



ICTV Annual Report 2016-17

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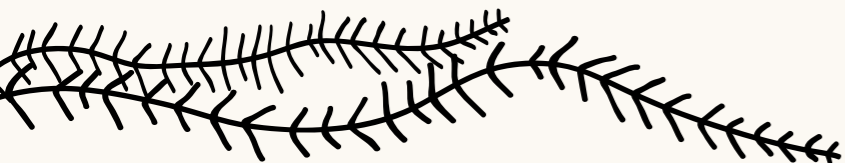
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This annual report summarises the activities and performance of Indigenous Community Television Limited (ICTV) for 2016–17 and its plans for the year ahead. This and earlier annual reports are available on the ICTV website.

Every effort has been made to not include names or images of deceased people, unless family permission has been granted; however, please be advised that this document may contain such content.



1. About Us



ICTV delivers cultural and community video content to remote Aboriginal and Torres Strait Islander communities around Australia, and beyond.

ICTV enables the sharing of cultural stories, song and dance, language and essential information through two accessible platforms – our television service and our on-demand internet-based service – and by producing and supporting the production of video content in remote communities.

Our content is created for and by remote communities to show our way.

We are a not-for-profit public company limited by guarantee and managed by an Indigenous Board of Directors.

Our Vision

Strengthening culture and community through the power of moving image

Our Purpose

To improve the lives of Indigenous Australians, especially those living in remote areas, through access to cultural and community video content

Sadie Padoon describes bush tomatoes with hand signs, in the PAKAM video 'Handtalk Bush Hunt', 2016

(Photographer: Willi Lempert. Image courtesy of PAKAM)



Our Story

Our story began in the mid-1980s, when the launch of Australia's first communications satellite, *Aussat*, meant mainstream radio and television could now be broadcast to remote Australia. Amidst concerns about the impact of free-to-air television on Indigenous culture and language, communities began 'fighting fire with fire' by transmitting locally-produced content.

These early initiatives were pioneered by Indigenous media makers such as Ernabella Video and Television (now PY Media) and Warlpiri Media Association (now PAW Media and Communication), who inspired community-based media making throughout remote Australia. During the 1990s – through the federally-funded Broadcasting for Remote Aboriginal Communities Scheme (BRACS) – basic production and broadcasting units were established in many remote communities.

From 2003 to 2007, four remote Indigenous media organisations collaborated to aggregate video content, which was then transmitted to 150 remote and very remote communities on spare satellite spectrum provided by Imparja Television. This service became known as ICTV.

In July 2006, ICTV became incorporated as a public company limited by guarantee; however, in 2007, access to the satellite channel was withdrawn and handed over to the newly-formed National Indigenous Television (NITV). From 2009 to 2013, ICTV was able to continue transmitting on weekends only through access to



'Tjukurpa Anangu Uwankaraku TV-tjara' (The story of Aboriginal Community Television), by Pantjiti McKenzie, 2006 (Also on front cover)

a spare satellite service provided by the Western Australian government.

The rollout of digital television in 2012 and 2013 meant community-owned television transmission sites were replaced with direct-to-home services through Viewer Access Satellite Television (VAST).

To enable communities to continue producing and broadcasting their own content, ICTV has been funded as a full-time, satellite-delivered service since 2012.

ICTV has since expanded to provide a multi-platform service, with the addition of our on-demand internet-based service ICTV PLAY.

ICTV's in-house productions, live broadcasts, commissioning and outsourcing further contribute to

the distribution of moving-image content created by and for Indigenous Australians in remote communities.

ICTV operates from 10b Wilkinson Street, Alice Springs, and playout is currently managed by Imparja Television.

More information about Australia's Indigenous radio and television history is available at <http://www.australia.gov.au/about-australia/australian-story/indigenous-radio-and-television>

Our Services

ICTV provides an over-the-air (OTA) service through ICTV television, and an over-the-top (OTT) service through ICTV PLAY.

ICTV Television

ICTV is broadcast from 6:00 am to midnight (ACST), every day of the year.

The service is primarily received via satellite on Channel 601 (VAST) in remote Indigenous communities. To access VAST, viewers require a satellite dish, VAST receiver, and VAST smart card.

ICTV can also be received as a digital terrestrial service on Channel 41 in Alice Springs, Broome and Roebourne.

Figure A shows the extent of ICTV television coverage across remote Australia.



- Urban and regional areas that do not receive ICTV as a television service
- Remote areas where ICTV is received via satellite
- Towns where ICTV is received as a terrestrial service

Figure A: ICTV television coverage across Australia

Map of Australia, by Jono Delbridge for 'Our Bedtime Stories', 2017

ICTV On Demand

The ICTV on-demand internet-based service, ICTV PLAY (www.ictv.com.au), can be readily accessed by users anywhere in the world.

HAVE YOU RETUNED?

