



ANNUAL REPORT 2015–16

Indigenous
Community
Television
Limited

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Australian Government
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OUR WAY

Indigenous Community Television Limited (ICTV) is an independent not-for-profit public company. We exist to improve the lives and livelihoods of Indigenous Australians, especially those living in remote areas, by providing video platforms for sharing stories, culture, language and essential information.

CHAIRPERSON'S WELCOME

Welcome to the 9th ICTV Annual Report, a document that captures how ICTV continues to profile and present the very best of life in remote Indigenous Australia – to show 'Our Way'.

Each year, as more of our elders pass away, ICTV plays a vital role in helping to keep our culture strong and our young people educated in traditional ways. This focus on community stories and cultural maintenance means ICTV enjoys strong audience and contributor support from One Arm Point on the Dampier Peninsular in Western Australia, to Wujal Wujal in Far North Queensland.

This year, more than half of ICTV's programming was in an Australian Indigenous language. This is an outstanding achievement.

I am seeing more people, myself included, pick up cameras to make videos for ICTV. In this way, ICTV has become part of people's lives.

I am proud to be associated with ICTV.

- **Nelson Conboy, Chairperson**



GENERAL MANAGER'S REPORT

The 2015–16 year has been one of independence, consolidation and contrasts for ICTV.

In July 2015 we took over the lease of our previously-shared premises in Wilkinson Street, Alice Springs. We also developed and launched our new online video streaming service ICTV PLAY.

Operationally, there has been strong focus on consolidating and improving what we do, with three staff completing accredited training and all staff undergoing a variety of other training and development. The number of staff at ICTV has remained constant and the percentage of Indigenous employment has increased.



While we received the highest amount of language content for many years, we experienced our first drop in annual income since we began operating independently in 2008-09. The decrease in income indicates a normalisation of ICTV's operations with no major projects being undertaken.

With government funding becoming harder to secure, self-generated income has developed as a priority over the past six months. While the introduction of some commercial operations is essential for our ongoing viability, maintaining ICTV's community and cultural foundations and values will always be paramount.

- **Rita Cattoni, General Manager**



A TRIBUTE TO ANNETTE VICTOR

It has been a sad year for ICTV with the passing away of Kumanjayi Victor, the ICTV Deputy Chair.

Kumanjayi was a founding member of ICTV and was our longest-standing director, having been on the board since the inaugural AGM held in Balgo in October 2006. Kumanjayi was a passionate advocate for the role media can play in improving the lives of Indigenous Australians in remote communities and was a champion of ICTV. She contributed an enormous number of videos to ICTV through her work for Pilbara and Kimberley Aboriginal Media (PAKAM) and was well known and highly regarded amongst everyone in the remote Indigenous media sector. She was awarded the Mr McKenzie Memorial Award for Best Contribution to Indigenous Television at the National Remote Indigenous Media Festival in 2015. Her strong voice and amazing spirit will be impossible to replace.

- The Staff and Board of ICTV

OUR PLAN

ICTV STRATEGIC OUTCOMES 2013-17

Our Services	Our Programming	Our Industry	Our Community	Our Resources	Our Finances
ICTV operates as a multi-platform video sharing service, utilising new accessible technologies that are available to Indigenous Australians in remote communities.	ICTV programming is driven by the priorities and interests of the communities and regions where its primary audience is located.	The production of content provides employment and income generation opportunities for Indigenous Australians in remote communities.	ICTV is the sum of its parts, and is supported by a strong membership and stakeholder group of supporters.	ICTV operates efficiently and has adequate resources to undertake core and expanding operations as per this Strategic Plan.	ICTV is financially viable.

Over the past year, ICTV has continued working towards the outcomes of the 2013–17 Strategic Plan.

Four of these six key outcomes have been achieved: ICTV has successfully operated a multi-platform video sharing service, suited to the priorities and interests of our audience. We have a strong and committed community of viewers, contributors and other stakeholders, and are steered by an Indigenous Board of Directors. We continue to remain financially viable, and to develop our capacity for self-generated income.

However, the Our Industry and Our Resources outcomes prove an ongoing challenge for ICTV and the sector.

The Our Industry outcome reflects ICTV's commitment to generating training and income opportunities for Indigenous Australians living in remote communities. To date, our principal strategy has been to generate adequate surplus, through advertising and sponsorship, to pay retrospective licence fees to our contributors. However, with a substantial surplus proving impossible to achieve for the past three years, it is clear we need

to modify this approach and pursue a dedicated production fund.

ICTV's ability to meet its Our Resources outcome rests on the financial capacity to undertake and expand operations. Budget allocations to resources and infrastructure are consistently lean, with most operational funding directed towards wages. This wages-focused approach will need to be addressed in future planning, so that sufficient resources are available for operations to adequately function and develop.

