



Indigenous Community Television Limited

ICTV Annual Report 2017-18





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This annual report summarises the activities and performance of Indigenous Community Television Limited (ICTV) for 2017-18 and its plans for the year ahead. This and earlier annual reports are available on the ICTV website.

A glossary is provided on page 31.

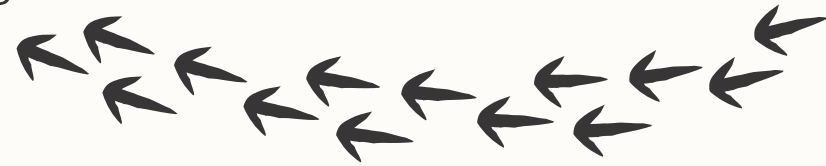
While every effort has been made to not include names or images of deceased people, please be advised that this document may contain such images and names.

Front Cover: David Jones and children during the recording of Djómi (Mermaid Story) for 'Our Bedtime Stories' in Maningrida, NT.

Photography in this report by Rhett Hammerton, Anna Cadden, NG Media, PAKAM and ICTV staff.



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

Lena Yarinkura and Bob Burruwal during recording of 'Our Bedtime Stories' in Maningrida, NT.



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).

Olive Lawson telling Tjilku Kutjarratjarra (Two Kids Story), for the Ngaanyatjarra (NG) Media production of 'Our Bedtime Stories'.



From 2009 to 2013, ICTV was able to continue transmitting on weekends only through access to 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.