Channel 41
Alice Springs

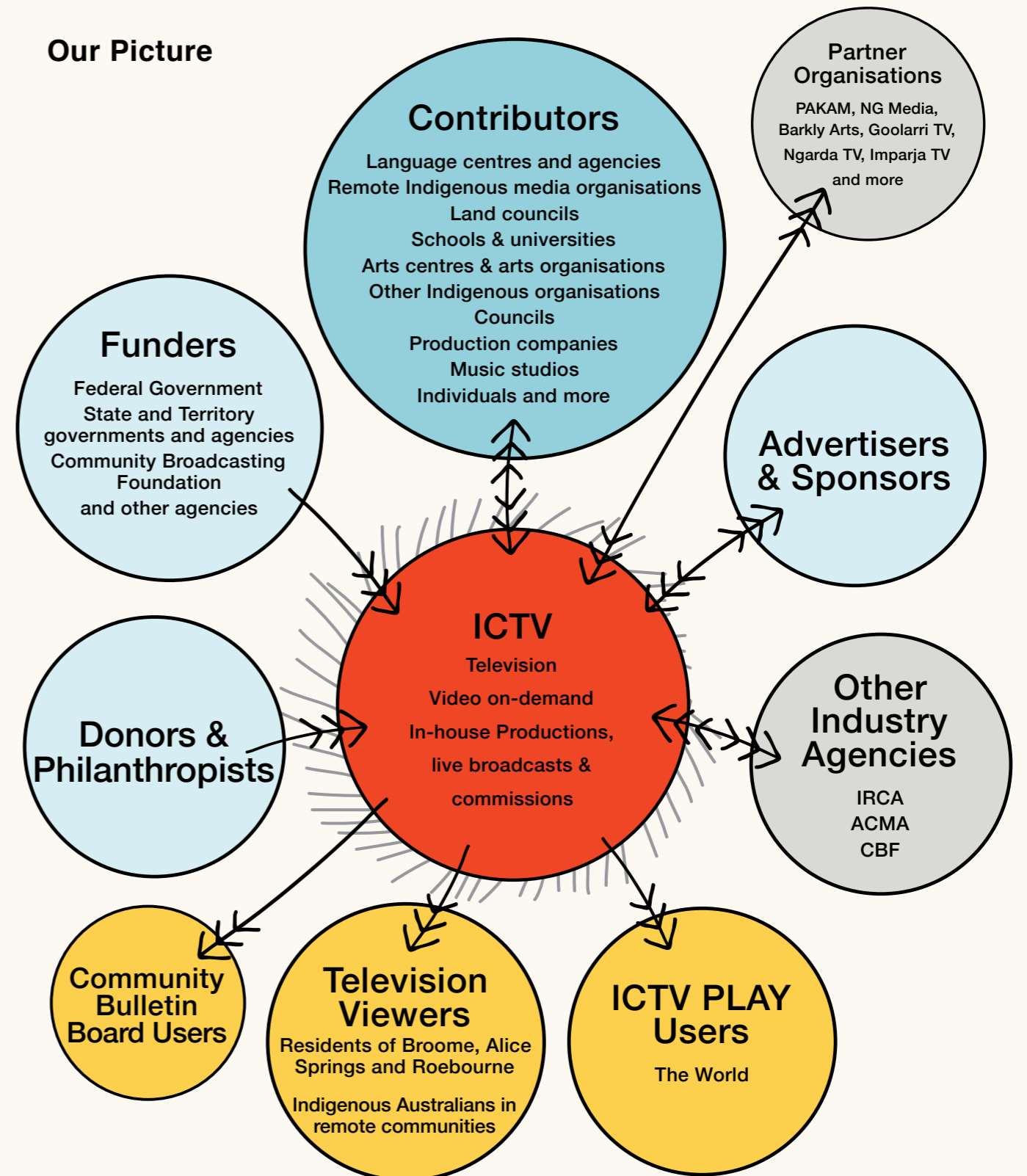
Our Focus Areas

- Community
- Culture
- Stories
- Family

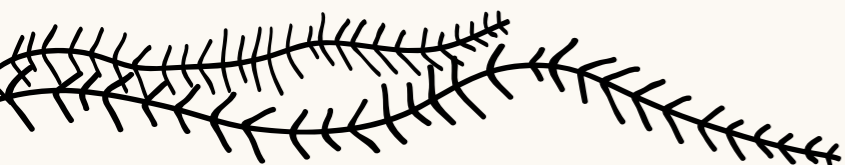
Our Values

- Autonomy
- Authenticity
- Accessibility
- Innovation

Our Picture



2. Our Year



Highlights of 2016–17

- ICTV television became available to all households in Alice Springs.
- An electronic program guide (EPG) was incorporated into the ICTV television service.
- For the first time, ICTV covered the Tiwi Islands football grand final, which included training six local community members and producing five programs.
- The four-part series *Our Place*, produced by ICTV, was launched at Araluen Arts Centre and broadcast on ICTV television.
- A News Page was incorporated into ICTV PLAY, sharing stories about upcoming productions, our contributors, and all things ICTV.
- The ICTV Video Awards, at the 18th National Remote Indigenous Media Festival (NRIMF), once again profiled the outstanding



- video contributions from media makers in remote communities throughout Australia.
- A new Saturday Night Feature segment was introduced into television programming.

Image from the 2016 ICTV Christmas Animation, produced by ICTV staff



Chairperson's Report

Living in Jajikal, on Eastern Yalanji country in Cape York, I believe that the community in need of my skills is where I should be. A community needs care and is like a plant that cannot be healthy unless the roots are fertilized and given water. ICTV has a vital role in keeping communities healthy and united.

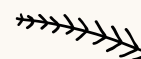
In life there are two important choices: to accept conditions as they exist or to accept the responsibility for changing them. Indigenous Australians do not accept the ongoing loss of our culture and language. Through a service such as ICTV, community members, audiences and content contributors all take responsibility for changing and improving the lives of Indigenous Australians, particularly those living in remote areas.



I would especially like to thank all those media makers, who are often working in difficult conditions in remote areas, for sharing your videos through ICTV. Without your contributions to ICTV, our service would not be possible. Our achievements are your achievements.

Ngananga yalaku bubu milbi.
Showing our way.

NELSON CONBOY



Manager's Report

As we near the end of another four-year Strategic Planning cycle, we are presented with the opportunity to take stock of our accomplishments and capture our plans for the future.

This year has seen the realisation of three key features of the ICTV television service that we have been working for many years to achieve: broadcasting to the greater Alice Springs region, incorporating an EPG, and introducing a Saturday Night Feature segment. These enhancements have resulted in a larger audience and an improved viewing experience. During the year, we have also consolidated ICTV PLAY into our operations, and have continued to produce innovative and relevant content in-house.

Despite outstanding achievements, as outlined in this report, ICTV's resources are at risk of being inadequate for core operations. Addressing our resource shortfall will be a key element of the next strategic plan. In addition, finding a viable solution for the playout of our television service – that values our organisation's independence and capacity for innovation – is of critical importance.

Our relationship with our community of contributors, audiences, stakeholders and funding bodies remains positive and rewarding.

Operational income is stable, and we have risen to the challenge of increasing self-generated income without compromising our community and cultural values.

RITA CATTONI



ICTV AGM 2016, Yirrkala, NT
From left: Rita Cattoni, Neil Turner, Nelson Conboy, Bernadette Angus, Elizabeth Katakarinja



Our Performance

ICTV's work is driven by our Strategic Plan. This year marks the end of the Strategic Plan 2013–17. Table 1 provides an assessment of our achievements against planned outcomes.

"I AM VERY HAPPY THAT ICTV IS NOW AVAILABLE IN ALICE SPRINGS. I HAVE RE-TUNED MY TV AND HAVE LET ALL MY FAMILY MEMBERS KNOW AS WELL."

Lynette Ellis, Amoonguna

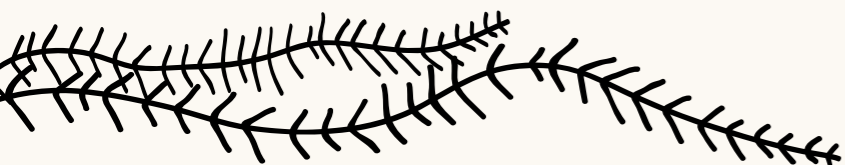
Table 1: ICTV Strategic Plan 2013–17 performance

Planned Outcome	Performance	Status
Accessible services	ICTV has operated a multi-platform video sharing service, available to Indigenous Australians in remote communities.	✓
Audience-driven programming	ICTV's television programming has been driven by the priorities and interests of our primary audience. Our contributors represent the communities and regions of our audience. Further, ICTV's in-house productions and live broadcasts have provided additional opportunities to produce targeted content to meet our audience's specific needs and interests; these are a growing strength of our operations.	✓
Employment and income-generation opportunities	ICTV has worked towards seeing content production provide employment and income generation opportunities for Indigenous Australians in remote communities. However, funding for these activities continues to be a significant challenge that will be taken up in the next strategic plan.	✓
Strong community	ICTV is supported by a strong stakeholder group of supporters – this includes our audience and user group, members, contributors, donors and champions, industry partners, advertisers and sponsors, funding agencies, Board of Directors and staff.	✓
Adequate resources	To operate efficiently and effectively, ICTV requires adequate resources to undertake core and expanding operations.	✓
Financial viability	ICTV continues to be financially viable.	✓

✓ Achieved

✓ In progress

3. Our Work



ICTV distributes video content via two platforms: ICTV television and ICTV PLAY. Content is acquired from voluntary contributors, and is also produced in-house by ICTV. Technical resourcing and innovation are essential to our operations.

Platforms

ICTV Television

Features of 2016–17:

- Content covered seven audience-driven genres: *Our Culture*, *Our Music*, *Our Sport*, *Our Tucker*, *Our Way*, *Spiritual Way* and *Young Way*
- 54% of programming was in an Australian Indigenous language (see Figure B)
- 47 language groups were represented, with Pitjantjatjara, Warlpiri, Ngaanyatjarra and Yolgnu continuing to be most prominent
- 1137 minutes (18.95 hours) of downtime was documented over the year. Responsibility for these outages was beyond ICTV's control.

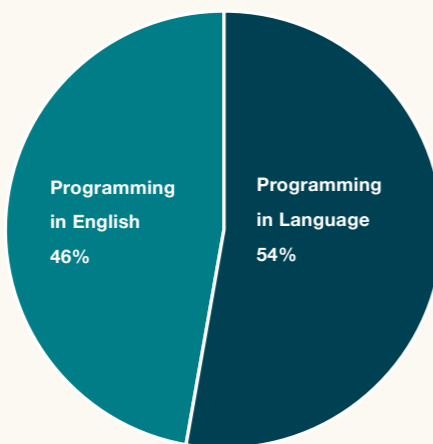


Figure B: Television programming, by language, 2016–17

Electronic Program Guide

An EPG was introduced in February 2017. The guide allows viewers to know what is currently playing and what is scheduled for the next few hours. An EPG is a standard inclusion in a digital television service, and has been a feature we have been working towards since 2012. Optus assisted with developing an affordable solution.

ICTV Genres

OUR WAY

Community videos, including recordings of community meetings, country visits, oral histories, ranger videos, workplace videos and more

OUR CULTURE

Traditional Indigenous cultural videos, including traditional stories and dances, hunting, language videos and more

YOUNG WAY

Videos for children and young adults, including animations, music videos made by children, and stories made by kids in community

OUR TUCKER

Videos about hunting, cooking and bush tucker

OUR MUSIC

Videos featuring Indigenous musicians from remote Australia, including video clips, concerts and documentaries

OUR SPORT

Videos of sporting events in, or attended by, remote communities

SPIRITUAL WAY

Religious-themed programs, including church services, bible readings, archival documentaries exploring missionary life and more

Programming

A revised programming grid, introduced in July 2016, included the following changes:

- Young Way commenced at the same time during weekdays, programmed around school hours to encourage school attendance
- Our Culture commenced at the same time during weekdays, to provide regularity for our audience
- A Saturday Night Feature was introduced
- New programming slots were allocated for Spiritual Way and Our Sport.

