



Indigenous
Community
Television
Limited



CELEBRATING AND SHARING OUR WAY

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Cover photo: Cyril Moone and Tanitta Lorraine, Mornington Island. Courtesy of Rhett Hammerton

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Statistics are based on the *ICTV Annual Report 2014–15*

INDIGENOUS COMMUNITY TELEVISION LIMITED (ICTV)

IS A COMMUNITY OF VIEWERS, PRODUCERS, MEMBERS AND MORE.

ICTV shows drama, stories,
music from other communities.
Those programs from Aboriginal
communities makes us feel good.
And we see their art and songs,
culture and country of places we
haven't seen.

Tracey Skeen, Media Worker,
Looma (WA)

ICTV IS A UNIQUE TELEVISION EXPERIENCE THAT CELEBRATES THE EVERYDAY LIVES OF INDIGENOUS AUSTRALIANS LIVING IN REMOTE AREAS.

*PAKAM producer Trevor
Ishiguchi and RIBS worker
David Young with Balgo
kids on the shoot of Yarra
Ninytiri Kuulta (Go and learn
at school).*

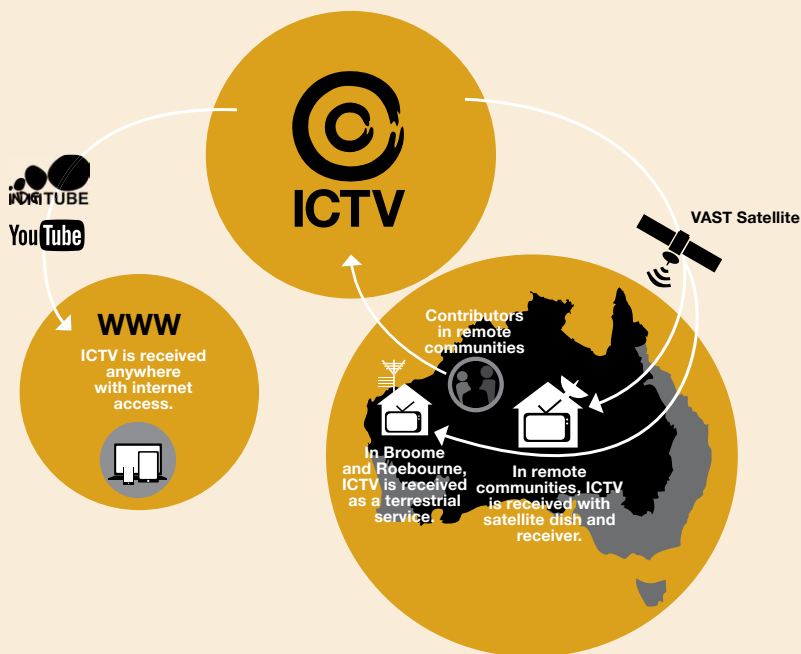


ACROSS AUSTRALIA, 250 000 HOUSEHOLDS CAN ACCESS ICTV

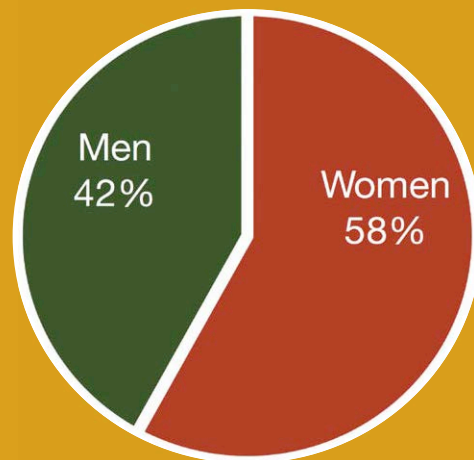
ON CHANNEL 601 THROUGH THEIR VAST RECEIVERS.

EVERY DAY, 56000 INDIGENOUS AUSTRALIANS IN REMOTE COMMUNITIES WATCH ICTV.

HOW ICTV IS RECEIVED



WHO WATCHES ICTV?