Both these outcomes would also be possible with substantial investment from government or a philanthropic source – each of which would require a different approach. For example, government mostly requires submissions to be presented within a business model framework; in contrast, a philanthropic approach requires tangible community and cultural development benefits. These contrasting ideologies reflect the challenges many organisations face in the current political and economic environment.

OUR OPERATIONS

ICTV reaches its audience through digital television, online video streaming, and community engagement.

Content is acquired from a network of contributors in remote communities, and through tailored in-house productions, to meet specific programming targets. In all our operations, we prioritise Indigenous employment and training.

We engage with our audience and industry by attending key festivals, forums and other events throughout the year. We also communicate directly with our members, contributors, sponsors and advertisers.

Our Indigenous Board of Directors provides the direction to ensure we continue to meet our primary purpose of improving the lives of Indigenous Australians living in remote communities.

ICTV CHANNEL 601

OUR DAILY SERVICE

The ICTV digital television service is available from 6 am to 12 midnight on Channel 601 VAST, seven days a week.

The service is viewed free-to-air in households in remote communities around Australia via a VAST receiver and a satellite dish. In May 2016, there were 277,911 registered VAST Smartcards in Australia, which indicates the number of households that can access ICTV in this way.

ICTV is also available as a digital terrestrial service in Broome and Roebourne, Western Australia.

The service was off-air for only 43.5 hours during the past year, due to a power black-out in the Alice Springs CBD in January 2016, followed by a major hail storm in June. On both occasions the cause of the black-to-air was at a location in the workflow outside of ICTV's control.

PROGRAMMING

Programming Grid

The Channel 601 Programming Grid groups content according to eight programming genres: Our Country, Our Culture, Our Music, Our Sports, Our Tucker, Our Way, Spiritual Way, and Young Way.

The Programming Grid is revised annually, and each programming genre is allocated a number of 'slots' (two-to-three-hour programming segments) per week. For example: Our Culture has three slots per week, with each slot incorporating new content as well as existing content from the extensive ICTV library.

A new Programming Grid was introduced in July 2015, with the following features:

- set daily times for Young Way (6 am and 3 pm) and Our Culture (7 am)
- a new Our Sports genre
- 100% Australian content for the entire year
- programs repeated no more than four times each week
- 126 hours of content programmed across all genres each week.

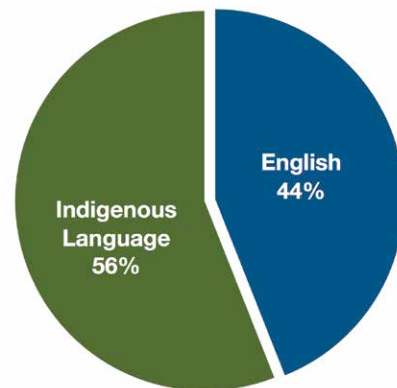


Figure A: Daily programming on ICTV Channel 601, by language

Language Content

Programming in language is a major priority for ICTV.

More than half the content programmed on ICTV Channel 601 was in an Indigenous Australian language (See Figure A), comprising 2114 hours of the total 3784 hours of programming.

Community Bulletin Board

The ICTV Community Bulletin Board was posted three times each day, promoting 72 community events throughout the year.

Graphics and Music

A new graphic style was introduced for station IDs, with music composed by Thomas 'Big Bear' Saylor.



WWW.ICTV.COM.AU

ICTV PLAY

OUR ONLINE PLATFORM

The new online video streaming service – ICTV PLAY – was launched in February this year.

ICTV PLAY provides a video-on-demand platform for ICTV content. It replaces the video component that was previously accessed through IndigiTUBE.

ICTV PLAY consolidates the ICTV corporate website and video streaming into one website. The site has similar functionality to the video element of IndigiTUBE and features ICTV branding and corporate information.

There are numerous benefits to this approach:

- The service is clearly branded as an ICTV resource.
- Consistent branding has been achieved by using the same programming genres and associated palette used on ICTV Channel 601.