The ICTV programming grid is revised annually to reflect content received, audience feedback, and opportunities to improve our service.

Downtime

The playout of the ICTV television service is managed by Imparja Television, via a separate funding arrangement with the PMC (Department of the Prime Minister and Cabinet). As part of this arrangement, Imparja Television also manage the video backhaul to Optus in Belrose, NSW, and the satellite uplink to VAST.

There were a number of outages in the signal pathway from Imparja to Optus impacting on the total amount of downtime for the ICTV television service, which was 18.95 hours during the year.

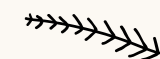
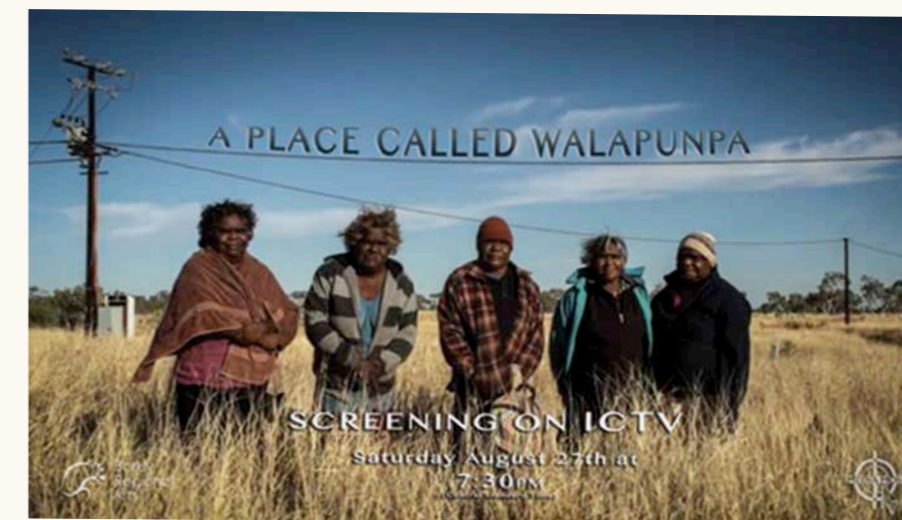
Alice Springs Service

The ICTV television service was extended to Alice Springs in March 2017, on Channel 41. This improvement was made possible with a grant by the Aboriginal Benefits Account (ABA), administered by the PMC.

Audience

According to the 2016 Remote Indigenous Communications and Media Survey conducted by McNair Ingenuity Research in partnership with the Indigenous Remote Communications Association (IRCA), 91% of Aboriginal and Torres Strait Islander people living in remote areas with access to a television watch ICTV regularly. In addition, over 300,000 households have registered VAST Smart Cards, which is essentially the number of households that can access ICTV via satellite.

Poster from documentary 'A Place Called Walapunpa' from Barkly Regional Art fone of the first programs featured for Our Saturday Night programming segment and shortlisted for Darwin International Film Festival 2016



ICTV PLAY

Features of 2016–17:

- New videos were released concurrently online and on television
- Seven videos were featured per week
- 295,426 pageviews were recorded over the year, averaging 5861 pageviews each week (see Figure C)

Most watched videos in 2016–17:

- *Bush Bands Bash 2016 – Irrunytju Band*, produced by Music NT
- *Bush Bands Bash 2016 – Lajamanu Teenage Band*, produced by Music NT
- *Bush Bands Bash 2014 – Running Water Band*, produced by Music NT

Language Portal Project

An application was submitted to the Indigenous Languages and Arts program of the Department of Communications and the Arts (DCA), for the development of a dedicated language portal on ICTV PLAY.

The portal would enable users to connect directly to language content in an accessible and engaging way. A second element of the project would involve outreach to communities and language groups who have significant under-representation in our library.

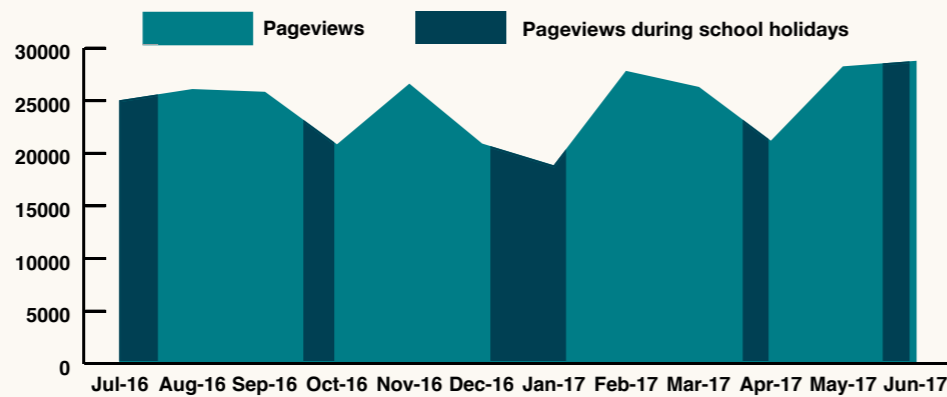


Figure C: ICTV PLAY pageviews (Source: Google Analytics), 2016–17

Creek-side Reggae Band performing at Bush Bands Bash. Videos from this event are some of the most popular on ICTV PLAY. (Image courtesy of Music NT)

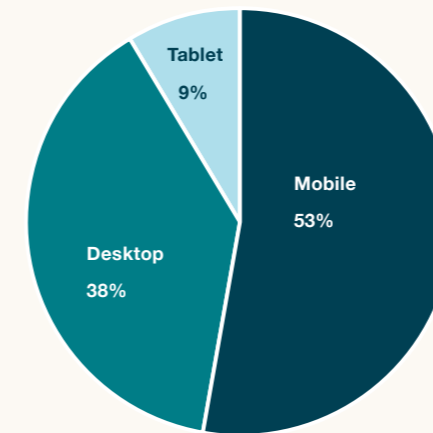


Figure D: Devices used to access ICTV PLAY, 2016–17

Users

The vast majority (92%) of ICTV PLAY users were based in Australia, and the service was most commonly accessed from mobile phones (see Figure D).

ICTV PLAY was popular amongst both females and males, with males showing slightly higher rates of usage (see Figure E). The most common age group for ICTV PLAY users was 25–34 (see Figure F).

Visits to ICTV PLAY decreased significantly during school holiday periods, in particular over the Christmas break, as shown in Figure C. These fluctuations, combined with anecdotal evidence, suggest ICTV PLAY is commonly accessed through schools and community centres.

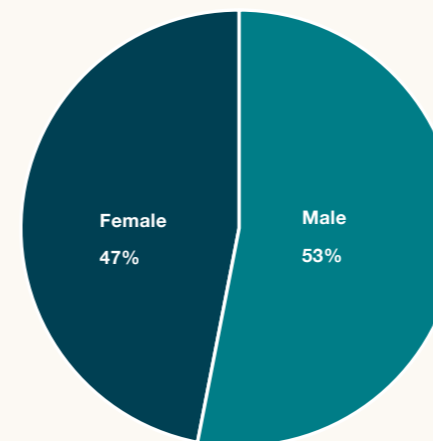


Figure E: Gender of ICTV PLAY users, 2016–17

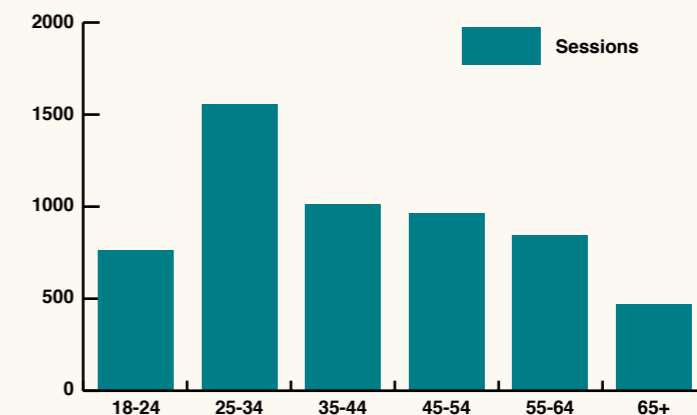


Figure F: Age groups of ICTV PLAY users, 2016–17

PLANS FOR THE YEAR AHEAD

- > **Develop and implement a calendar of special programming events**
- > **Schedule *Our Bedtime Stories* to be played in the early evening, commencing early 2018 (for more information about this series, see page 16)**
- > **Maintain language programming at 50% or more**
- > **Implement a revised programming grid from July 2017**
- > **Further improve the ICTV PLAY user experience**
- > **Develop the ICTV PLAY language portal, funding dependent**

Content

ICTV aims to acquire approximately 500 new videos per year. We also set targets for the number of videos received for each television programming genre.