More women than men watch ICTV, and most are in their mid-30s.



John Hodgson mixing live video during ICTV's broadcast of the 2015 Easter Lightning Carnival, Alice Springs.

ICTV IS ACCESSIBLE TO ALL AUSTRALIANS WITH INTERNET ACCESS.

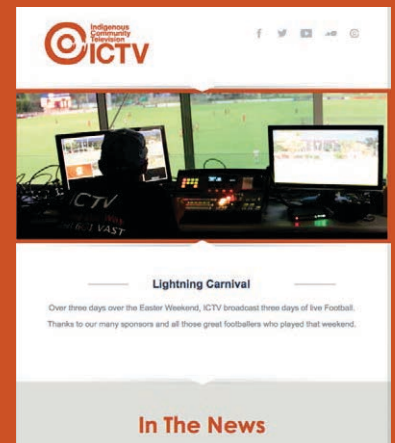
Over 1400 videos are available on demand at indigitube.com.au.

Ninety per cent of IndigiTUBE users are in Australia, and IndigiTUBE is most popular in Western Australia.

The ICTV YouTube channel receives over 300,000 views per year and has a library of 332 videos.

ICTV broadcasts live events such as football matches and music concerts on both Channel 601 and via the internet at ictv.net.au/live/.

Members, contributors and interested parties have access to relevant information such as festivals, technical updates and featured videos through a bi-monthly electronic newsletter.



AUDIENCES CAN FIND OUT

WHAT IS PLAYING ON ICTV THROUGH AN UP-TO-DATE TV GUIDE AT ictv.net.au/tvguide/

Social media is also an important way for ICTV to communicate with its community. ICTV posts regular information about programming on Facebook and Twitter.



The screenshot shows the ICTV website interface. At the top, there are navigation links for 'Live TV', 'TV Guide', 'Our Content', 'Advertise with us', and 'About'. Below this is a 'Schedule: 17 Aug 2015 - 23 Aug 2015' section with a grid of days (MON to SUN) and time slots (AM-PM). A detailed view of the 8:05 am slot on Tuesday, 18 Aug, is shown, featuring a video titled 'Pantiral - Traditional preparation of Pantiral; The...' with a duration of 00:02:21:03. To the right of the schedule is a vertical menu with categories: 'Our Way', 'Our Culture', 'Young Way', 'Our Tucker', 'Our Music', 'Spiritual Way', and 'Night Time'.



Artists from Warakurna Artists, Kayili Artists and Tjarlirli Art at Mina Mina during filming of the ICTV and Warakurna Artists video project *Stories from Country*.

Elcho Island workshop
at the 2014 Darwin
Aboriginal Art Fair,
one of the community
events attended by ICTV.



We like to watch ICTV because we get to see how all the other communities do things. It's good to see how other people go hunting and the different ways they cook their food. It's great for sharing ideas. Chris Reid, Wingellina (WA)



ICTV has a presence at key community events including festivals and art markets.

ICTV is an ongoing partner of the National Remote Indigenous Media Festival, where it runs the ICTV Video Awards and hosts the Mr McKenzie Award for an outstanding contribution to remote Indigenous television.



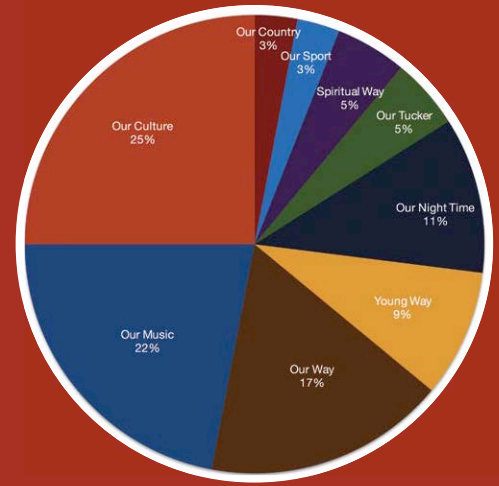
ICTV directors Henry Augustine, Bernadette Angus and Jedda Puruntatameri presenting the ICTV Video Awards at the 16th Remote Indigenous Media Festival, Bamaga.