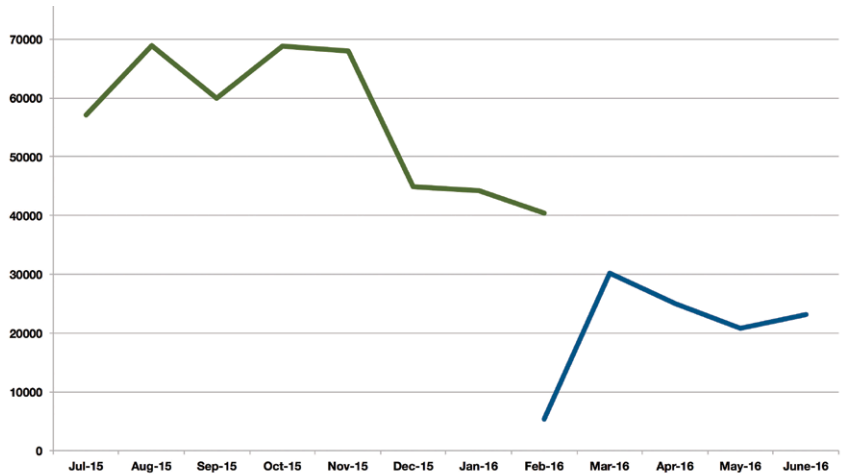


Figure B: IndigiTUBE and ICTV PLAY pageviews

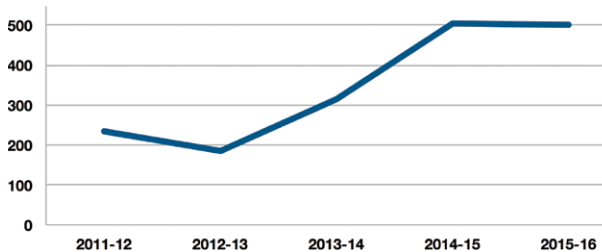


Figure C: New videos received over the past 5 years

- Substantial savings have been generated by adopting a new model for streaming video.
- Significant efficiencies have been achieved by managing one website, rather than two.
- Navigation across all devices has improved.

Consultation with stakeholders regarding the implications of the new service took place both individually and via a meeting of interested parties in October 2015, with site development following thereafter.

PROGRAMMING

Approximately 80% of programming approved for ICTV Channel 601 is also available on ICTV PLAY.

ICTV PLAY has been available continuously from 28 February 2016; prior to this, video was streamed on IndigiTUBE.

As shown in Figure B, average hit rates for ICTV PLAY have steadily increased since the launch date, but have not yet reached the same rates as the video element of IndigiTUBE.

Our Music, followed by Our Way, are the most popular genres on ICTV PLAY.

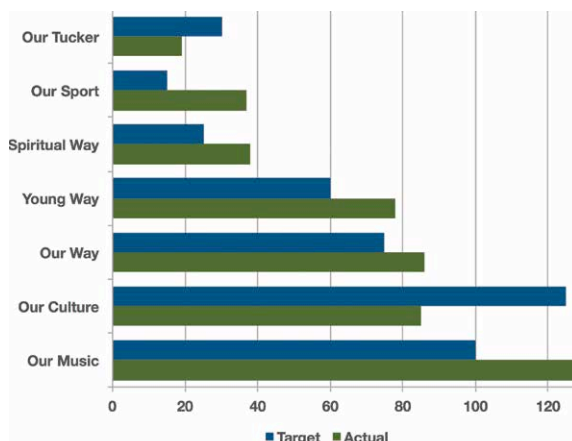


Figure D: Genre of new videos received in 2015–16, against targets

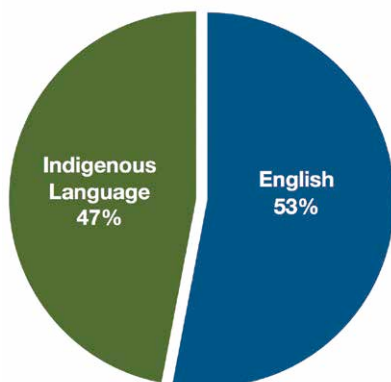


Figure E: Language of new videos received in 2015–16, by duration

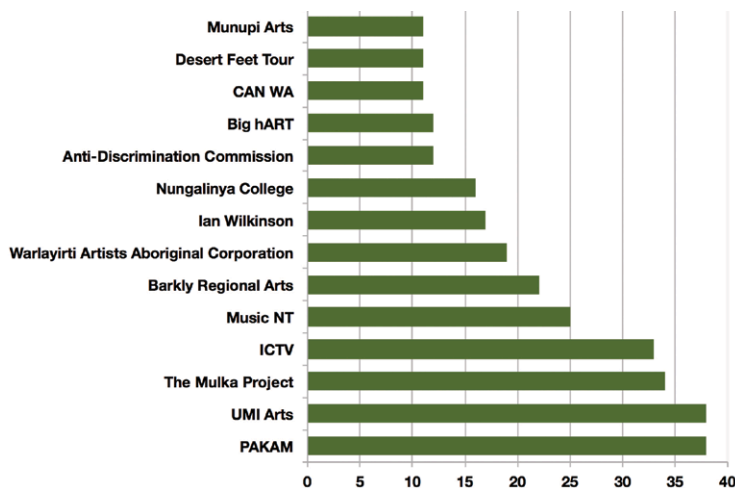


Figure F: New videos received in 2015–16, by contributor (10 videos or more)

ACQUISITIONS

Video material on ICTV (Channel 601 and ICTV PLAY) is contributed voluntarily by organisations and individuals, either located in remote communities or providing services in remote communities.

ICTV aims to acquire approximately 500 new videos per year. To achieve this, we are proactive about maintaining positive relationships with our contributor base.