To achieve our content targets, we are proactive about maintaining positive relationships with our contributors, while also pursuing targeted in-house productions.

Over the past year:

- 510 new videos were acquired. (Back catalogues of First Languages Australia, Mother Tongue and Mulka Project were essential in reaching our target.)
- targets were exceeded for three of the seven programming genres (see Figure G).

We are currently reviewing the way content targets are set, moving towards targets based on duration rather than numbers of videos. This approach is more relevant to the way ICTV programs, using two-to-three-hour programming slots.

Voluntary Contributions

Most of ICTV's video content is contributed voluntarily by production companies, organisations and individuals who are located in remote communities or providing services to remote communities. ICTV, as a service and an organisation, would not be possible without the efforts and support of these contributors.

The total number of contributors for the year was 65, including ICTV.

Contributions of ten or more videos are shown in Figure H.

Contributors from the regions of Central Australia, followed by the Kimberley and the Top End, provided the most content. Video content from most other regions increased. Very little content was received from the Katherine region and the Pilbara, indicating these regions may benefit from more support; this would be made possible through the ICTV PLAY language portal project (discussed on page 12).

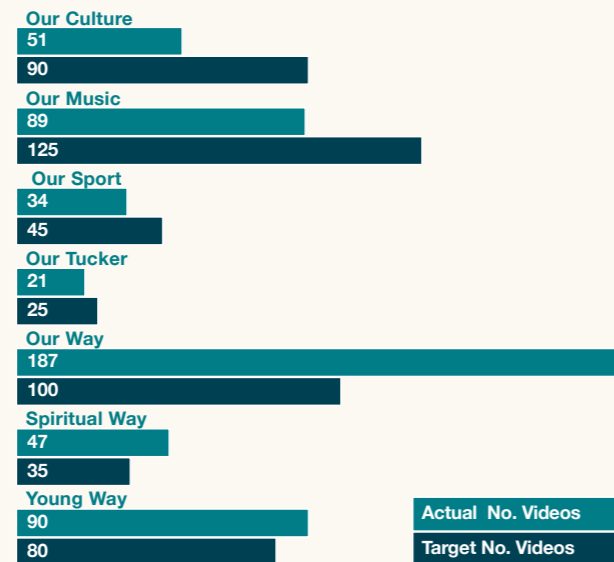


Figure G: Genre of new videos received, against targets, 2016-17

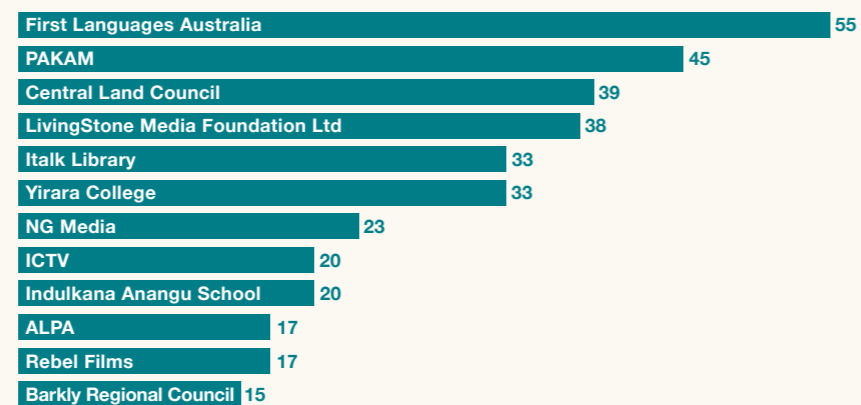


Figure H: New videos received, by contributor (10 videos or more), 2016-17



Thomas 'Big Bear' Saylor performing at the launch of 'Our Place', Alice Springs, 2016

In-House Productions

Over the past three years, in-house productions have emerged as a key element of ICTV operations, enabling ICTV to produce specific content and provide meaningful training and employment for Indigenous cast and crew. All productions have dedicated, non-core funding.

ICTV's in-house productions include:

- video content for new or difficult-to-fill programming genres
- live broadcasts
- station IDs and TVCs.

Our Place

Our Place is a successful four-part drama series about family, culture and place. The proposed outcome of the *Our Place* project was to create and share positive stories about everyday life in remote Indig-

enous Australia, while concurrently engaging with government priorities, such as remote school attendance, through tailored messaging.

The series was developed and produced in the 2014-15 year with funding from the Federal Government, and post-production was completed in 2015-16.

Our Place was first broadcast in 2016, to coincide with NAIDOC Week. It was then officially launched at a special event at Araluen Arts Centre in October 2016, hosted by ICTV Director Warren H Williams, with a special performance by Thomas Big Bear Saylor.

Each episode of *Our Place* was broadcast six times in 2016-17, with more broadcasts scheduled for the coming year.

Project features:

- 77 minutes of quality television drama was produced.
- 104 Indigenous Australians were engaged and employed.
- 12 Indigenous Australians participated in training workshops, and ICTV delivered 80 hours of training through two workshops.
- 105,7461 viewers, identifying as Indigenous Australians, have watched *Our Place* on ICTV television.
- *Our Place* has been viewed 5644 times on ICTV PLAY.

Our Bedtime Stories

Our Bedtime Stories is a 20-part television series of Indigenous elders telling stories to children in language. In addition to recording and assisting in the maintenance of Indigenous languages, the program will support parents to get their children to bed at a good time. The project has been produced in collaboration with language centres, remote Indigenous media organisations (RIMOs) and art centres.

An initial storytelling workshop attended by senior Arrernte women MK Turner, Theresa Ryder and Kathleen Wallace was held in Alice Springs in early April 2017. The workshop focussed on establishing a program template, to ensure

the project's cultural viability and stylistic consistency. Two stories were recorded and edited as a result of the workshop.

As per the project proposal, ten stories for the series have been outsourced to Ngaanyatjarra (NG) Media and Pilbara and Kimberley Aboriginal Media (PAKAM). This project has been primarily funded by the DCA, with additional funding from the Community Broadcasting Foundation (CBF).

Our Bedtime Stories is a positive example of ICTV working with its contributor group to encourage employment and income generation opportunities for Indigenous Australians in remote communities.

Tiwi Islands Grand Final

After many years of receiving requests to travel to the Tiwi Islands to record their football grand final, ICTV secured a grant from the CBF, which allowed us to travel to Bathurst Island, NT, to cover the event.

The project produced the following outcomes:

- Five new videos were produced, creating 4 hour hours and 26 minutes of new 'Our Sport' content for ICTV.
- Six local Indigenous community members received training and employment.
- Positive feedback was received from community members in Milikapiti, Amoonguna, Areyonga, and Santa Teresa.

Patjarr

In response to several requests by community, ICTV secured a grant from the CBF to edit a seventh video from the *Stories from Country* project produced in 2014. The episode 'Patjarr' has been broadcast on ICTV television and has had over 1000 views on ICTV PLAY.

Stations IDs and TVCs

In addition to producing our own station identifiers (station IDs), such as the animated Christmas message produced by Gina Campbell and Kiara Bailey, ICTV worked with ten clients to produce television commercials (TVCs) for broadcast on ICTV. The capacity to produce TVCs in-house has been a key feature in our strategy to increase self-generated income.

Live Broadcasts

Three football events were broadcast live from Traeger Park, Alice Springs, during the 2016-17 year:

- 2016 Central Australian Football League (CAFL) NAIDOC Week representative game
- 2016 CAFL grand final
- Round 1 of the Country League and Community Cup on Easter Sunday, 2017.

The broadcast of live football matches is very popular amongst ICTV audiences.

Patrick Heenan on camera during the 'Tiwi Island Grand Final' production, 2017.