WHAT DO YOU SEE ON ICTV?

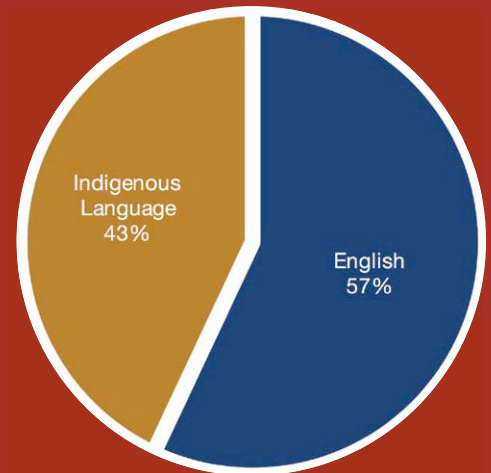
ICTV BROADCASTS 18 HOURS A DAY, 365 DAYS A YEAR, ON CHANNEL 601 VAST.

Videos on ICTV are programmed according to specific categories. Cultural videos account for 25% of daily programming. Bush tucker and local Indigenous music are audience favourites according to the 2014 Audience Survey.

Programming in languages is a founding principle of ICTV.



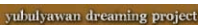
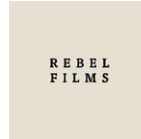
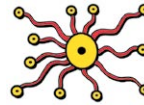
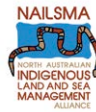
ICTV DAILY PROGRAMMING



**OVER 40%
OF ICTV DAILY
PROGRAMMING IS
IN LANGUAGE.**



*Uncle Alfred Smallwood and his men's group in
Spear of Destiny by Desert Pea Media.*



ICTV ACQUIRES
CONTENT FROM
OVER 90
ORGANISATIONS
AND INDIVIDUALS
FROM AROUND AUSTRALIA.

CONTRIBUTORS
CAN ACCESS
ALL THEIR
CONTENT
THROUGH AN
INDIVIDUAL
ON-LINE
CONTRIBUTOR PORTAL.



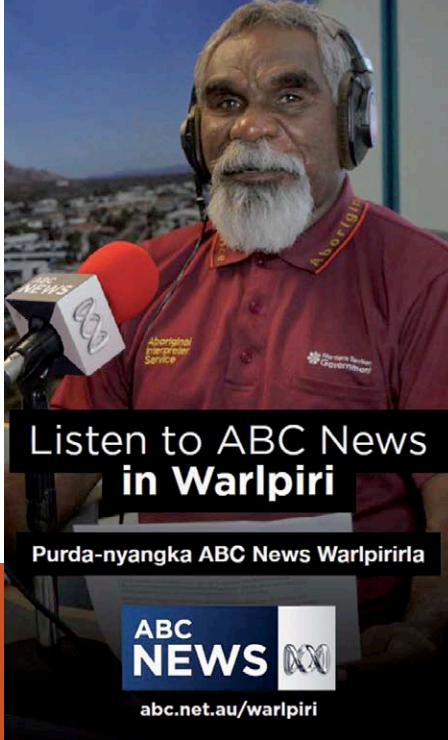
*Barkly Regional Arts' Media Mob
producing the Eleanor Dixon Video
Postcard for the Heywire video
postcard series.*

NEW VIDEOS ARE PROGRAMMED EVERY DAY ON CHANNEL 601.

ICTV receives and programs content
from all remote regions of Australia.

ALL CONTENT ON ICTV CHANNEL 601 IS INDIGENOUS AUSTRALIAN.

ICTV rebroadcasts the ABC daily radio news in Warlpiri and Yolgnu, and a weekly news round-up courtesy of CAAMA Radio.



Mungkata teacher Tristan Duggie with students during production of their video postcard.

ICTV PRODUCES INNOVATIVE AND RELEVANT PROGRAMMING IN-HOUSE.