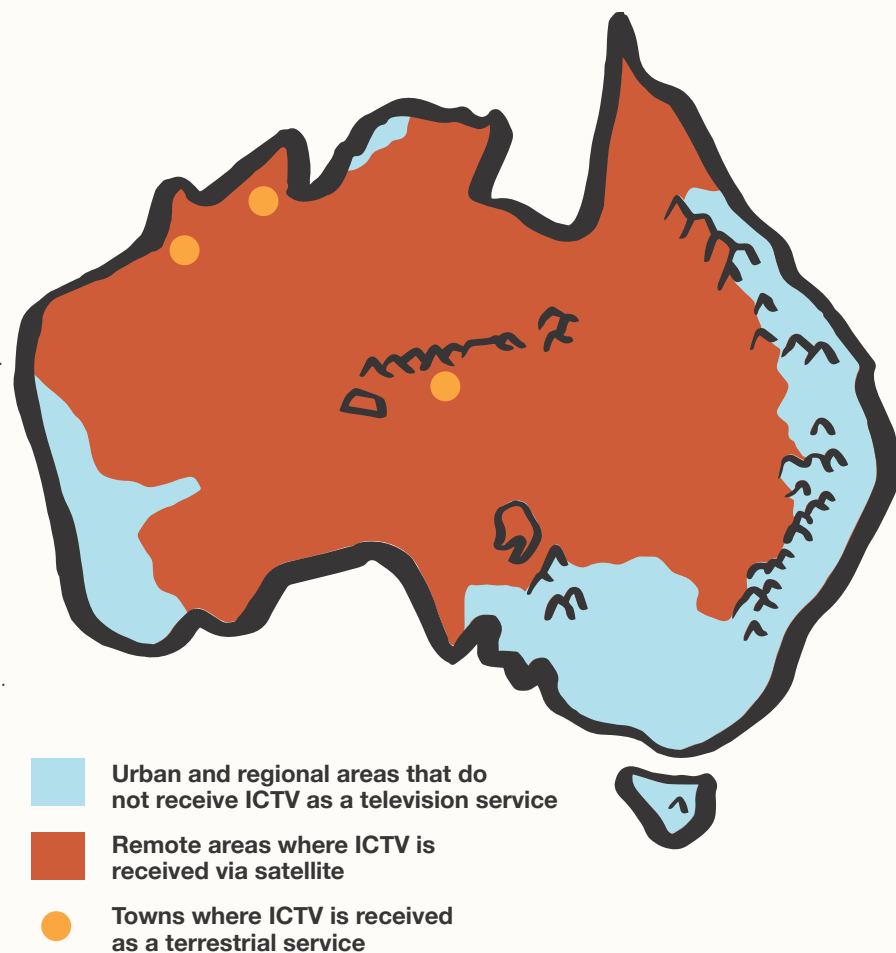


Figure A: ICTV television coverage across Australia

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



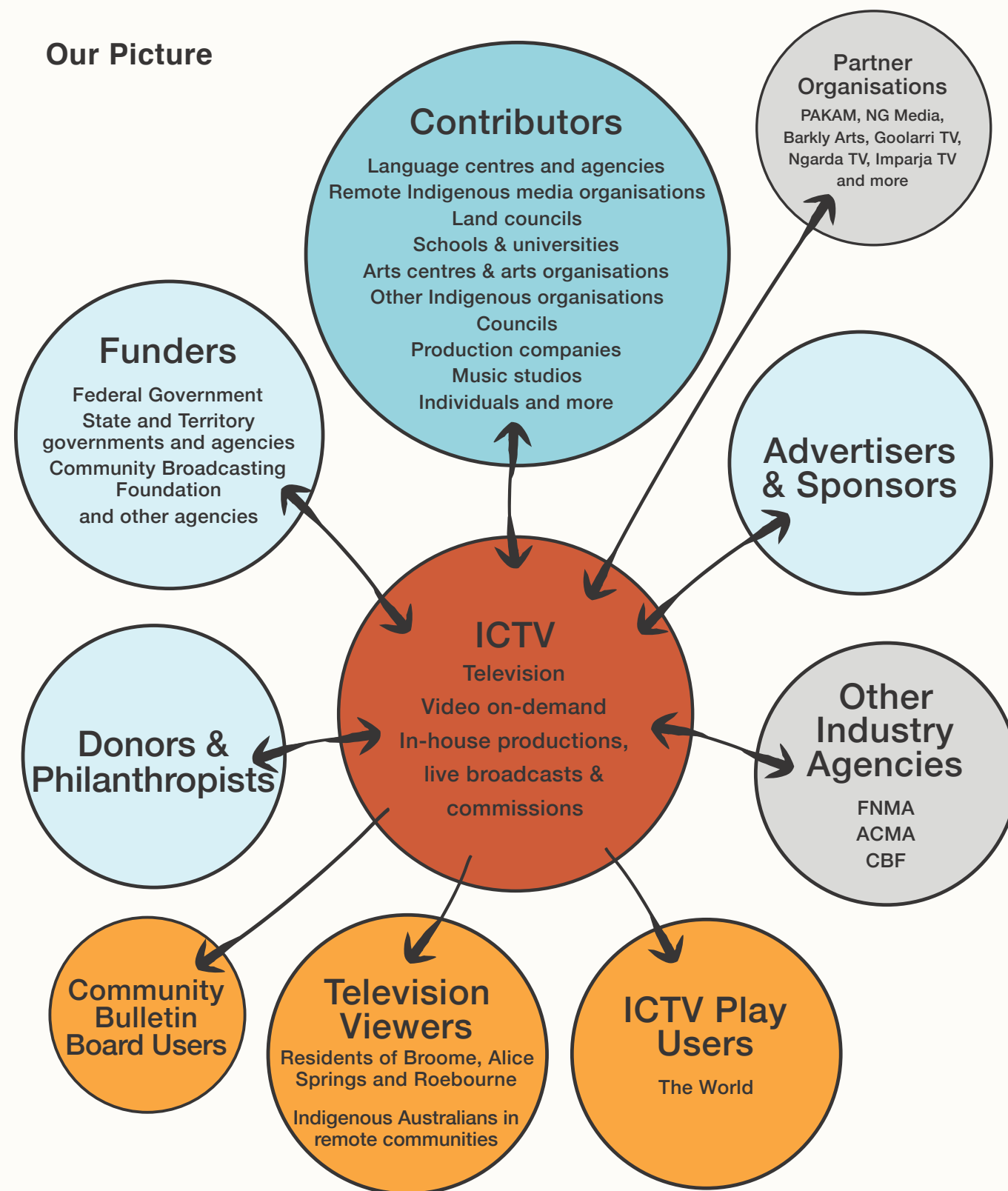
Our Focus Areas

- Community
- Culture
- Stories
- Family

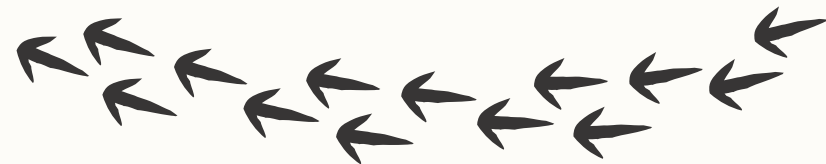
Our Values

- Autonomy
- Authenticity
- Accessibility
- Innovation

Our Picture



2. Our Year



Highlights of 2017–18

- Renovating and upgrading the spaces leased by ICTV at 10b Wilkinson Street, Alice Springs, to provide much-improved working areas and a functional kitchen.
- Installing a small multi-functional studio.
- Completing and broadcasting the 20-part series, *Our Bedtime Stories*.
- Broadcasting three football games live from Traeger Park, Alice Springs.
- Developing and implementing a new programming calendar of special events.
- Introducing a new graphical theme into the ICTV television service with associated training.
- Receiving a much-needed upgrade to IT infrastructure.
- Producing a number of short promotional videos in the new studio themed around the Red Couch.



From right: Vito Lucarelli, Jamie Balfour, Shirleen Campbell, Troy Peters and Matthew Peters during the production of 'Card Stories 2'.

Chairperson’s Report

Here in Cape York, people love watching ICTV and they would love to see more content from Queensland. While video production is going strong in many parts of Central Australia and the Kimberley, we still have a long way to go to make media part of the fabric of community life in places like remote Queensland and other parts of remote Australia.

We also need to get government agencies on board to help them understand the power of a service such as ICTV in communicating key messages and essential information to Indigenous Australians living in remote areas. While ICTV continues to be broadcast across four time-zones as one service, we would love to see ICTV as a regional multi-zone service to enable regional specific programming.

It was great to be involved in ICTV’s Red Couch productions and see the studio being used. This is a great resource and I am looking forward to seeing more productions and other live events from ICTV’s studio.

NELSON CONBOY



Manager’s Report

The implementation of our new four-year Strategic Plan has provided clear direction for managing the organisation this year. ICTV has had some major wins, most notably with upgrades to both our physical and IT infrastructure, and the completion of the twenty-part language series, *Our Bedtime Stories*.

Our staff base continues to be stable although we said good-bye to our long-term Administration Officer, Kiara Bailey. Catherine Liddle filled the position of Interim General Manager while I took long-service leave bringing with her a wealth of experience from her time with NITV. Catherine took ICTV out to the community increasing engagement.

My time away on a Churchill Fellowship enabled me to travel to remote Canada, India and the US to look at technical innovations relevant to ICTV. I am looking forward to using this experience to develop increasingly innovative ways to deliver culturally relevant programming to remote Australia.

RITA CATTONI



Elaine Woods and Gilbert Wallace on location in Amoonguna during ‘Card Stories 2’ production.



Our Performance

ICTV’s work is driven by a four-year Strategic Plan. This year (2017-18) is the first year of the new Strategic Plan 2017-2021. *Table 1* lists the four strategic outcomes of the plan.

Achievements relative to these outcomes are included throughout the report and referenced in the table below.

Table 1: ICTV Strategic Plan 2017–21 performance

Strategic Outcome	Status
Providing accessible platforms and relevant programs to Indigenous people living in remote communities to improve social and emotional well-being.	Refer ‘Our Work’ in Section 3.
Achieving a wider audience and national profile.	Refer ‘Audience Survey’ in Section 3 and ‘Our Community’ in Section 5.
Building and implementing a financial model to ensure independence and sustainability.	Refer ‘Business Development’ and ‘Our Work’ in Section 3, and ‘Our Finances’ in Section 6.
Growing the sector.	Refer ‘Content’, ‘Voluntary Contributions’ and ‘Our Work’ in Section 3.

“ICTV CONNECTS ALL COMMUNITIES TOGETHER AND CAN SEE WHAT IS HAPPENING IN OTHER COMMUNITIES. ”

Comment from ICTV Audience Survey, 2018

3. Our Work

ICTV distributes video content via two platforms: the ICTV television service and our video on-demand service, 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

The Department of the Prime Minister and Cabinet has committed funding to ICTV to operate the television service on VAST for another three years up to June 30, 2020. Imparja Television will continue to provide playout and uplink services under this arrangement.

Features of 2017–18:

- Content covered seven audience-driven genres: ‘Our Culture’, ‘Our Music’, ‘Our Sport’, ‘Our Tucker’, ‘Our Way’, ‘Spiritual Way’ and ‘Young Way’;
- 52% or 2,489 hours of television programming were broadcast in an Indigenous Australian language;
- 1,438 hours of cultural programming were broadcast;
- Yirara College and ABC Radio continued to provide ICTV with regular news services.

Programming

The ICTV programming grid is revised annually in response to content received and audience feedback.

A revised programming grid was introduced in July 2017 and included the following changes:

- Introduction of a new ‘Our Culture’ sub-genre;
- Increases to the amount and duration of programming for ‘Our Sports’ and ‘Spiritual Way’;
- Changes to the scheduling of ‘Young Way’ to comply with Community Broadcasting Participation across time zones.

Special Programming Events

Special programming events were introduced into our television schedule in late 2017 with a goal to deliver four major and four minor events over the calendar year. While the objective of increasing income through targeted

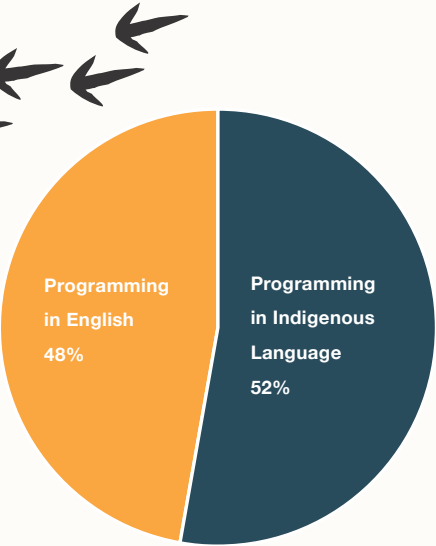


Figure B: Television programming in language 2017-18

advertising and sponsorship did not eventuate, the events enabled a departure from standard programming and allowed ICTV to profile and promote our contributor group.

Table 2: Special programming events 2017-18

Event	Programming
International Volunteer Day, December 2017	The production and broadcast of a promotion acknowledging ICTV’s volunteer contributors.
12 Days of Christmas, December 2017	A selection of programs curated by genre for the twelve nights over the Christmas-New Year period.
Australia Day, January 2018	With funding from the NT Government, ICTV produced and commissioned a series of short videos asking Indigenous Northern Territorians what Australia Day meant to them.
International Mother Language Day, February 2018	An entire day of programming in language.
International Women’s Day, March 2018	An entire day of programming celebrating ICTV’s female content contributors and women taking a lead role in video productions.
National Youth Week, April 2018	Seven days of specialist youth programming.