We establish targets for acquiring content according to programming genre and language, guided by the Channel 601 Programming Grid. Over the past year:

- 500 new videos were received, reaching our target and continuing last year's positive results (see Figure C)
- targets were exceeded for all genres except Our Tucker and Our Culture (see Figure D)
- almost half the new video content was in language (see Figure E)
- 81 contributors provided content – of these, 51 contributors submitted two or more videos, and 31 contributors submitted five or more videos.
- contributors from the regions of Central Australia, followed by the Top End and the Kimberley, provided most content
- PAKAM and UMI Arts contributed the largest amounts of content to ICTV (see Figure F).

CONTRIBUTOR FUNDING

In 2015–16 the Community Broadcasting Foundation (CBF) allocated nine Indigenous TV Content Grants, totalling \$92,550, to five organisations to produce a range of documentaries, cultural stories, comedy, drama and events for ICTV.

The CBF TV Content Grant fund continues to be the sole means by which producers can access funds to produce content for ICTV. The absence of any other dedicated production funding for content continues to be a major challenge for ICTV in meeting its quota for new content.

CONTRIBUTOR PROFILE – YIRARA COLLEGE

This year Yirara College in Alice Springs began producing the weekly news program *Yirara College TV*. Each week, Indigenous students from Yirara took to the news room to deliver a weekly news summary of events from around the college and greater Alice Springs. Working with Paul Imms at Yirara College, ICTV has been able to create a weekly workflow that has the Yirara news on ICTV screens three times per week during the school term.

The Yirara news program exemplifies one of the best features of ICTV: ICTV contributors, particularly emerging producers, can make use of the ICTV platform to showcase their work, which might not necessarily meet the production standards of a traditional broadcast television station. Not only do these producers feel proud to see their stories on ICTV – they are, at the same time, developing media skills that they can take back to their communities.

IN-HOUSE PRODUCTIONS

In-house productions have continued to be a key element of ICTV operations, enabling ICTV to produce specific content and provide meaningful employment for Indigenous cast and crew.

Resources are allocated to in-house productions for the following types of productions:

- station IDs
- live broadcasts
- programming edited from live broadcasts
- sponsorship and advertising campaigns and community service announcements
- new types of content for ICTV programming, such as drama and fitness
- programming for genres that are difficult to fill.

While ICTV would like to assist communities to record stories or events where there are no video production resources on the ground, our current capacity to do this is extremely limited.



Yirara College TV presenter, Lucasta O'Keefe.

CARD STORIES

ICTV produced and broadcast three short drama videos around the topic of minimising the harm caused by gambling, with a specific emphasis on family. Funding for the project came from Northern Territory Government's Department of Business.

Development and production of the videos took place in Amoonguna community, building upon the approach previously used for the *Our Place* series. The foundation of this approach has been to develop characters and stories within workshops attended by community members. *Card Stories* extended this approach by developing storyline documents, rather than scripts, and incorporating an improvisational style of performance. The timeframe for development and production (two weeks) also ensured that workshop participants were able to move directly into roles as cast members.

Thomas 'Big Bear' Saylor directed all three stories, which had an all-Indigenous cast.

Card Stories has been available on ICTV Channel 601 and ICTV PLAY since mid-May 2016, and was screened at the 'Amoonguna on Screen' event. Feedback about the videos has been extremely positive, with a particular emphasis on the quality of the performances and the authenticity of the storylines.

Everyone at Borrooloola loves watching ICTV.

Miriam Charlie, Borrooloola NT

TRAINING

Staff training remained a focus in 2015–16, while ICTV also shared its skills within the community.

OUR PLACE

Episode 1 of *Our Place* was completed in September 2015 and screened that month at the National Remote Indigenous Media Festival (NRIMF).

While the production stage for the entire series had been completed in April 2015, securing funding for post-production of the remaining three episodes proved to be challenging. Funding to complete the project was finally secured in May 2016 with a grant from the CBF and funds from a successful crowd-funding campaign. The completed four-part series was broadcast on ICTV commencing NAIDOC Week in July 2016.

LIVE BROADCASTS

Three live events were broadcast on ICTV during 2015–16.

ICTV produced and broadcast the Central Australian Football League (CAFL) Representative Game as part of NAIDOC Week in July 2015, and the CAFL Grand Final in September 2015. Coverage included three cameras and a live mix. CAAMA Radio provided commentary for both games.

The Batchelor Graduation was broadcast on ICTV in June 2016. The event was produced by Batchelor Institute, with a live feed sent over the internet from Batchelor (NT).

INFRASTRUCTURE

PREMISES

In July 2015, ICTV became the sole occupant of the premises it has operated from for many years, at 10b Wilkinson Street, Alice Springs. This has provided more office space, a dedicated meeting room, 'shop frontage', a reception, and potential to create dedicated production spaces such as a studio and voice-over booth.

TECHNOLOGY

Technical infrastructure is a major component of ICTV operations, and the need to upgrade audiovisual and IT equipment as it becomes redundant is an ongoing challenge.