Our Place is a four-part series that tells the story of Napanangka and her extended family as they manage the ups and downs of everyday life in the (fictional) remote indigenous community of Alangkwa Valley.



Ronnie (Adrian Atkinson) and Whitney (Sophie Williams) contemplate their future in Our Place.



Our Place screen sisters, Sophie Williams and Sherene Williams.



Kintore Hawks and Finke Central Hawks fight it out in the 2015 Easter Lightning Carnival grand final, broadcast live on ICTV.



Our Place production.



The Fitness Show presenter Charmaine Patrick with Yirara College participants Emmanuel Whiskey and Crystella Campbell.



The Fitness Show presents a range of fun, everyday exercises by marathon runner Charmaine Patrick with a soundtrack of local Indigenous music.

Stories from Country is a six-part series produced in partnership with Warakurna Artists. The series presents important stories and cultural practices recounted in language by senior Ngaanyatjarra women.

The Easter Lightning Carnival is a fast and furious weekend of bush football, broadcast live by ICTV. Live broadcasts are a highlight of ICTV programming.

Everybody loves ICTV, can't watch anything else. Especially the old people love it, love seeing their families, fathers mothers, sisters, cousins, love seeing themselves dancing.

Sandy Marty, Mimilli (SA)

The multi-camera recording of music and cultural events provides great viewing for ICTV audiences.

I'm a huge fan of what ICTV is doing, and we're very happy to be working with ICTV by providing content from Top End Australia.

**Mark Grose, Skinnyfish Music,
Darwin (NT)**



*Norbert Morris on camera for the 2014
Bush Bands Bash, Alice Springs.*



*Kristabel Porter films Daisy Ward for
Maku (witchetty grubs) in the Stories
from Country series.*



Trading places for the day, Barney Chong watches over John Graham and Lloyd Chong in Every Day Counts, a Short and Sweet commission filmed on Mornington Island by Tropic Productions.

I really enjoy watching ICTV, especially seeing the dancing and culture programs.

Polly Jackson, Warakurna (WA)



Kankawa Nagarra (Olive Knight) on location at Wankatjunka for a Short and Sweet video produced by Desert Feet Tour.

ICTV produces, commissions and broadcasts effective targeted messages.

Under the Short and Sweet initiative, four short videos were commissioned from four different regions in remote Australia. Each production addressed the issue of remote school attendance in an engaging and unique way.

ICTV provides free community notices on a daily basis. From health checks to funerals, the ICTV Bulletin Board is an effective way to reach Indigenous Australians in remote communities.

**TARGETED MESSAGES
HAVE MAXIMUM
IMPACT WHEN INSERTED INTO
HIGH VIEWERSHIP
PROGRAMMING.**

HOW DOES ICTV OPERATE?

THE ALL-INDIGENOUS BOARD OF DIRECTORS ENVISIONS ICTV AS A UNIQUE, MULTI-PLATFORM

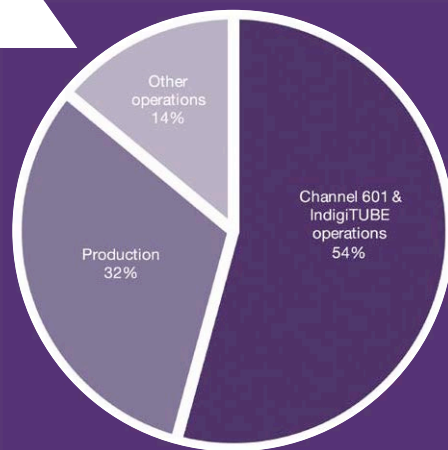
TELEVISION SERVICE ACCESSIBLE AND RELEVANT TO ALL INDIGENOUS AUSTRALIANS IN REMOTE COMMUNITIES.

ICTV is committed to the day-to-day operation of its satellite television service (Channel 601) and video on-demand service (IndigiTUBE). Increasingly, ICTV is incorporating video production and commissions into its operations.

Scheduling, production, post-production, and live-broadcast equipment ensures ICTV is able to perform core distribution operations and expand into new areas such as live broadcasts and production.