PLANS FOR THE YEAR AHEAD

- > **Develop incentives for our long-standing contributors, to encourage and reward their support**
- > **Profile our contributor group through International Volunteer Day 2017**
- > **Profile our contributor group through the production of contributor profile videos**
- > **Develop brochures explaining how to contribute content to ICTV**
- > **Work towards greater parity amongst all remote regions for contributing content**
- > **Broadcast the 2017 Country League and Community Cup grand final, live from Traeger Park**
- > **Broadcast one game per week of live football from Traeger Park during the CAFL 2018 Season**
- > **Develop projects such as a weekly news service or a 'footie show', which could be broadcast live from the proposed ICTV studio**
- > **Complete production of *Our Bedtime Stories*, ready for broadcast from January 2018**
- > **Produce Season 2 of *Gambling Stories***
- > **Produce TVCs in response to client demand**
- > **Develop and integrate a new graphic style for television programming**

Business Development

The 2016–17 year saw a marked increase in ICTV's business activities, specifically sponsorship and television advertising. The majority of television campaigns are government information campaigns targeting Indigenous Australians living in remote areas. This increase in this activity may be associated with the availability and visibility of ICTV in Alice Springs.

A business development consultant was engaged to conduct outreach work with current and prospective clients, and to market ICTV's advertising services and sponsorship opportunities.

PLANS FOR THE YEAR AHEAD

- > Promote ICTV's advertising services and sponsorship opportunities
- > Implement a marketing schedule for special events

Technical Operations

Server and IT Infrastructure

ICTV's most pressing technical concern is the age of its server and associated storage, which houses the entire video library and is the foundation of ICTV's operations. Securing funding for essential capital items that cannot be procured through lease arrangements presents an ongoing challenge for not-for-profit organisations such as ICTV, who operate with limited equity.

Television Playout

The age of the current television playout server is of paramount concern to ICTV. In 2016, we researched a number of replacement playout solutions and presented these in our triennial funding application to the PMC.

The preferred solution for ICTV is one that considers our limited resources, utilises current broadcast models, and allows us to focus on our core operations of acquisition, programming and content production.

A possible approach is to outsource the playout to a third-party specialist located within close proximity to the Optus satellite uplink facility in Belrose, NSW. In addition to being cost-effective, this solution would see less reliance on a DVN link between Alice Springs and Belrose, which has been the primary cause of downtime for ICTV in 2016–17.

Alice Springs Television Service

Television transmission equipment was purchased to enable the retransmission of ICTV television to the greater Alice Springs region. The equipment is located at the Imparja hut at West Gap.

Production Equipment

ICTV enhanced its video and audio production capacity with the purchase of professional location sound recording equipment, a Mavic Pro drone and a DSLR camera. These additional items will save production costs in the long-term and improve the quality of in-house productions.

Programming Innovations

ICTV television programming uses a number of mathematical formulas to ensure our television schedule makes best use of our ever-expanding video library. In 2016–17, the programming team implemented substantial scheduling efficiencies through the integration of algorithms developed specifically for our use.

The team also integrated Indigenous language fields into the AsRun reports, which are generated from television programming after broadcast. This long-awaited integration has allowed us to monitor language programming.



Maimie Butler telling a story for the 'Our Bedtime Stories' production in Blackstone, WA, 2017
(Photo courtesy of NG Media)

Customer Relationship Management System

A customer relationship management (CRM) system has been adopted and integrated into ICTV operations. The CRM enables all communication with clients and contributors to be documented, and is an essential tool for maintaining positive relationships with our contributor and client base.

Premises

To enable improvements to ICTV's leased premises, funding was sought after and granted through the Northern Territory Government Immediate Work Grants Scheme. These works – to be carried out later in 2017 – will provide improved work spaces for ICTV staff, and are the first stage in creating a television studio.

PLANS FOR THE YEAR AHEAD

- > **Secure funding to update aging IT infrastructure**
- > **Investigate options to increase the 360p output of ICTV PLAY**
- > **Undertake renovations to the ICTV premises**
- > **Secure funding to install basic studio equipment at the ICTV premises**
- > **Review the programming workflow and pathway, to determine if efficiencies through technical innovation are possible**
- > **Secure support for an appropriate playout solution**

Policy

All ICTV operations are supported by clear and relevant operational policies that are reviewed annually. Of note is the ICTV Programming Policy, which has since been separated into:

- the Television Programming Policy
- the Video on Demand Programming Policy, and
- the ICTV Production Policy.

Raymond Dixon, with his daughter Eleanor Dixon, from the band Rayella. (Photographer: Dujon Pereira. Image courtesy of Barkly Regional Arts.)

4. Our People



Staff and Contractors

Staff

The number of ICTV employees decreased from seven to six with the departure of ICTV Technical Officer Ben Pridmore.

ICTV staff at June 30, 2017:

- **Gina Campbell (Programmer / Sponsorship Officer)**
- **Jamie Balfour (Station Coordinator)**
- **John Hodgson (Programmer)**
- **Josh Davis (Acquisitions Officer)**
- **Kiara Bailey (Administration Officer)**
- **Rita Cattoni (General Manager)**

Half of ICTV's staff is Indigenous.

Training

ICTV supports its staff to acquire and develop skills relevant to their positions. Training undertaken by ICTV staff in 2016–17 included:

- directing for *Our Bedtime Stories* using multiple cameras
- location sound recording
- After Effects for Broadcast Graphics
- Introduction to Premier Pro
- animation workshops.

Contractors and Consultants

ICTV works with a number of contractors and consultants for short-term work, or for long-term contracts in cases where we have been unable to successfully recruit for a staffed position.

PLANS FOR THE YEAR AHEAD

- > **Pursue funding for a marketing position**
- > **Conduct a review of the ICTV organisational structure and staffing, with a view to having more staff on the ground, fewer contractors and more Indigenous staff**
- > **Improve work spaces for ICTV staff, with more light and better facilities**

ICTV staff

From left: Rita Cattoni, Josh Davis, Gina Campbell, John Hodgson, Kiara Bailey, Jamie Balfour



Board of Directors

The number of directors was reduced to eight as a result of changes to the ICTV Constitution, passed at the 2016 Annual General Meeting held in Yirrkala, NT, in September 2016.

2016–17 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)**
- **Warren H Williams (Alice Springs, NT)**
- **Noelene Golder (Santa Teresa, NT)**
- **Henry Augustine (Beagle Bay, WA)**
- **Heath Baxter (Darwin, NT)**

Quarterly board meetings were held throughout the year; two of these were face-to-face meetings in Alice Springs.



ICTV Board of Directors 2016–17

Top from left: Nelson Conboy, Bernadette Angus, Elizabeth Katakarinja

Middle from left: Neil Turner, Warren H Williams, Noelene Golder

Bottom from left: Henry Augustine, Heath Baxter

5. Our Community



ICTV keeps connected with our audience, industry, members and broader community.

Audience Feedback

ICTV logs and documents all feedback received from its audience, whether positive or negative. In 2016–17, ICTV received 51 instances of feedback about our television programming – all feedback was positive.

PLANS FOR THE YEAR AHEAD

- > Undertake an audience survey of ICTV platforms and programming in remote Australia

Social Media and Public Relations

Facebook and Twitter

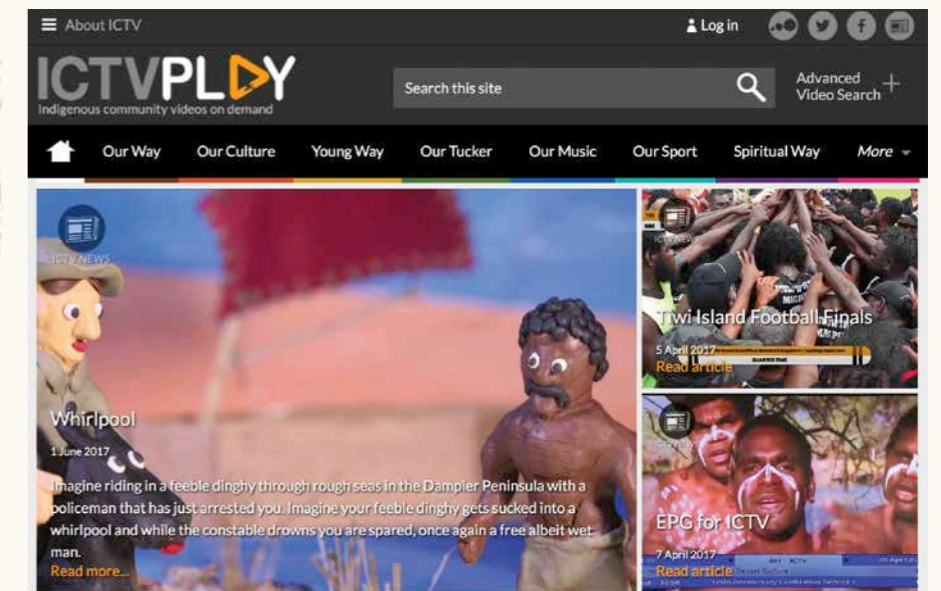
Each week, at least seven videos are posted on the ICTV Facebook page and Twitter feed. Contributors are tagged and encouraged to promote their own videos. Facebook is a useful tool to communicate with users and audience members; our number of Facebook followers remains at over 10,000.