At present, the ICTV server is a significant piece of equipment that requires upgrading.

While leases and chattel mortgages are in place for some items, a server's high cost and rapid depreciation mean leasing is not a feasible option: the average monthly hire is in excess of \$2,000 over three years.

With no grant options available to ICTV, replacing our server remains a priority going into the next financial year.

IN-HOUSE TRAINING

Workshops were delivered in-house by contracted external trainers, covering:

- Adobe After Effects and Photoshop
- Channel Composer
- editing drama and managing workflows.

The *Card Stories* production included training and support for cast and some crew, with the engagement of a facilitator during the development and production phase.

ACCREDITED TRAINING

Three staff members completed accredited training courses, including a Certificate IV in Training and Assessment (one staff member) and Certificate IV in Screen and Media (two staff members).

OTHER EXTERNAL TRAINING

Two staff members attended a Location Sound Recording workshop offered through the Australian Film, Television and Radio School and Screen Territory.

TRAINING DELIVERY

ICTV delivered training to the Central Land Council, and accredited training to ICTV staff auspiced by Batchelor Institute.

OUR YEAR IN REVIEW

JULY 2015

Attendance at NAIDOC Week celebrations

Live broadcast of CAFL Representative Game

Move into new office location



AUGUST 2015

Live broadcast of CAFL Grand Final

Attendance at Cairns Indigenous Art Fair



SEPTEMBER 2015

National Remote Indigenous Media Festival

ICTV Video Awards

ICTV AGM



OCTOBER 2015

Attendance at Indigenous Economic Development Forum

Stakeholder meeting regarding ICTV PLAY



NOVEMBER 2015

Channel Composer training

2014-15 ICTV Annual Report sent out to members



DECEMBER 2015 AND JANUARY 2016

Development of marketing strategy and ICTV PLAY

Christmas closure



FEBRUARY 2016

ICTV PLAY goes live



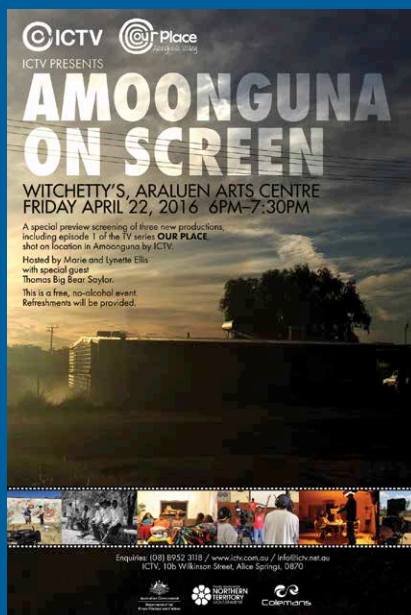
MARCH 2016

Development and production of *Card Stories*



APRIL 2016

Amoonguna On Screen



MAY 2016

Broadcast of *Card Stories* on Channel 601

Our Place crowd-funding campaign



JUNE 2016

Attendance at Broadband for the Bush Forum and Western and Northern Aboriginal Languages Alliance Meeting

Live broadcast of Batchelor Institute Graduation

Our Place post-production

Hail storm in Alice Springs causes major interruption to ICTV Channel 601 service



COMMUNITY ENGAGEMENT

FESTIVALS, FORUMS AND OTHER EVENTS

National Remote Indigenous Media Festival

ICTV played a key role in the 17th NRIMF, held in Lajamanu (NT) in September 2015.

Over three nights, ICTV screened an outstanding program of videos selected from over 150 entries produced by Indigenous media makers across remote Australia.

Festival favourites included *Marumpu Wangka! Kukatja Hand Talk* by PAKAM, *Eagle* by Southeast Desert Metal, *Jarrbayarr and Yarakara* by Tropic Productions and *Road Safety* by Heath Baxter.

The ICTV Video Awards were presented by Kumanjayi Victor and Francis Jupurrurla Kelly. They were accompanied by Lajamanu community members Geoffrey Barnes, Robert George and Peter Jigili. It was a well-attended and successful evening, made more so by the stunning trophies created by Yarrenyty Arterre Artists.

ICTV would like to acknowledge the work of IRCA, PAW Media and Communications, and the Lajamanu community in making the 2015 festival a success.

Amoonguna on Screen

In April 2016, ICTV ran a special event in Alice Springs called 'Amoonguna on Screen' at Witchetty's Artspace, Araluen Arts Centre.

The evening included a screening of recent ICTV productions filmed at Amoonguna community, including *Our Place* (Episode 1), *Lucky Billy* and *Happy Birthday*.

The first live performance in eleven years by Thomas 'Big Bear' Saylor of several of his own compositions including 'Amoonguna' made the evening a very touching experience.