ICTV's capacity to produce content is strengthened through staff skills development in video production and post-production.

OPERATIONS



ICTV director Bernadette Angus and staff member Kiara Bailey during iPad training.



ICTV directors Shane White and Nelson Conboy create animated stories during iPad training.



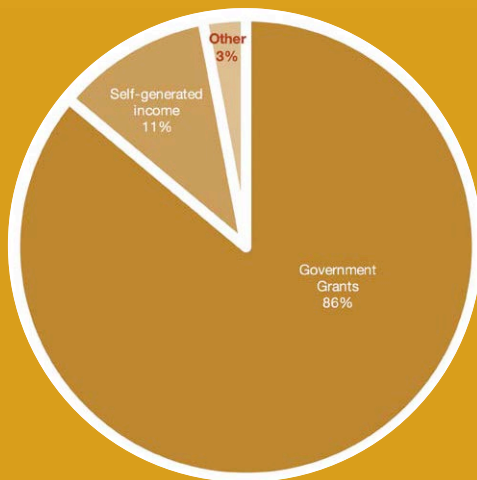
ICTV provides meaningful employment and training opportunities for Indigenous Australians. One third of ICTV's permanent staff are Indigenous, with an aim to increase this to half by 2017. Two thirds of all short-term staff and contractors are Indigenous.

While ICTV is dependent upon the ongoing support of the federal government, it is also working towards a more self-sustaining business model. Currently, 11% of income is generated through outsourced service delivery and sponsorship campaigns.

ICTV's long-term vision is to introduce a revenue sharing model for its contributor group. This is an important step towards developing a viable media production industry in remote Indigenous communities.

ICTV IS DIVERSIFYING ITS OPERATIONS AND BUILDING ITS CAPACITY TO OPERATE INDEPENDENTLY.

REVENUE



Watching ICTV is really good, helps to teach the children. The culture that is showing is so important to us. It's similar to our way. Love seeing all the communities showing us our culture, and language, it's really good.

Sandra Sebasio, Bamaga (Qld)



Marie Ellis, Bernadette Angus, Micha Bartlett, Annette Victor and Warren Williams on location at Amoonguna during production of Our Place.

ICTV CONNECTS DIRECTLY WITH INDIGENOUS AUSTRALIANS IN REMOTE COMMUNITIES.

ICTV acknowledges the support of the following departments, organisations and individuals:

Funding Agencies

Department of the Prime Minister and Cabinet

Community Broadcasting Foundation
Screen Territory (an agency of the NT Government Department of Arts and Museums)

Sponsors

Indigenous Eye Health Unit, MediaCom, Spots & Space, Department of the Chief Minister (NT Government), Power and Water Corporation, Territory Insurance Office, Anyinginyi Health Aboriginal Corporation, NPY Women's Council, Ingkerreke Commerical, AFL Northern Territory; Traditional Credit Union, Amity Community Services Inc, Yeperenye Shopping Centre, Skinnyfish Music, Music NT,

Central Australian Show Society (Alice Springs Show), Barkly Regional Arts (Desert Harmony Festival), Brisbane Blacks, Grunt Media, Cairns Indigenous Art Fair.

Donations & In-Kind Support

Brindle Films, Centrecorp, Gilbert+Tobin Lawyers, Rocky's Pizza, Imparja Television, YMCA, Coles, IGA, Colemans, Chifley Alice Springs Resort, CAAMA Radio, Alice Springs Desert Park, Budget, Thrifty and IRCA.



Australian Government
Department of the Prime Minister and Cabinet





ICTV Limited
ABN 83 122 250 533
ACN 122 250 533

10b Wilkinson Street
Alice Springs NT 0870
PO Box 4966
Alice Springs NT 0871

E info@ictv.net.au
P 08 8952 3118
F 08 8125 5985
FREE CALL 1800 013 635

www.indigitube.com.au
www.ictv.net.au
FACEBOOK [ICTV Australia](#)