News Page and Newsletter

A news page was integrated into the ICTV PLAY website at ictv.com.au/news. In addition to regular news items, the content is repurposed for our electronic newsletter to members and contributors.

Community Bulletin Board

Seventy-eight community events were promoted on ICTV's free Community Bulletin Board, which is programmed three times each day on ICTV television and is available on ICTV PLAY.



News page from ICTV PLAY

National Remote Indigenous Media Festival

ICTV managed the annual ICTV Video Awards at the 18th NRIMF at Yirrkala, NT, in September 2016.

Highlights of the awards included:

- the ICTV PLAY Video of the Year *You Understand, Don't You?* (Pintupi-Luritja), by the Aboriginal Interpreter Service – a video depicting a courtroom reverse roleplay
- the Our Way Video of the Year *Dragon Dreaming*, by Ninti Media – a video about Kushia Young, a young hearing-impaired artist from the APY Lands

All ICTV staff attended the NRIMF. The event was a great opportunity for ICTV to connect with both contributors and audience members, and to find out what is happening within the broader remote Indigenous media community.

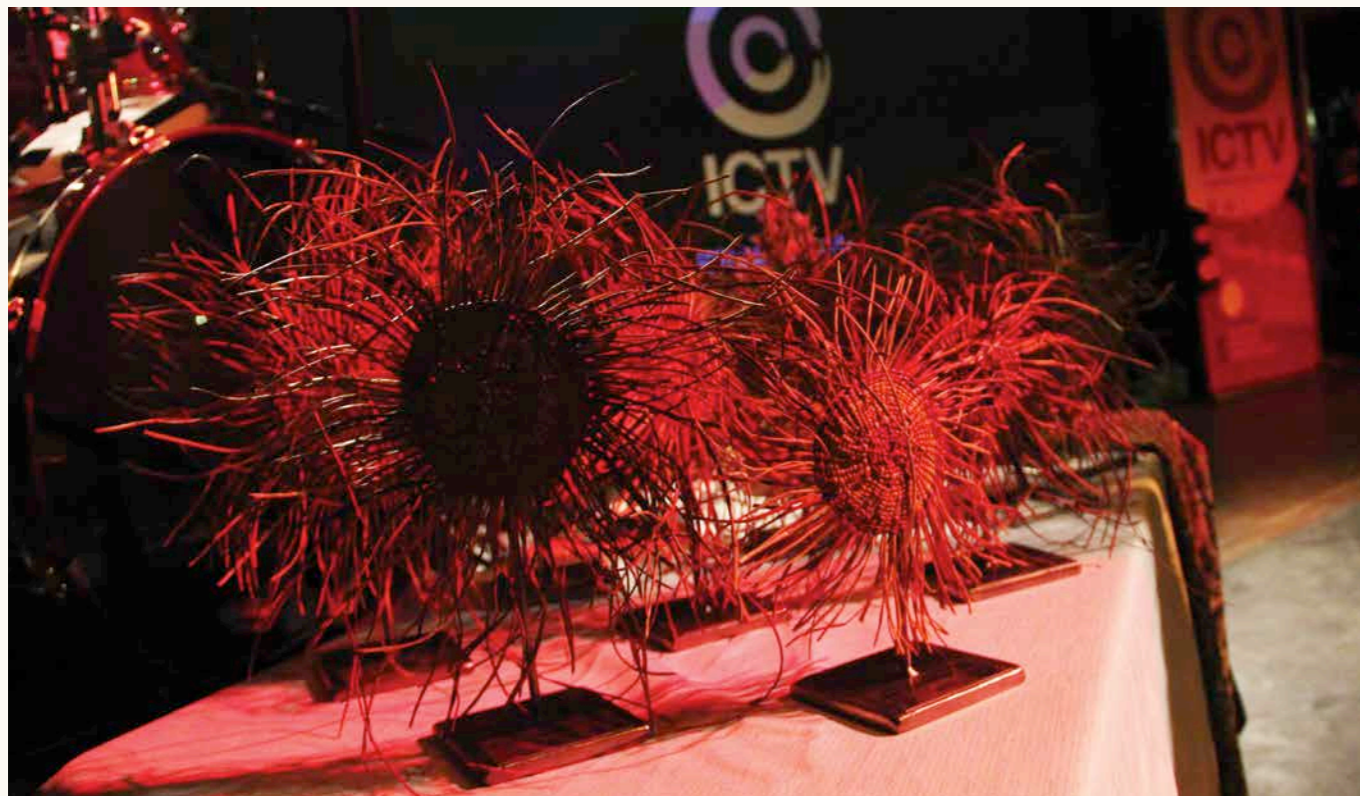
PLANS FOR THE YEAR AHEAD

- > **Review ICTV's involvement in the NRIMF, including managing the nightly screenings and holding the ICTV Video Awards at this event**

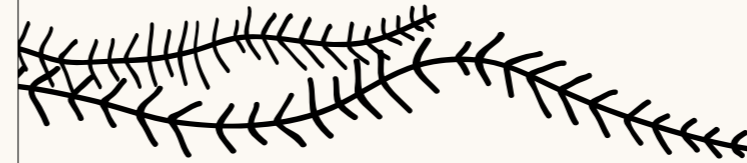
Probono Support

ICTV supported 24 organisations and individuals over the 2016–17 period, providing probono sponsorship opportunities valued at over \$12,000.

Handmade art pieces for the ICTV Video Awards 2016. Designed and fabricated by Eunice Djerrkju Yunupingu, from the Buku-Larrnggay Mulka Centre, Yirrkala, NT.



6. Our Finances



ICTV's financial position at the end of 2016–17 shows a return to surplus of \$47,396, with an increase in overall income and expenditure. The balance sheet also shows a substantial improvement in equity up to \$104,080.

The Income and Expenditure graph (see Figure I), which charts our finances over our nine years of operation, shows that 2014–15 year saw a higher-than-usual level of income and expenditure, but that our 2016–17 position neared this same level. In interpreting these figures, it is worth noting that 2014–15 was an extra-ordinary year, with operational funding boosted specifically by the one-off *Our Place* grant. This year's figures, on the other hand, reflect continued overall and steady growth, maintained through sustainable business development.

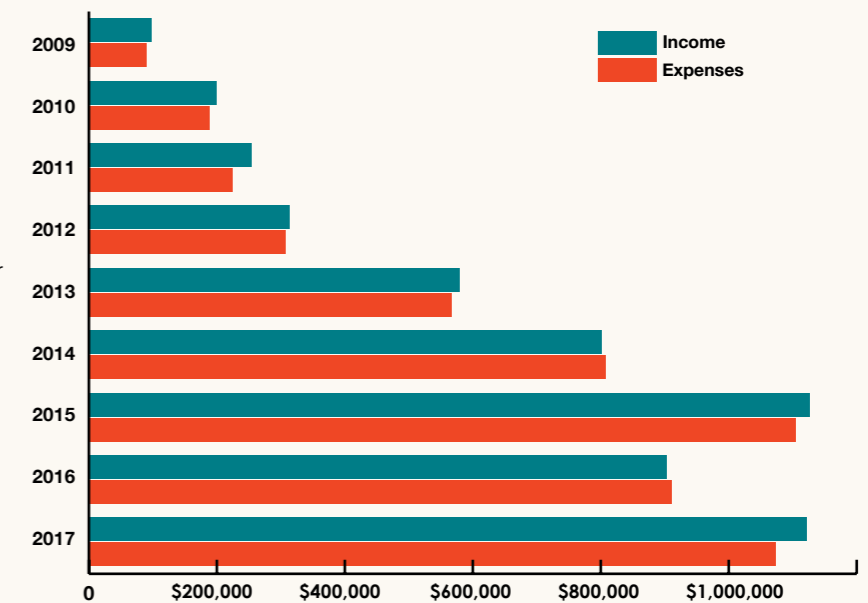
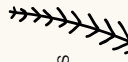


Figure I: Income and expenditure, 2009–17

“LAST MONTH I WAS OUT WORKING AT TWO OF OUR REMOTE PURPLE HOUSE [WESTERN DESERT DIALYSIS] SITES, KIWIRRKURRA AND KINTORE. AT BOTH UNITS ICTV IS THE ONLY THING PLAYING. WE HAVE HARD DRIVES FULL OF MOVIES OF ALL KINDS, BUT WHAT IS ON THAT SCREEN EVERY DAY IS ICTV. THE OLDIES LOVE IT ... SO YEAH, KEEP UP THE GOOD WORK! DON'T GET TOO FANCY EITHER, YOU'RE NAILING IT!”