The event attracted over 200 people, including a large contingent from Amoonguna, and helped to increase the profile of ICTV in Alice Springs. The event also helped launch the *Our Place* crowd-funding campaign with a significant number of donations on the night. ICTV received coverage of the evening in both print and radio media. In particular, the *Alice Springs News* published a positive and insightful review of the event and videos.

Other Events

ICTV staff attended a number of other events including the NAIDOC Week march, Indigenous Economic Development Forum in Alice Springs, Cairns Indigenous Art Fair, Western and Northern Aboriginal Languages Alliance Meeting, and the Broadband for the Bush Forum.

SOCIAL MEDIA AND PUBLIC RELATIONS

Facebook and Twitter

The ICTV Australia Facebook and Twitter accounts had regular postings, and Facebook reached 10,000 likes at the end of the 2015–16 period. Facebook in particular has been an essential communication tool in promoting programming and reaching out to audience members to provide advice about service interruptions.

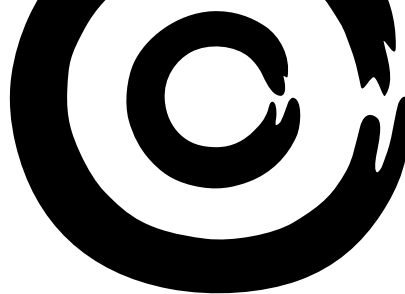
The two Facebook posts that received most attention were the Aboriginal Interpreter Service videos *You Understand don't you?* and *You Understand don't you? 2*. In both cases, the posts were shared on a number of other Facebook pages.

New Member Packs

All new ICTV members received a membership pack including promotional material, an ICTV t-shirt and the ICTV Annual and Visual Reports.

E-Newsletter

An electronic newsletter to members and contributors was distributed six times during the year, along with other interim information.





Left: Trophies for the ICTV Video Awards, designed and fabricated by Yarrenyty Arltere Artists.



Right: PAKAM representatives Willi Lempert, Mark Pindan, Julieanne Bennett, Bernadette Angus, Mark Moora and Neil Turner receiving the ICTV Contributor of the Year Award at the NRIMF.

SPONSORSHIP AND ADVERTISING

In December 2015, ICTV engaged Baker Marketing to research and develop a marketing strategy with a particular focus on ICTV's commercial potential. Findings from the research have enabled ICTV to better understand the marketplace and to more effectively target new sponsors and advertisers, while also providing a plan for improved marketing, relative to commercial operations, for the next three years.

ICTV consolidated its sponsorship and advertising revenue in 2015–16, engaging several new clients including Reconciliation Australia and the Northern Territory Electoral Commission.

New systems were developed for integrating sponsorship into ICTV core operations.

GOVERNANCE

The ICTV Board of Directors met six times over the 2015–16 period.

The Annual General Meeting, held in September 2015 on the first day of the NRIMF, was well attended with members coming from as far away as Horn Island in the Torres Strait (Qld) and One Arm Point (WA).

A video Annual Report played to members proved to be a welcome addition to the standard procedure of the meeting.

Keep doing what you're
doing with programming, ICTV.
We love it the way it is.

Henry Augustine, Beagle Bay WA

OUR FINANCES

As ICTV's operations have normalised, this is reflected in our financial position. With no large projects distorting the operational or financial position, our income and expenses sit slightly lower than last year.

AUDIT

The 2015–16 Statement of Profit or Loss and other Comprehensive Income shows a loss of -\$7257. The overall financial position shows equity of \$56,685.

As shown in Figure G, expenditure is consistent with income. The loss of \$7257 shown on the audit report includes a substantial increase in depreciation from \$16,467 in 2014–15 to \$23,892 in 2015–16. It also takes into account an allocation for long-service leave.

INCOME

ICTV's annual income for 2015–16 was \$902,920.

Our principal source of income continued to be government grants, as shown in Figure H. ICTV received \$611,266 from the Department of Prime Minister and Cabinet, which is consistent with the previous years of funding, albeit with no adjustments for CPI or inflation.

A significant input for 2015–16 was grant moneys received from the Northern Territory Government, which accounted for \$107,539 – 12% of total income. This amount included