News

ICTV continued to schedule a weekly news program from Yirara College. ABC Yolngu and Warlpiri radio news were also programmed through the year using a slide-show of country from Arnhem Land and Warlpiri lands.

Downtime

A total of 220 minutes of Black to Air was experienced in four separate incidents that were outside ICTV’s area of control.

Graphics

ICTV worked with two consultants to develop new graphics for the television service. A sustainable model for integrating new graphics into the programming workflow was implemented with Adobe After Effects training.

Audience Survey

The triennial *Survey of ICTV Audience in Remote Australia 2018* commenced in April 2018 with funding from the Community Broadcasting Foundation (CBF). The survey, which was conducted across remote Australia and included 387 respondents, was designed and carried out in partnership with McNair yellowSquares. While the results were not finalised until September 2018, the timing of this report means the main findings can be reported as follows:

- The top three programming genres are ‘Our Culture’, ‘Our Music’ and ‘Our Way’;
- For 61% of respondents, ICTV is their favourite television channel and they watched an average of 4.4 days per week;
- Peak viewing times are between 6 and 9pm.

One of the major findings of the report was the effectiveness of ICTV targeted programs such as *Card Stories*, *Our Place*, interviews with actors from *Our Place*, and *Our Bedtime Stories*. On average, 65.25% of respondents agreed that programs encouraged them to change their behaviour.

Technical Innovation

Over the past year, resources have been allocated to develop time-efficient methods for generating programming reports, setting programming targets and scheduling the television service using algorithms.

Audience Survey participants: Nicholas Williams (at front), and residents from Ntaria at the Barunga Festival.



ICTV TELEVISION PLANS FOR THE YEAR AHEAD

- > **Results from the 2018 Audience Survey will be integrated into the television programming grid;**
- > **New graphics will be designed and integrated into the television program in early 2019;**
- > **The percentage of television programming in language will aim for 50% or more;**
- > **A new technical tool aimed at simplifying the weekly creation of programming grids and associated targets will be deployed in early 2019.**

Platform: ICTV Play

Visits to ICTV Play continue to grow each year.

Features of 2017-18:

- A 38.74% increase to 428,005 pageviews (up from 289,077 for the previous year);
- The highest viewed video was the CAFL Country League Grand Final produced by ICTV;
- The highest viewed video in one week was Episode 1: Margaret (MK) Kemarre Turner – *Amiwarre (Milky Way)* with 13,700 pageviews in the week that *Our Bedtime Stories* was launched in June 2018.

Figure C shows pageviews on ICTV Play over the last two years. In addition to obvious increases in pageviews, there is consistency in the timing of declines in viewing which, most likely, reflect the effect of school terms.

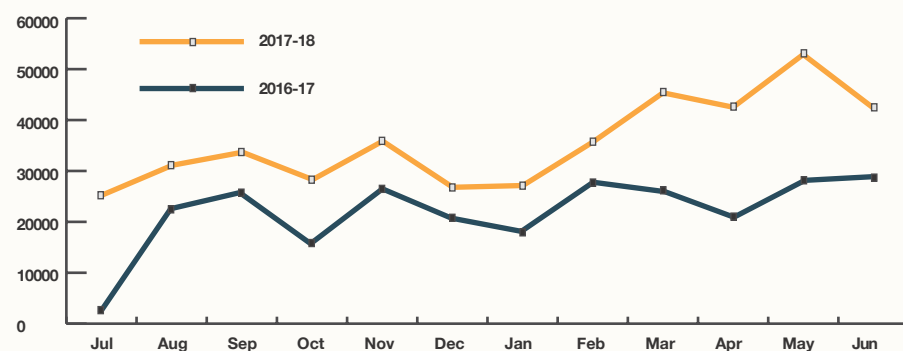


Figure C: Pageviews on ICTV Play 2017-18 in comparison with 2016-17

Most watched videos in 2017-18:

- CAFL Grand Final: Ltyentye Apurte vs MacDonnell Districts (Country League 2017);
- CAFL 2017 Grand Final, Under 18's Ltyentye Apurte vs Papunya;
- *Our Bedtime Stories*, Episode 1: Margaret (MK) Kemarre Turner – *Amiwarre (Milky Way)*
- All the most watched videos were produced by ICTV.



NG Media crew on location during production of 'Our Bedtime Stories'.



ICTV Play InLanguage

ICTV commenced work on a language portal for ICTV Play with a grant from Indigenous Languages and Arts. The project is known as ICTV Play InLanguage.

ICTV Play InLanguage is an engaging language-focused media platform allowing users to connect directly to language-specific videos on the ICTV Play video streaming service. Dynamic audio and visual cues encourage intuitive navigation for language speakers, linguists, researchers, teachers and students, allowing for all literacy capabilities on a national basis. An advisory group of linguists and language speakers was established to help guide the project which was still in development at the end of the financial year.

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

Users

The majority of users on ICTV Play were from Australia (86%). The service was most commonly accessed via mobile devices and users between the ages of 25 and 34 were the biggest group accessing the service.

"I CAN WATCH LOTS OF RELEVANT STORIES WHENEVER I WANT WITHOUT WAITING (ABOUT ICTV PLAY)."

Comment from ICTV Audience Survey, 2018

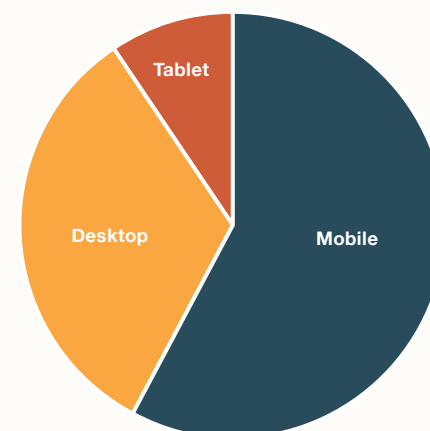


Figure D: Devices used to access ICTV Play, 2017-18

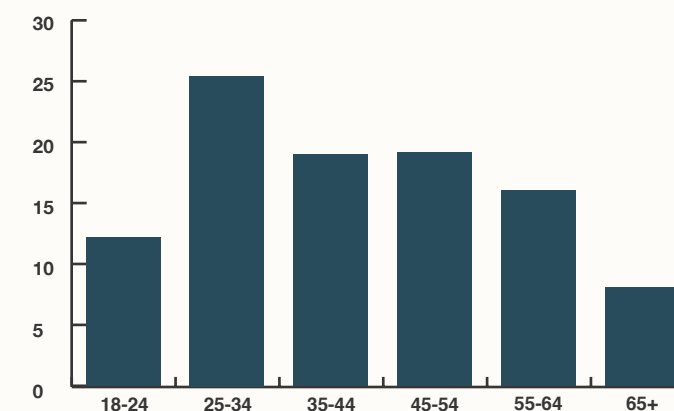


Figure E: Age-group of ICTV Play users



Content

ICTV aims to acquire approximately 500 new videos per year. Targets are also set for the number and duration of new videos for each television programming genre. To achieve content targets, we proactively maintain positive relationships with existing contributors and pursue connections with new contributors. Programming produced in-house occurs when content is not acquired for all programming genres.

Over the past year:

- 573 new videos were acquired;
- Targets for numbers of videos were exceeded for ‘Our Culture’, ‘Our Way’, ‘Our Tucker’ and ‘Young Way’;
- Targets were not met for ‘Spiritual Way’ and ‘Our Music’;
- Target for ‘Our Sports’ was exceeded for duration but not for numbers of videos.

Voluntary Contributions

Most of ICTV’s video content is contributed voluntarily by production companies, organisations and individuals who are located in remote communities or who provide services to remote communities. Our television and on-demand service would not be possible without the efforts and support of these contributors.