Emily Ings, Kintore, NT



Income

Our major source of income for 2016-17 was the annual instalment of a two-year grant from the PMC, under the Indigenous Advancement Strategy (IAS), as shown in Figure J. This instalment of \$611,266 funded ICTV operations.

ICTV also attracted project-specific government grants. The first stage of funding for the *Our Bedtime Stories* project was received from the DCA under their Indigenous Languages and Arts program, while the Alice Springs retransmission project was funded under the ABA. This is the first year ICTV has received substantial Federal Government funding outside of the IAS, and reflects the organisation's pursuit of diversified income streams. In addition, a number of small project-specific grants were received from the CBF.

Campaign revenue (included in self-generated income) increased

substantially in 2016-17 by \$98,796, up to \$199,790. Associated expenses for sponsorship and advertising were around 33%, excluding administrative costs. 73% of campaign revenue was generated from existing clients, and 27% from new clients. While the majority of campaign revenue came from advertising on ICTV television, sponsorship income was also received for one-off events such as the ICTV Video Awards, *Our Place* launch and the Tiwi Islands Grand Final.

Contra arrangements, where ICTV provided advertising in exchange for services, were valued at \$13,485 (cash equivalent).

The increase in self-generated income was higher than anticipated and is a positive indicator of the long-term vision to be more self-sufficient and less reliant on government grants.

PLANS FOR THE YEAR AHEAD

- > **Increase self-generated income, specifically from sponsorship and advertising**
- > **Pursue income-generation opportunities for community media makers**
- > **Pursue funding for urgent IT infrastructure**
- > **Secure triennial operational funding (process in progress)**



Expenditure

While wages and associated costs have decreased in comparison with last year (48% compared with 65%), employee benefits continue to be our highest expense area (see Figure K). This is consistent with the nature of our operations, whereby:

- media, as an industry, is heavily reliant on personnel
- the processes of assessing new videos against content and technical criteria, and re-editing videos to bring them up to technical broadcast standards, are labour-intensive.

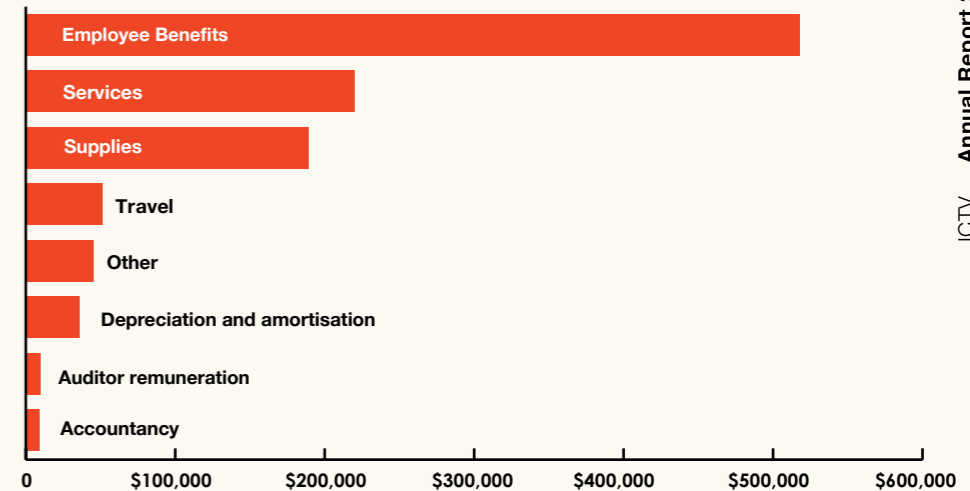


Figure K: Expense breakdown, 2016-17

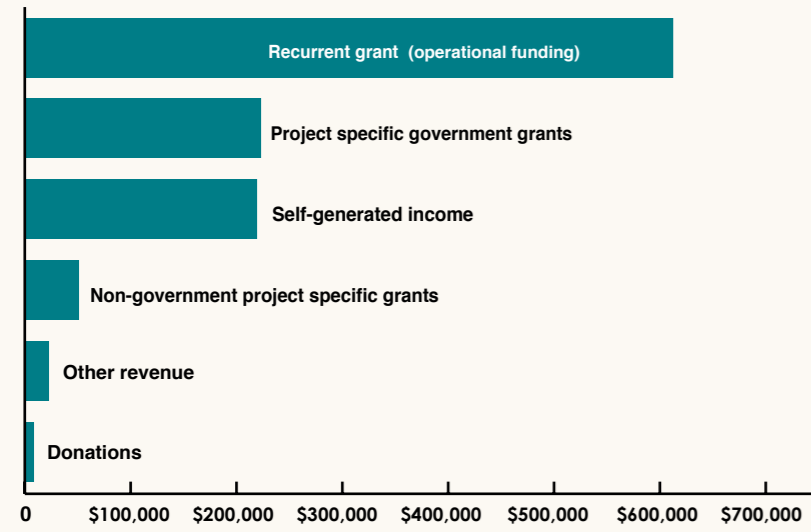


Figure J: Income breakdown, 2016-17



Audit Statement

ICTV was audited by Brian Tucker Accounting. The following are extracts from the audited Financial Year Report 2017. A full report can be provided upon request.

**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTORS OF
INDIGENOUS COMMUNITY TELEVISION LIMITED**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2017 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

Name of Firm: Brian Tucker Accounting

Name of Partner:



Brian Tucker CPA

Address: 1/991 Stanley Street, East Brisbane, Qld 4169

Dated this 20th day of September 2017

**INDIGENOUS COMMUNITY TELEVISION LIMITED
ABN: 83 122 250 533**

**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2017**

	Note	2017 \$	2016 \$
Income			
Revenue	3	1,121,474.53	902,920.84
Expenditure			
Accountancy expenses		(8,323.75)	(7,603.75)
Auditor's remuneration	4	(8,850.00)	(4,443.09)
Depreciation and amortisation expenses		(35,264.73)	(23,893.72)
Employee benefits expenses		(518,239.33)	(474,585.41)
Finance costs	5	-	(760.00)
Lease expenses		-	(11,789.56)
Other expenses		(503,400.53)	(387,102.52)
		47,396.19	(7,257.21)
Profit (Loss) for the year	5	47,396.19	(7,257.21)
Total comprehensive income for the year		47,396.19	(7,257.21)

"EVERYONE IN BALGO IS WATCHING ICTV. I'VE GOT UNCLES EVERYWHERE, AND THEY SAY THEY'VE SEEN ME ON ICTV."

Henry Augustine, Beagle Bay

**INDIGENOUS COMMUNITY TELEVISION LIMITED
ABN: 83 122 250 533**

**STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2017**

	Note	2017 \$	2016 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	6	223,856.23	383,868.85
Trade and other receivables	7	52,536.04	60,342.94
TOTAL CURRENT ASSETS		276,392.27	444,211.79
NON-CURRENT ASSETS			
Property, plant and equipment	8	132,923.81	114,183.54
TOTAL NON-CURRENT ASSETS		132,923.81	114,183.54
TOTAL ASSETS		409,316.08	558,395.33
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	9	138,195.49	117,163.53
Borrowings	10	17,888.46	16,935.44
Other current liabilities	11	66,623.60	293,349.99
TOTAL CURRENT LIABILITIES		222,707.55	427,448.96
NON-CURRENT LIABILITIES			
Borrowings	10	42,221.13	60,109.59
Provisions	12	40,306.43	14,152.00
TOTAL NON-CURRENT LIABILITIES		82,527.56	74,261.59
TOTAL LIABILITIES		305,235.11	501,710.55
NET ASSETS		104,080.97	56,684.78
EQUITY			
Retained earnings	13	104,080.97	56,684.78
TOTAL EQUITY		104,080.97	56,684.78

7. Our Future



Strategic Plan 2017–21

Development of the Strategic Plan 2017–21 commenced when the Board of Directors met in May 2017. The results of this planning indicate a renewed focus on the following outcomes:

- Providing accessible platforms and relevant programming to

Indigenous people living in remote areas, to improve social and emotional well-being

- Achieving a wider audience and national profile for ICTV
- Building and implementing a financial model that ensures independence and sustainability
- Growing the sector.