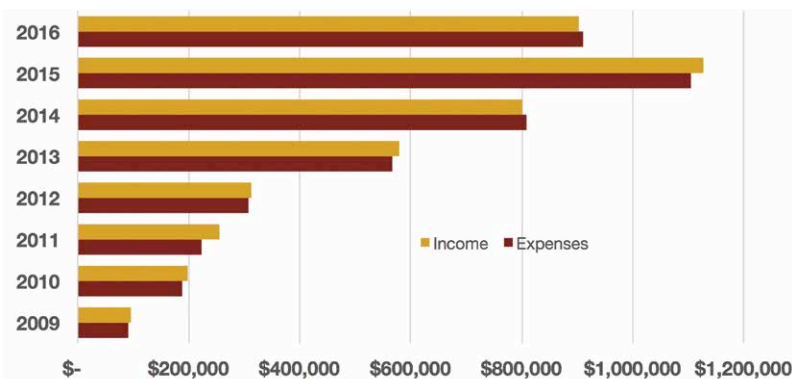


Figure G: 2015–16 Income and expenditure

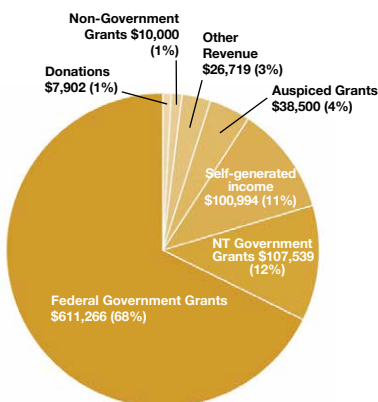


Figure H: 2015–16 Income breakdown

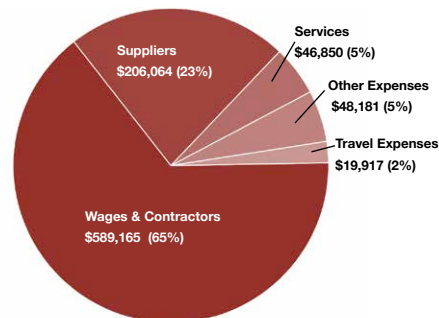


Figure I: 2015–16 Expense breakdown

funding for the *Card Stories* project, the marketing strategy, support for ICTV PLAY, and grants moneys from Screen Territory carried across from 2014–15.

ICTV auspiced three grants for two organisations under the CBF TV Content Grant Fund.

Self-generated income remained consistent at 11% in relation to overall income. This income was generated from sponsorship and advertising campaigns, administration fees and outsourcing of technical services.

EXPENSES

ICTV's total expenses for 2015–16 were \$910,178.

As shown in Figure I, Wages and Contractors continued to be the main area of expenditure, accounting for 65% of expenses. This shows a slight increase from 2014–15 (where Wages and Contractors accounted for 61% of expenses) and is consistent with the organisation's operations.

FUNDING

ICTV would like to acknowledge the Department of Prime Minister and Cabinet for providing ongoing operational funding for the organisation. Funding support was also received from the Northern Territory Department of Business and the Community Broadcasting Foundation.

PRO BONO

SUPPORT FOR ICTV

ICTV has continued to enjoy pro bono support for legal and consulting services, printing, catering, production location support, football commentary and attendance at the NRIMF.

Thank you to:

Amity Community Services
CAAMA Radio
Centre Bush Bus
Coleman's Printing
Domino's Pizza
Gilbert + Tobin Lawyers
Heavy Tree Gap Tavern
Pyndan Camel Farm
IRCA

SUPPORT FROM ICTV

ICTV was pleased to provide pro bono advertising on Channel 601 for not-for-profit organisations including:

Central Australian Football League
Clean Up Australia Day
Diabetes Australia
Desert and Desert Mob
East Journey
GI Cancer Institute
Life. Be. in it
National Indigenous Music Awards
Royal Life Saving Society

I watch ICTV every day. I'd like to see ICTV expand all over Australia and other remote communities. It would be good to see ICTV at more national events and broadcasting events in remote communities. ICTV should do the footy season in Katherine.

Tony Walla, Barunga NT

ICTV's process for offering pro bono advertising has now been formalised, with a new policy and procedure endorsed in August 2016 which will ensure greater participation and equity.

DONATIONS AND CROWD FUNDING

A number of donations were received this year, with the crowd-funding campaign for post-production of the *Our Place* series making the most significant contribution.

Thank you to these supporters for your contributions, whether big and small:

Alison Mulvihill
Alyssa Evan-Wood
Amanda Doyle
Andre Sawenko
Anna Cadden
Bess Price MLA
Bob Durnan
Brendan Mounter
Cath South
Charlotte Austin
Chloe Rickard
Clare Finter
Country Diesel
David Slowo
Deborah Frances
Felicity Howell
Gaby Mason
Helen Miller
HitNET

James Balfour
Jeff Cole
Jon King
Jono van Hest
Jose Pereira
Josh North
Joy Taylor
Kylie Purdie
Laura Egan
Laura McDowell
Leonie Sheedy
Leyla Iten
Louise Wignall
Lucas Habte
Marie Eleine Volk
Melinda Hinkson
Melissa Juhanson
Michael Meadows
Michelle Crozier
Nicola Pitt
Niki McCoy
Peter Rickard
Phil Walcott
Rachael Martin
Rebecca McLean
Soda Mountain
Suzie Startin
Tamara Whyte
Tim Errington
Tom Hearn
Tyson Mowarin
Vanessa Sim
Vision Method Outcome
Wanyima Julius
Willi Lempert
And our many anonymous donors.