In 2017-18, 75 organisations and individuals voluntarily contributed content to ICTV. Of these, 48 (65%) were Indigenous organisations and 26 (22%) were new contributors. A list of all contributors who provided five or more videos is included

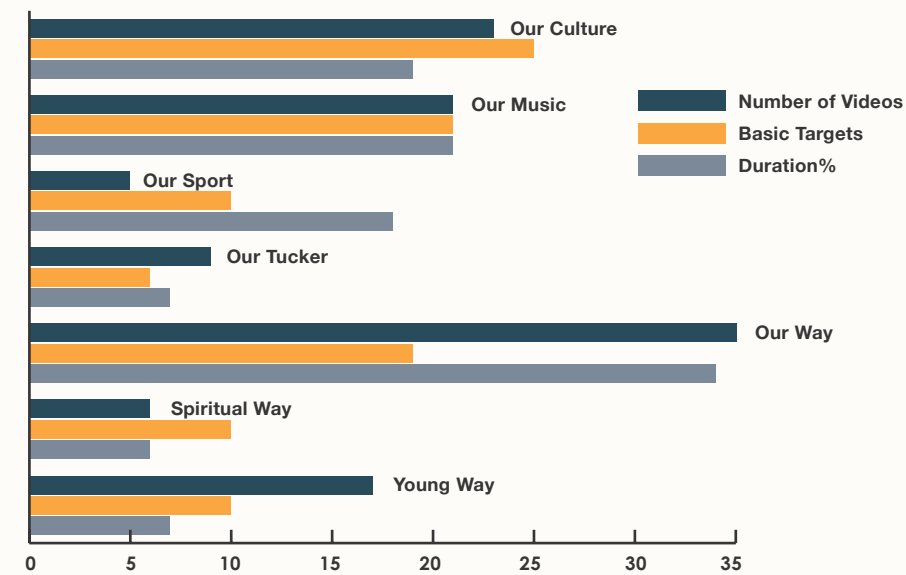


Figure F: New content programmed on ICTV Television service 2017-18

at the end of this report. Our top five contributors (excluding ICTV who was the fifth highest) were:

- | | |
|---|--------------------------|
| • First Languages Australia | • PAKAM |
| • Waringarri Media Aboriginal Corporation | • Kurna Warra Pintyanthi |
| | • italk Studios |



Matthew Miller (APY Lands) in the poster for the video ‘Saving Warru’ by Ninti Media, 2017.

Regions

The Kimberley and Central Australia contributed the most content due to the many organisations producing video content in Central Australia and the efforts of our long-term partner organisation, PAKAM in the Kimberley. In 2017-18, there were significant increases in content from Katherine but content from the Pilbara and North Queensland Remote continue to be well below other remote regions.

In-House Productions

Over the past four years, in-house productions have emerged as a key element of operations enabling ICTV to produce targeted content and to 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 and station IDs.

Our Bedtime Stories

Production on the twenty-part, multi-regional, multi-lingual project *Our Bedtime Stories* was finalised and first broadcast in March 2018. An official launch was held in June 2018 as part of Apmere angkentye-kenhe - ‘place for language’ event in Alice Springs. Each part features a senior Indigenous person telling a story to children in language.

ICTV worked with a number of partner organisations for different elements of the production including PAKAM,

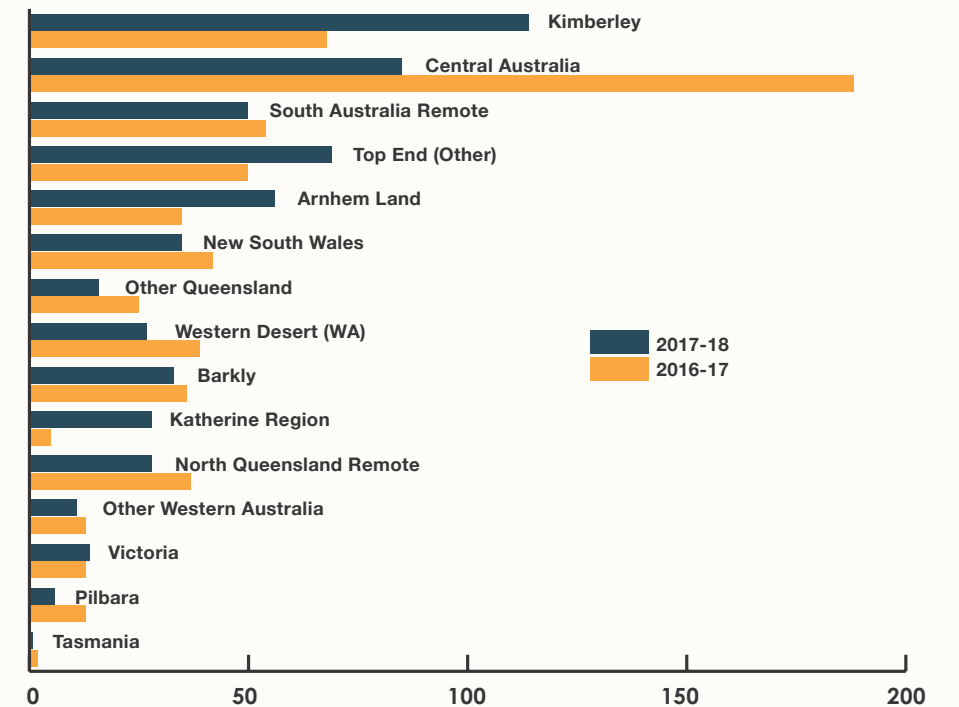


Figure G: New videos received according to region, 2017-18 compared with 2016-17

NG Media, Batchelor Institute, Maningrida Arts and Culture, and Barkly Regional Arts. The stories were from a number of communities including Alice Springs, Maningrida, Wingellina, Warburton, Blackstone, Port Hedland, Ti Tree, Yule River and Petermarer Creek. Languages included Arrernte Anmatyerre, Pertame, Nyangumarta, Kune, Kuninju, Ndjebbana, Puritjarra and Ngaanyatjarra. Bindi and Tangentyere Artists provided the inspiration for the opening and closing animation which features a song composed by Stephen Pigram from Broome and performed by Raymond Dixon from Tennant Creek at the Winanjikari Music Centre.

‘Our Bedtime Stories’ poster





Card Stories

Card Stories, Season 2 is a unique public health promotional campaign that specifically targets Indigenous Australians living in remote communities in the Northern Territory. It builds on the success of a 2016 ICTV project featuring stories that provide strategies to minimise problem gambling. The second season included three 'drama' stories with three TVCs generated from each. Production on the second season commenced in June 2018 with a two-week workshop that combined script development, pre-production and production. The project utilised an inclusive, non-traditional approach to video-making consistent with community values. For example, script development workshops led seamlessly into production with participants becoming actors and crew. The entire cast was Indigenous with Shirleen Campbell as trainee director.



TOP: From right: Shania Wallace, Lynette Ellis and Carmelina Marshall during production of 'Card Stories 2'.

BOTTOM: Troy Peters and Matthew Peters in 'Card Stories 2'.

Stations IDs and TVCs

'On the Red Couch' TVC productions was a new initiative producing ICTV promotional videos (promos) utilising our studio. The promos included community members sending messages directly to family as well as specialist messages for NAIDOC Week, Mother's Day, Finke Desert Race, International Women's Day and National Youth Week.

Live Broadcasts

Three games were broadcast live from Traeger Park in Alice Springs in September 2017 using a four-camera setup. An all-Indigenous camera crew was utilised, and the project was made possible with a grant from the CBF.