Further strategic planning meetings are scheduled for August 2017.

Duane Foster from NG Media, on location in Warburton, WA, using a boom microphone to record Olive Lawson's Bedtime Story, 2017 (Photo courtesy of NG Media)



Dedication



“JUST TO SAY HOW MUCH WE LOVE WATCHING ICTV – OH SO REFRESHING, INFORMATIVE, HEARTFELT AND THOUGHTFUL TO MOST OF THE OTHER TV CHANNELS.”

Liz Friends, Mullumbimby

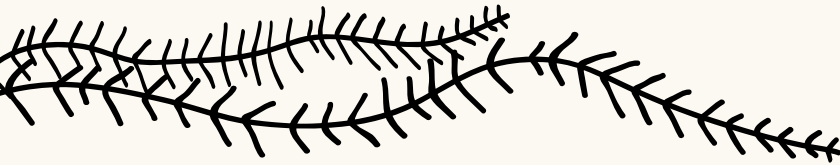
Belle Karirrka Davidson 1944 – 2017

It is with much sadness that we said goodbye to pioneering community media maker Belle Karirrka Davidson. Belle was a was one of the founding members of NG Media and of ICTV. She leaves a huge legacy as a community and cultural leader, film maker, teacher, storyteller and artist.

Belle will be missed for her sense of humour, engaging storytelling and generous spirit. Seeing Belle manhandle her tjanpi ‘son’ and explain, “This kid hasn’t had any medicine. That’s why he’s so skinny! ... No bum, no thighs, no feet!” in *Tjanpilatju Palyarantja* is one of the best moments of video you will see on ICTV.

Belle’s dedication to video making as a vital tool for cultural maintenance leaves behind a challenge for future generations to continue to ‘fight fire, with fire’.

Glossary



ABA: Aboriginal Benefits Account. Receives and distributes royalty-equivalent monies generated from mining on Aboriginal land in the Northern Territory. Administered by the Department of the Prime Minister and Cabinet

CBF: Community Broadcasting Foundation

Digital television: A type of television broadcasting, where the television signals are transmitted using digital encoding (rather than analogue signals). The digital signals are decoded by a device in or attached to the receiving television.

DCA: Department of Communications and the Arts (Commonwealth)

EPG: Electronic program guide

IAS: Indigenous Advancement Strategy. The way in which the PMC funds and delivers programs targeting Aboriginal and Torres Strait Islander Peoples

IRCA: The peak body that represents and advocates for the media and communications interests of Aboriginal and Torres Strait Islander communities in Australia

NRIMF: National Remote Indigenous Media Festival

On-demand: When users can watch or listen to video content when they choose to, rather than having to watch at a specific broadcast time

OTA: Over the air

OTT: Over the internet

Pageviews: A pageview is recorded each time a visitor to the website loads a page.

Playout: The playing out of video files and graphics into a single stream (usually high definition or standard definition) which can then be transmitted or transported. Playout facilities can be owned by a broadcaster, or playout can be managed by an independent operator.

Playout server: The equipment that plays out the scheduled videos (see Playout above)

PMC: Department of the Prime Minister and Cabinet

Programming genres: Categories that are used to organise and program video content. The ICTV programming genres are Our Culture, Our Music, Our Sport, Our Tucker, Our Way, Spiritual Way, Young Way.

Programming grid: A schedule that organises when programs will be broadcast

Satellite television: A type of television broadcasting service, where the signal is relayed from a communications satellite and received via a satellite dish

Station IDs: Station identifiers. They are played throughout a program, or between programs, to identify the television or radio station

Terrestrial service: A type of television broadcasting service, where the television signal is transmitted by radio waves from a land-based (terrestrial) transmitter and received with an antenna. This is the service available in most urban and regional areas of Australia.

Tjanpi: Refers to both a grass, and a form of woven art that is made using grasses and similar material.

TVC: Television commercial

Viewer Access Satellite Television (VAST): Free-to-air satellite television, funded by the federal government. VAST is available in rural and remote areas of Australia, where a terrestrial service does not operate.

ICTV is proudly supported by:

Australian Government
Department of Prime Minister and Cabinet

Australian Government
Department of Communications and the Arts



With additional support from:

Screen Territory	Batchelor Institute	Tiwi Island Football League
Indigenous Remote Communications Association	TEABBA	Central Australian Football League
	CAAMA Radio	Children's Ground

ICTV would also like to acknowledge the following organisations and individuals who voluntarily contributed content in 2016–17:

First Languages Australia	CuriousWorks	Dartmouth Films
PAKAM	Styledia	Darwin Aboriginal Art Fair Foundation
Central Land Council	Australian National University	Dominic Allen
LivingStone Media Foundation Ltd	Wujal Wujal Shire Council	Electric Pictures and EP Independent
Italk Library	Nungalinga College	Gurindji Aboriginal Corporation
Yirara College	Frank Meijer	Independent
NG Media	MAV Media	Kanyirninpa Jukurrpa
Indulkana Anangu School	Anindilyakwa Media	Mystery Lane Media
ALPA	AUM PR + Creative	Ngaarda Media
Rebel Films	Big Sing in the Desert	Ninti Media
Barkly Regional Council	PAW Media	NPYWC
The Mulka Project	Softball NT	Parryville Media
Ian Wilkinson	Tangentyere Stories	Red Dust Role Models Ltd
Anti-Discrimination Commission	Thaylia	Scribble Films
Barkly Regional Arts	Weerianna Street Media	Scripture Union NT
Music NT	ARDS	South East Arts
Pitjantjatjara Yankunytjatjara Media	Batchelor Institute of Indigenous Tertiary Education	Surfworld Museum Torquay
Waltja Tjutangku Palyapayi	Bob Brown Foundation	Swinburne University of Technology
Australian Red Cross	Britten Andrews	Theresa Sainty
Brisbane Indigenous Media Association	CASSE	Transmission Films
Desert Pea Media	Central Desert Native Title Services	
CAAMA	Daily Holla	



Contributing to ICTV

ICTV is always looking for new videos to share with our viewers. Submitting content is a great way to share stories from your community with other communities (through ICTV television), and with the rest of the world (through ICTV PLAY).

ICTV contributors include remote Indigenous media centres, arts organisations, art centres, language centres, sports teams and organisations, schools, music studios, councils, individuals and more.

Submitting video content is quick and straightforward, and can be done through our website at www.ictv.com.au.

ICTV can also offer advice on how to obtain funding for your project.

For further information contact content@ictv.com.au

Advertising with ICTV

Advertising on ICTV allows you to connect your brand with our television service.

Advertising packages can utilise your existing commercial, or ICTV can produce one for you.

Benefits of advertising with ICTV:

- Your brand or message can build on ICTV's credibility with our audience
- It provides a reliable, efficient and cost-effective way to reach Indigenous Australians in remote communities with targeted campaigns
- ICTV's unique programming allows you to link your message with a specific program category to reach a specific segment of our audience
- Advertising rates are competitive, and a schedule can be tailored to your needs.

For further information contact sponsorship@ictv.com.au

Promoting Your Community Event on ICTV

The Community Bulletin Board offers free promotion and publicity for free or publicly-available community events.

To be eligible for promotion on the Community Bulletin Board, the event must be:

- a community or public event that targets the ICTV audience in a positive way
- happening in a location that receives ICTV, or be of benefit to Indigenous Australians in remote areas.

For further information contact cbb@ictv.com.au



ICTVAustralia



@ICTVAustralia



ICTV

Indigenous Community
Television Limited

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info@ictv.com.au

www.ictv.com.au

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