OUR COMMUNITY

2015-16 ICTV BOARD OF DIRECTORS

Nelson Conboy, Chairperson
(Wujal Wujal, Qld)

Bernadette Angus, Deputy Chairperson
(Djarindjin, WA)

Elizabeth Katakarinja, Treasurer
(Yuendumu, NT)

Neil Turner, Secretary (Broome, WA)

Francis Kelly (Yuendumu, NT)

Warren H Williams (Alice Springs, NT)

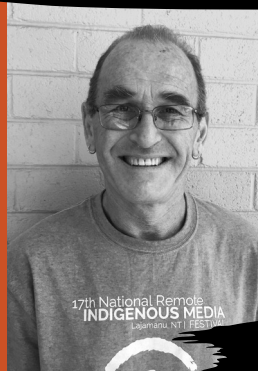
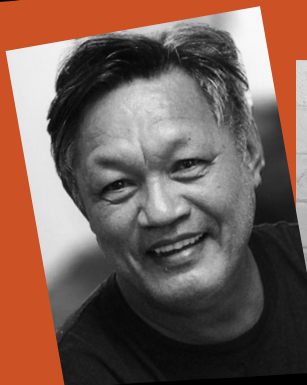
Noelene Golder (Santa Teresa, NT)

Shane White (Yuendumu, NT)

Valerie Martin (Yuendumu, NT)

Dayne Noah, Casual appointment
(Horn Island, Qld)

Edward Walden, Casual appointment
(Doomadgee, Qld)



TEAM

STAFF

The number of ICTV staff has remained constant at seven, and at the end of the financial year included (as appearing in photo at right, top row first, left to right):

Ben Pridmore (Technical Officer)

John Hodgson (Programmer)

Josh Davis (Content Officer)

Kiara Bailey (Administration Officer)

Gina Campbell (Programmer/
Sponsorship Officer)

Rita Cattoni (General Manager)

Jamie Balfour (Station Coordinator)



ICTV said goodbye to Ciara Buckley, Sponsorship and Acquisitions Officer, in February 2016.

CONTRACTORS, CONSULTANTS AND CAST

ICTV engaged a number of consultants, contractors and local cast over the last year including: Anna Cadden, Danny Phillips, Jan Cattoni, Joy Taylor, Lynette Ellis, Thomas Saylor, and more.

AUDIENCE AND USER GROUP

The ICTV Channel 601 audience and ICTV PLAY user groups continue to be markedly different, due to the accessibility of each platform.

The Channel 601 audience members are predominantly Indigenous Australians living in remote parts of the country who access ICTV via their VAST receivers. Over 56,000 Indigenous Australians in remote communities are watching ICTV every day.

It cannot be determined how many users in remote communities are accessing ICTV PLAY (and formerly IndigiTUBE), as analytics are based on the internet service provider (ISP) locations, which are in major urban centres and capital cities. Analytics show, however, that most users are from Western Australia, followed by South Australia. Anecdotally, we receive feedback that ICTV PLAY is being accessed by individuals as well as schools, language centres and libraries.

CONTRIBUTORS

ICTV would like to acknowledge the 81 contributors who have provided content over the past year. In addition, we would like to acknowledge the other 69 contributors whose videos have been contributed in previous years, and whose material we continue to access from our library.

AMOONGUNA COMMUNITY

ICTV has continued to develop a cross-beneficial relationship with the Amoonguna community, just outside of Alice Springs. ICTV has engaged local people in Amoonguna as cast and participants for projects, while the Amoonguna community has provided a location for ICTV productions.

MEMBERS

At the end of the 2015–16 year, ICTV had 90 current members.

ICTV Ordinary Membership is open to Indigenous Australians living in remote and very remote parts of Australia. Associate Membership is open to any person who does not qualify for Ordinary Membership.

OUR FUTURE

Over the next twelve months, ICTV will become available to all households in Alice Springs, thanks to funding received from the Aboriginal Benefits Account and the advocacy of government agencies.

Plans are also underway to roll out a new audience survey, and to further increase the percentage of Indigenous employment at ICTV.

Providing support to our contributors through a dedicated ICTV production fund is a major goal. Over the next twelve months, resources will be allocated to defining such a fund and exploring how it would operate. The existence of a substantial fund for ICTV content, in addition to the CBF TV Content Grants, would make an enormous difference to the sector in establishing a viable screen production industry in remote Australia.

On a more immediate level, a new server would address ongoing operational inefficiencies and stresses. Other resources that would significantly enrich our daily programming include the installation of a temporary studio and the purchase of satellite transmission equipment to broadcast live from remote locations.

With the 2013–17 ICTV Strategic Plan nearing its final year, we are poised to look into the future and determine where ICTV will be in another four years.



Janis Stevens on camera at Hopevale community, Qld.



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Additional photos courtesy of Paul Imms from Yirara College and Nelson Conboy.

OUR 2015-16 CONTRIBUTORS



SUPPORTED BY





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