"IT'S GOOD FOR ME. (I'D LIKE TO SEE) MORE MOVIES MADE IN COUNTRY WITH ERNIE DINGO."

Comment from ICTV Audience Survey, 2018

LEFT: Tyrell Woodbury and Daveena Campbell-Cooley on the Red Couch for ICTV's Youth Week.

RIGHT: John Hodgson and Micha Williams on camera during the live broadcast of the CAFL Grand Final.



CONTENT AND PRODUCTION PLANS FOR THE YEAR AHEAD:

- > **Live broadcast of the ICTV Video Awards in May 2019;**
- > **Completion and broadcast of *Card Stories*, Season 2;**
- > **Completion and broadcast of Contributor Profile Videos;**
- > **Commencement of *Our Bedtime Stories*, Season 2;**
- > **Acquisition of content from eight language groups for the ICTV Play inLanguage resource;**
- > **Ongoing support for ICTV contributor group through commissions;**
- > **Establishment of an ICTV production fund.**



Business Development

2017-18 saw a marked increase in ICTV's business activities predominantly through sales of advertising and sponsorship. New clients accounted for 25% of business and sponsorship. Business development was carried out by Joy Taylor through her company, Centred in Choice.

The majority of campaigns on the ICTV television service were government messaging and health-specific messages.

In total, ICTV broadcast nineteen government messages with a total of 3,210 spots. Successful contra arrangements were brokered for conference attendance, radio advertising, access fees for productions and discounts on printing.

Survey of ICTV Audience in Remote Australia 2018 findings for three advertising campaigns revealed extremely positive results for questions around campaign visibility, success in terms of behavioural change and the effectiveness of seeing Indigenous people delivering these messages.

BUSINESS DEVELOPMENT PLANS FOR THE YEAR AHEAD

- > **Continue to pursue increased revenue through advertising and sponsorship campaigns;**
- > **Expand business activities;**
- > **Diversify income generation sources to include video sales and studio hire;**
- > **Set targets for surplus;**
- > **Integrate business development fully into ICTV operations.**

Eileen Puwerreri Gory, Clarrie Long and April Campbell outside Ti Tree (NT) during recording of 'Our Bedtime Stories'.



Technical Operations

Server and IT Infrastructure

ICTV was finally successful in securing a grant to upgrade its IT resources in 2017-18. The upgrade included a new HP server, desktop computers and other peripheral items. This will ensure ICTV's technical needs are met for the next three-to-five years. A much-needed redundancy of our internet service with the implementation of a secondary internet connection will ensure a continuity of internet supply.

Television Playout

Imparja Television continue to manage the ICTV television playout for Channel 601, VAST.

Digital Terrestrial & Satellite

ICTV continued to be available via satellite on Channel 601 and on Channel 41 in Alice Springs, Broome and Roebourne as a digital terrestrial service. The service remained stable throughout the year.

Temporary Studio & Voice-Over Booth

Grant funding was received from the CBF to install a temporary television studio in the central space of ICTV's leased warehouse in Alice Springs. A small room was fitted out to operate as a voice-over booth or small audio studio using ICTV funds.

Programming Innovations

ICTV programming staff worked with contract technician, Ben McIntyre, in developing and integrating a series of algorithms across two databases to create an efficient way of generating accurate programming reports. While the reporting element of this project was in place during 2017-18, the integration of the feature into programming workflows will occur in 2018-19.

TECHNICAL PLANS FOR THE YEAR AHEAD:

- > **Deploy a new technical tool to simplify the weekly creation of programming grids and associated targets in early 2019;**
- > **Undertake research to determine the viability of different companies offering bonded and blending streaming services for live broadcasts with a view to purchasing a reliable decoding and transport solution;**
- > **Research and develop scoping document for a viable video distribution solution that integrates on-demand and linear television distribution;**
- > **Integrate an EPG into the Broome ICTV service.**

Building

Premises

ICTV was successful in securing a voucher-based grant from the NT Government under its Immediate Work Grants Scheme. The scheme covers costs to renovate premises for not-for-profit organisations in the Northern Territory. The renovations have resulted in vastly improved office spaces with natural light, a new kitchen and the freeing-up of the internal warehouse area for the construction of a temporary studio.

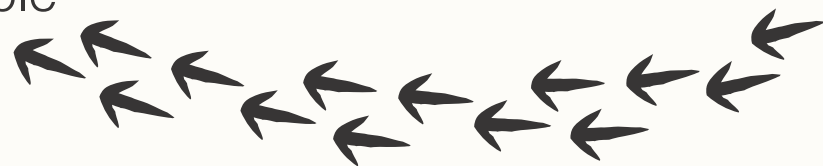
BUILDING PLANS FOR THE YEAR AHEAD:

- > **Develop business case for a dedicated building and television studio;**
- > **Diversify the sources of self-generated revenue;**
- > **Increase revenue through advertising sales and sponsorship.**

Policy & Compliance

All ICTV operations are supported by clear and relevant operational, programming and organisational policies that are reviewed annually. ICTV documents all relevant compliance requirements and ensures these are integrated into policies and procedures.

4. Our People



Staff and Contractors Staff

The ICTV staff base transitioned between six to nine employees during the 2017-18 year. A minimum of 50% Indigenous staff was maintained all times.

Staff included:

- **Rita Cattoni (General Manager)**
- **Catherine Liddle (Interim General Manager)**
- **Jamie Balfour (Senior Programmer)**
- **John Hodgson (Programmer)**
- **Gina Campbell (Programmer)**
- **Josh Davis (Content Acquisitions)**
- **Kiara Bailey (Administration Officer and Trainee Director)**
- **Sharna Williams (Administration Officer)**
- **Lekisha Lord (Administration Officer)**
- **Vito Lucarelli (Language Portal Project Coordinator)**

Indigenous Employment Strategy

One of the key targets under our funding from the Indigenous Advancements Strategy (PMC) is to achieve significantly higher levels of Indigenous employment by June 30, 2020. ICTV currently has a very small staff base with 50% Indigenous employment. Strategies for achieving a higher percentage of Indigenous employment will need to be innovative and long-term given the high level of technical skill required for most positions, the need to work across departments and our limited core funding. We also require a sustainable approach to ensure ongoing high levels of Indigenous employment.

Training

Programming staff attended two in-house Adobe After Effects workshops in September 2017 and March 2018 aimed at integrating the new graphic style into the ICTV television service. John Hodgson worked in the lighting and grip department for the feature film production of *Top End Wedding* through Screen Territory's Indigenous Internship incentive.

ICTV provided opportunities for a number of local people to be involved and supported in the production of the second series of *Card Stories*. Administrative staff were supported with Xero training throughout the year.

Contractors and Consultants

ICTV works with contractors and consultants for short-term work or for long-term contracts where a staff position cannot be filled. Joy Taylor was engaged for business development services and Ben McIntyre provided technical services throughout the year. The intention over time is to convert long-term contractual arrangements for ongoing services into salaried positions.

Organisational Review

An organisational review was conducted as part of the ICTV strategic planning process and resulted in improved staff communications and internal reporting procedures.

Staff Photos

1. Catherine Liddle, John Hodgson and Gina Campbell
2. Lekisha Lord, Catherine Liddle, Sharna Williams, Thomas Mayor, John Hodgson and Vito Lucarelli with the Uluru Statement from the Heart For Constitutional Reform For First Nation's People in Australia.
3. Rita Cattoni near the remote Inuit community of Igloolik, Nunavut Canada.
4. From left, at back: Josh Davis, Jamie Balfour and John Hodgson
From left, at front: Catherine Liddle, Joy Taylor and Gina Campbell.
5. Kiara Bailey translating with April Campbell for 'Our Bedtime Stories'.

