Daly Shire Council

Nungalinga College

Music NT

NG Media

Barkly Regional Arts

Barkly Regional Council

SharingStories Foundation

Frank Meijer

CSIRO

Central Australian Youth Link-Up Service (CAYLUS)

Knierim Brothers Productions

Utju Community

Yarnin' Pictures

Erub Erwer Meta (Darnley Island Arts Centre)

Pitjantjatjara Yankunytjatjara Media (PY Media)

BushMob Media

East Journey

Jadadi

Wurli-Wurlinjang Health Service

Ngaanyatjarra Pitjantjatjara Yankunytjatjara

Women's Council (NPYWC)

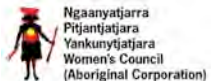
... plus many 'one-off' contributors.

Photographs courtesy of Anna Cadden, Oliver Eclipse, PAKAM, CAAMA, IRCA, Victoria Daly Shire Council, Barkly Regional Arts, Music NT, PAW Media and Communications and Desert Pea Media.

## Our Contributors



## Funding and In-Kind Support



Australian Government





... we've been going around with a camera, taking pictures out in the bush with our grandchildren.  
And learning the children how to dig goanna, how to dig honey ants, how to get hardis.  
And also, for their future. Because we love ICTV.

Tjawina Roberts, Wingellina, WA



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