"I LOVE ICTV. WHENEVER I AM IN COMMUNITY I WATCH IT."

Comment from ICTV Audience Survey, 2018



Board of Directors

The Board of Directors consisted of three elected members (Nelson Conboy, Henry Augustine and Bernadette Angus), one elected associate member (Neil Turner) and one co-opted member (Lynette Ellis). Board Meetings were held at the end of each quarter with two occurring face-to-face in Darwin and Brisbane. ICTV Chairperson, Nelson Conboy attended two meetings in person in Alice Springs.



OUR PEOPLE PLANS FOR THE YEAR AHEAD:

- > **Review the effectiveness of contractor engagement vs employment arrangements;**
- > **Pursue funding for a marketing position;**
- > **Continue to develop and implement the Indigenous Employment Strategy;**
- > **Hold Board Meetings at the end of each quarter with a minimum of one face-to-face meeting over the financial year period.**

ICTV Board of Directors 2017-18

Top from left: Nelson Conboy, Bernadette Angus.

Middle: Henry Augustine and Neil Turner in front of painting by Patrick Mung.

Bottom from left: Lynette Ellis and Noelene Golder.

5. Our Community

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

Audience Feedback

ICTV logs and documents all feedback received from its audience, whether positive or negative. In 2017-18, ICTV received 40 documented instances of feedback about the ICTV television and ICTV Play television service from all over Australia. This included general comments, specific requests for assistance to produce content, requests for more content from particular regions and requests for types of content (football). Negative feedback received was generally about conditions in remote Australia and not about ICTV itself.

Feedback and comments from the three-yearly ICTV Audience Survey, which commenced in April 2018, are included in this report.

Events

ICTV was present at a number of events in 2017-18 including a stall at the Alice Springs Show and at NAIDOC week in July 2017. In April 2018, ICTV commenced delivery of a weekly ICTV-content bulletin board on Ngaarda Radio in Roebourne, WA. The radio segment has proven to be an effective way to communicate with our audiences.

A successful media campaign for *Our Bedtime Stories* was also delivered and included a well-attended launch held in partnership with Apmere Angkentyenkenhe and the Healing Centre in Alice Springs on June 2, 2018.

Social Media and Public Relations

Film Festivals

The Milky Way story by MK Turner from *Our Bedtime Stories* was selected for screening as part of the NT Travelling Film Festival. Three ICTV-produced videos and a number of contributor videos were accepted for screening at the annual Winda Festival held in Sydney in November 2017.

Conference Attendance

For the first time in many years, ICTV did not have an active involvement in the annual Remote Media Festival which was held in Wingellina, WA, although two delegates were able to attend. ICTV General Manager Rita Cattoni and Kiara Bailey presented two episodes of *Our Bedtime Stories* at the inaugural National Indigenous Languages Convention and spoke about the project.

Feedback was extremely positive and there has been strong support in the community to produce a second series.

ICTV Directors Neil Turner and Henry Augustine represented ICTV at the Connecting Up Conference in May 2018 and delivered a keynote address: *Creating stories in community and sharing them with Indigenous Australians in other remote communities*. ICTV's business services were on show at the Supply Nation Conference attended by Joy Taylor.

Facebook and Twitter

Facebook activity was consistent with daily postings promoting new videos on ICTV and the encouragement of cross-posting with contributors.

Morris Jackson after the Audience Survey at Purple House, Alice Springs.



News Page and Newsletter

Three newsletters were distributed during the year and ICTV posted regular news stories and information on its website promoting both ICTV activities and new videos, often showcasing the work of contributors.

COMMUNITY PLANS FOR THE YEAR AHEAD:

- > Launch of second series of *Card Stories* at Amoonguna Community in August 2018;
- > Attendance of ICTV staff at the Western and Northern Aboriginal Languages Alliance (WANALA) Forum in October 2018;
- > Attendance of ICTV staff and Board at the annual Converge Conference in November 2018;
- > Screening of *Our Bedtime Stories* as part of NAIDOC Week in Alice Springs in July 2018;
- > Screening of *Our Bedtime Stories* as part of the Parrtjima Light Festival in October 2018;
- > Submission and screening of ICTV and contributor videos at Winda Film Festival in November 2018;
- > The creation of the inaugural Screen Summit and live broadcast of ICTV Video Awards in May 2019;
- > Increased social media activity.

Community Bulletin Board

ICTV promoted 156 events on its Community Bulletin Board which is broadcast three times each day on the television service as well as on ICTV Play. The Community Bulletin Board is a well utilised resource that helps organisations and communities promote events and activities.

Pro Bono Support

ICTV provided 26 free advertising campaigns to twelve clients with a total value of \$24,840. Pro bono advertising is provided in line with ICTV's Programming Policy.



ICTV Directors Henry Augustine and Neil Turner delivering the keynote address: 'Creating stories in community and sharing them with Indigenous Australians in other remote communities' at the 'Connecting Up' Conference, 2018

6. Our Finances

ICTV's financial position at the end of 2017-18 shows a surplus of \$143,403 and an increase in overall income and expenditure in line with increased activity. The balance sheet reflects this continuing trend with equity up to \$194,611 (compared to \$104,080 in 2016-17).

Figure H which charts our finances over ten years of operation shows a consistent increase in operating income and expense, with 2017-18 total income and expenditure being the highest yet received.

"ICTV SHOWS THE WAY OF LIVING IN REMOTE COMMUNITY, ENGAGING THROUGH TV SHOWING OUR CULTURAL LIFESTYLE THROUGH SINGING DANCING HUNTING AND STORYTELLING."

Comment from ICTV Audience Survey, 2018

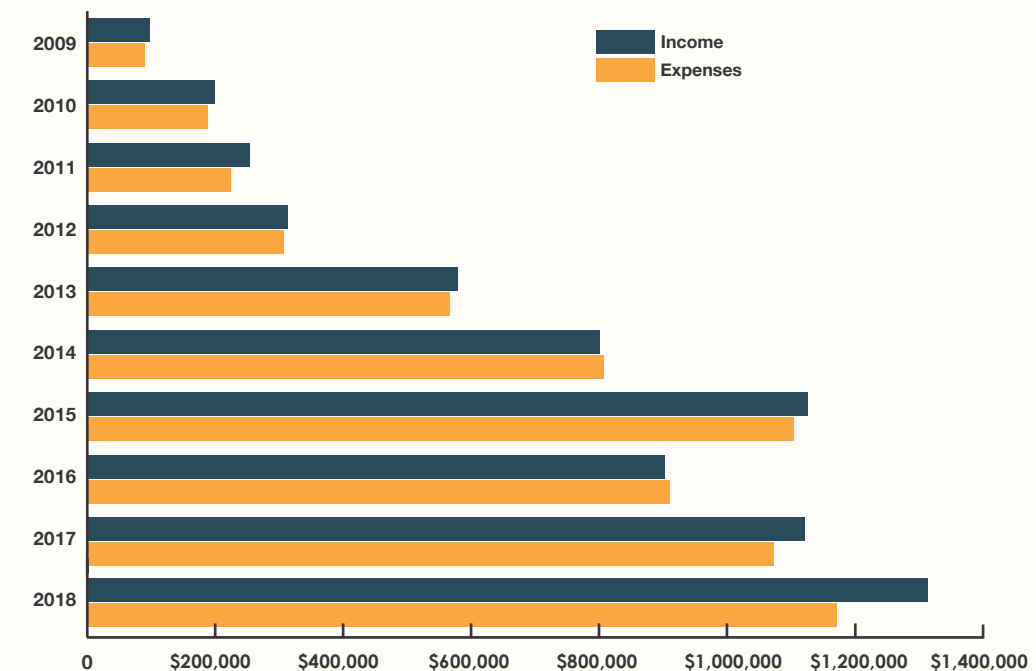


Figure H: Income and expenditure, 2009-18

Income

Our major source of income for 2017-18 was the first year of a three-year grant from the PMC under the Indigenous Advancement Strategy (IAS). This instalment of \$611,266 funded ICTV's core operations. ICTV also received a grant of \$113,088 from PMC for capital expenditure.

ICTV received a number of project-specific grants as follows:

- The second stage of the *Our Bedtime Stories* project was funded by DCA under their Indigenous Languages and Arts program.
- The first stage of the ICTV Play Language Portal Project 'InLanguage' was also received from DCA under their Indigenous Languages and Arts program.
- The second series of *Card Stories* was funded by NT Government under their Gambling Amelioration program.
- A special TV campaign about the meaning of Australia Day for Indigenous Australians was funded by the NT Government.
- The Community Broadcasting Foundation provided funding for the new studio, the Audience Survey, and the production and broadcast of the CAFL Grand Final from Traeger Park in Alice Springs.
- Donations and sponsorship were received for the proposed Screen Summit which has been postponed to May 2019.

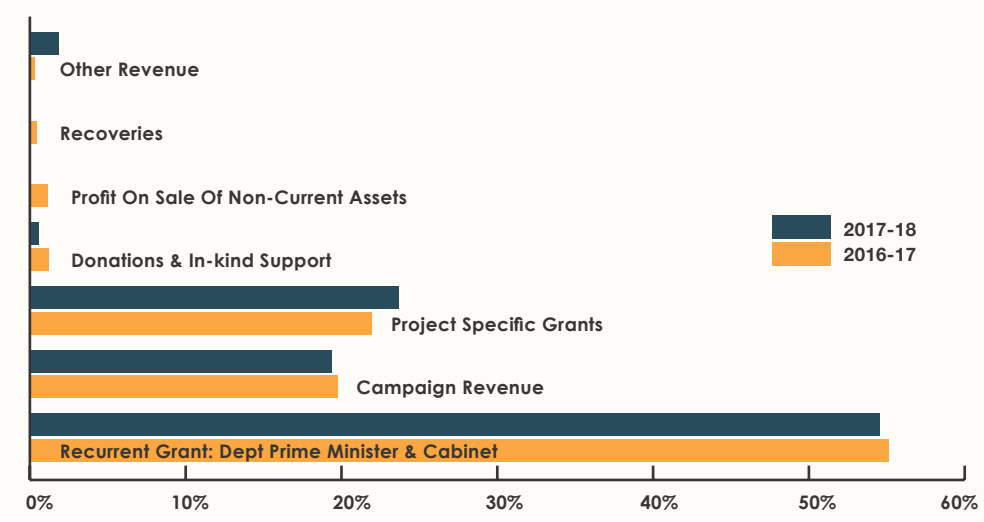


Figure I: Income breakdown as a percentage, 2017-18 compared to 2016-17

Campaign revenue increased to \$259,840 and accounted for 20% of ICTV's total revenue. This income is essential for continued operations. Associated expenses for sponsorship and advertising accounted for 46% of total advertising revenue. The value of contra arrangements received through advertising was \$26,405. Essential services and supplies provided through these arrangements included forum tickers, stall holder costs, radio advertising, access fees and printing discounts. Contra arrangements are an integral element of our financial operations allowing ICTV to achieve outcomes with minimal project budgets.

Expenditure

Expenditure increased in 2017-18 in line with increased activity. While employee benefits were higher in 2017-18, the percentage to overall income reduced from 48% to 46%. Employee benefits continue to be the highest expense area which is consistent with the nature of our operations, whereby:

- the media 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.

The use of contractors and consultants account for the increase in service expenses. ICTV has reduced accounting costs by undertaking many book-keeping tasks in-house.

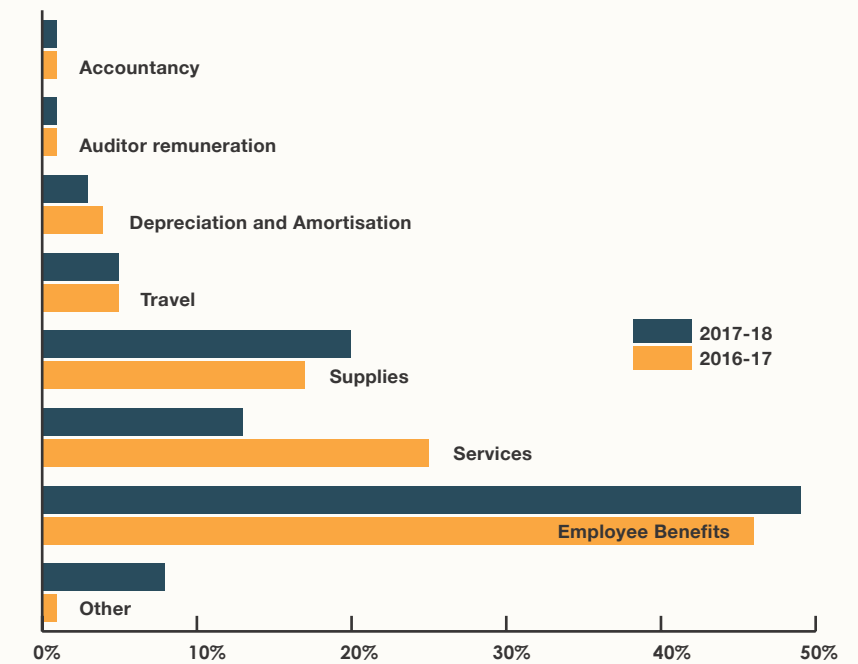


Figure J: Expense breakdown as a percentage, 2017-18 compared to 2016-17

Capital

The purchase of capital items over the past two financial years accounts for the increase in depreciation and amortisation. In 2017-18, this included the upgrade of all of ICTV's IT equipment with a grant from PMC.

The NT Government covered the costs to upgrade our premises to a value of \$107,945 under its Immediate Work Grants Scheme. While the building is not considered an asset, ICTV will benefit greatly from these improvements, particularly with the confirmation of our three-year lease.

The ICTV Land Cruiser was written off as a result of an accident while staff were attending the Remote Media Festival. The vehicle was replaced under a chattel mortgage with a less expensive Ford Ranger and a Hyundai i30 for local driving.

ICTV Production Fund

In the 2017-2021 ICTV Strategic Plan, the Board identified the need to support Indigenous producers in remote communities to become more self-sufficient in local production. A strategy to achieve this is the allocation of a percentage of any annual cash surplus to an ICTV production fund accessible by ICTV contributors.

FINANCES PLANS FOR THE YEAR AHEAD:

- > Establish an ICTV production fund (dependent on cash surplus);
- > Deliver major one-off projects for the second outreach stage of the ICTV Play Language Portal and the second series of *Our Bedtime Stories* (as per committed funding);
- > Deliver minor one-off projects (as per committed funding from the CBF);
- > Increase self-generated income.



Financial Report for the Year Ended June 30, 2018

ICTV was audited by Brian Tucker Accounting. Following are extracts from the audited Financial Year Report 2018 approved by the Directors of ICTV at a meeting on October 17, 2018. A full report can be provided upon request.

Director’s Report

The directors present their report on the company for the financial year ended 30 June 2018.

Information on Directors

The names of each person who has been a director during the year and to the date of this report are:

- Nelson Conboy
- Bernadette Angus
- Henry Augustine
- Lynette Ellis (co-opted 15 November 2018)
- Noelene Golder (ceased 15 November 2018)
- Neil Turner

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Operating Results

The profit of the company after providing for income tax amounted to \$143,403.

Significant Changes in the State of Affairs

There have been no significant changes in the state of affairs of the Company during the year.

Principal Activities

The principal activities of the company during the financial year were to improve community health, social cohesion, cultural awareness and self-esteem; and the promotion of remote Indigenous culture and talent.

No significant changes in the nature of the company’s activity occurred during the financial year.

Events After the Reporting Date

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

Environmental Issues

The company’s operations are not regulated by any significant environmental regulations under a law of the Commonwealth or of a state or territory of Australia.

Dividends Paid or Recommended

No dividends were paid or declared since the start of the financial year. No recommendation for payment of dividends has been made.

Options

No options over issued shares or interests in the company were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

Indemnification and Insurance of Officers and Auditors

The company has insurance policies in place to cover professional indemnity claims for officers and directors of the company.

Auditor’s Independence Declaration

The lead auditor’s independence declaration in accordance with section 307C of the Corporations Act 2001 for the year ended 30 June 2018 has been received and can be found on page 3 of the full financial report.



Carmelina Marshall, ‘Card Stories 2’

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 2018 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

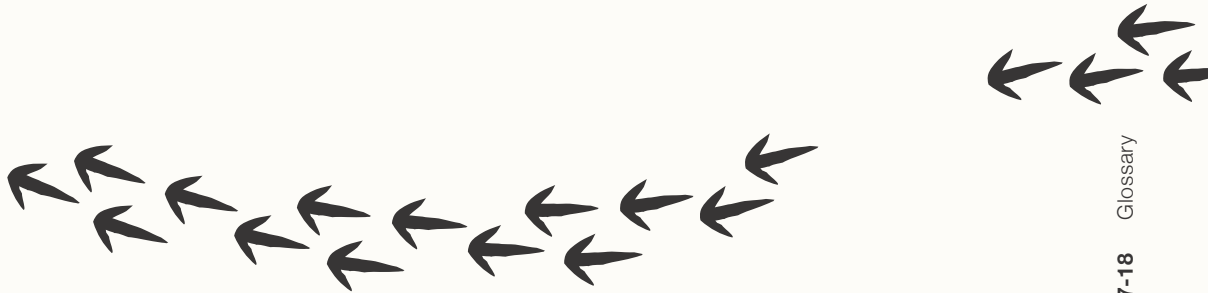
Dated this 25th day of October 2018

INDIGENOUS COMMUNITY TELEVISION LIMITED ABN: 83 122 250 533

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2018

	Note	2018 \$	2017 \$
Income			
Revenue	3	1,299,569.29	1,121,474.53
Other income	3	14,655.90	-
		1,314,225.19	1,121,474.53
Expenditure			
Accountancy expenses		(6,000.00)	(8,323.75)
Auditor's remuneration	4	(8,448.50)	(8,850.00)
Depreciation and amortisation expenses		(49,023.77)	(35,264.73)
Employee benefits expenses		(522,570.57)	(518,239.33)
Other expenses		(584,779.46)	(503,400.53)
		1,170,822.30	1,074,078.34
Profit for the year	5	143,402.89	47,396.19
Other comprehensive income			
Capital grant transferred to Depreciation Reserve		(59,971.13)	-
Annual depreciation on funded capital assets		7,098.00	-
Transfer to Production Fund		(7,666.00)	-
Transfer to Building Reserve		(7,666.00)	-
Transfer to General Reserve		(7,666.00)	-
Reserve transfer		(75,871.13)	-
Total comprehensive income for the year		67,531.76	47,396.19

Glossary



INDIGENOUS COMMUNITY TELEVISION LIMITED
ABN: 83 122 250 533

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2018

	Note	2018 \$	2017 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	6	255,412.66	223,856.23
Trade and other receivables	7	151,300.48	52,536.04
Other current assets	8	7,138.24	-
TOTAL CURRENT ASSETS		413,851.38	276,392.27
NON-CURRENT ASSETS			
Property, plant and equipment	9	224,112.07	132,923.81
TOTAL NON-CURRENT ASSETS		224,112.07	132,923.81
TOTAL ASSETS		637,963.45	409,316.08
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	195,473.77	138,195.49
Borrowings	11	14,323.13	17,888.46
Other current liabilities	12	102,020.85	66,623.60
TOTAL CURRENT LIABILITIES		311,817.75	222,707.55
NON-CURRENT LIABILITIES			
Borrowings	11	54,747.60	42,221.13
Provisions	13	23,914.24	40,306.43
TOTAL NON-CURRENT LIABILITIES		78,661.84	82,527.56
TOTAL LIABILITIES		390,479.59	305,235.11
NET ASSETS		247,483.86	104,080.97
EQUITY			
Reserves	14	75,871.13	-
Retained earnings	15	171,612.73	104,080.97
TOTAL EQUITY		247,483.86	104,080.97

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.

EPG: Electronic program guide

FNMA: First Nations Media Australia is the national peak body for the Aboriginal and Torres Strait Islander media industry. Formerly known as Indigenous Remote Communications Association, (IRCA).

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

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 and 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 receiver with an antenna. This is the service available in most urban and regional areas of Australia.

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.



Bruce Thomas, on location at Yule River, WA for 'Our Bedtime Stories'.

ICTV is proudly supported by:

**Australian Government
Department of the Prime Minister and Cabinet**

**The Australian Government's
Indigenous Languages and Arts program**



With additional support from:

First Nations Media Australia

Central Australian Football League

Batchelor Institute

Gilbert & Tobin Lawyers

**ICTV would also like to acknowledge the following organisations
and individuals who provided videos in 2017-18:**

ABC Open: Mother Tongue

Frank Meijer

**Puntukurnu Aboriginal
Medical Service**

Aboriginal Broadcasting Australia

Gurindji Aboriginal Corporation

ALPA

Ian Wilkinson

Rayella

Art Gallery of South Australia

Invision Media

Rebel Films

Artists of Ampilatwatja

italk Studios

Scripture Union NT

AUM PR + MGMT

Kaiela Arts Shepparton

**Seed Indigenous Youth
Climate Network**

Australian Broadcasting Corporation

Kanyirninpa Jukurrpa

Silvia Storchi

Australian Red Cross

Karungkarni Art

Small Town Culture

Bábbarra Women's Centre

Kaurna Warra Pintyanthi

Swinburne University of Technology

Barkly Regional Arts

Mount St Bernard College

Tangentyere Council

Barkly Regional Shire

**Mowanjum Aboriginal Art
and Culture Centre**

**Thamarrurr Development
Corporation**

Bärra West Wind

Music NT

Think Films

Big Sing in the Desert

Mystery Lane Media

Tropic Productions

**Brisbane Indigenous
Media Association**

National Film and Sound Archive

Uncle Jimmy Thumbs Up!

Britten Andrews

NG Media

University of Queensland

BushMob Media

Ngaarda Media

University of Sydney

BushTV

Ninti Media

Waanyi Garawa Rangers

CAN WA

**North Australian Aboriginal
Justice Agency (NAAJA)**

Wantok Musik Label

Central Australia Health Service

Northern Land Council

**Waringarri Media Aboriginal
Corporation**

Central Land Council

NPYWC

wordclock digital

Channel 31 Melbourne

Nungalinga College

Yarrenyty Arltere Artists

Desert Pea Media

PAKAM

Yinhawangka Aboriginal Corporation

Dulwich Centre Foundation

**Pitjantjatjara Yankunytjatjara
Media (PY Media)**

Yirara College

Empowered Communities

Pormpuraaw Arts & Culture Centre

First Languages Australia

First Nations Media



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



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