



Indigenous Community
Television Limited

Annual Report 2018–19





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This annual report summarises the activities and performance of Indigenous Community Television Limited (ICTV) for 2018-19 and its plans for the year ahead. This and earlier annual reports are available on the ICTV website.

A glossary is provided on page 32.

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.

ICTV
Indigenous Community
Television Limited

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Jennifer Connelly, Henry Augustine, Sylvia Tabua, Neil Turner and Lynette Ellis with Pantjiti Unkari McKenzie's painting
Apangu Uwankaranku Tjukurpa TV tjara.





Nelson Conboy, Effy Marie Smith,
Gina Campbell and Stacy Peckham
taking part in the Producing
Animation workshop at FRAIM.

1. About Us

ICTV is a television service delivering 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 Story

Our story began in the mid-1980s when the launch of Australia's first communications satellite, *Aussat*, meant mainstream radio and television could 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. Pioneered by Indigenous media makers such as Ernabella Video and Television (now PY Media) and Warlpiri Media Association (now PAW Media and Communications), these early initiatives 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.

Our Vision

Our vision is to strengthen culture and community through the power of moving image.

Our Purpose

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

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 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, and the new resource, inLanguage. ICTV's in-house productions, live broadcasts, commissioning and outsourcing further contribute to the distribution of moving-image content by, and for, Indigenous Australians in remote communities. ICTV operates from 10b Wilkinson Street, Alice Springs, and playout is currently managed by Imparja Television.

Our Services

ICTV provides a standard definition (SD) linear television service on Channel 601 on the VAST satellite platform. This service is rebroadcast as a digital terrestrial service on Channel 41 in Alice Springs, Broome and Roebourne. ICTV is telecast from 6:00 am to midnight, every day of the year.

ICTV content can be readily accessed by users anywhere in the world via our on-demand service, ICTV PLAY, at ictv.com.au. inLanguage is a new addition to ICTV Play allowing users to navigate ICTV video content from a language perspective.

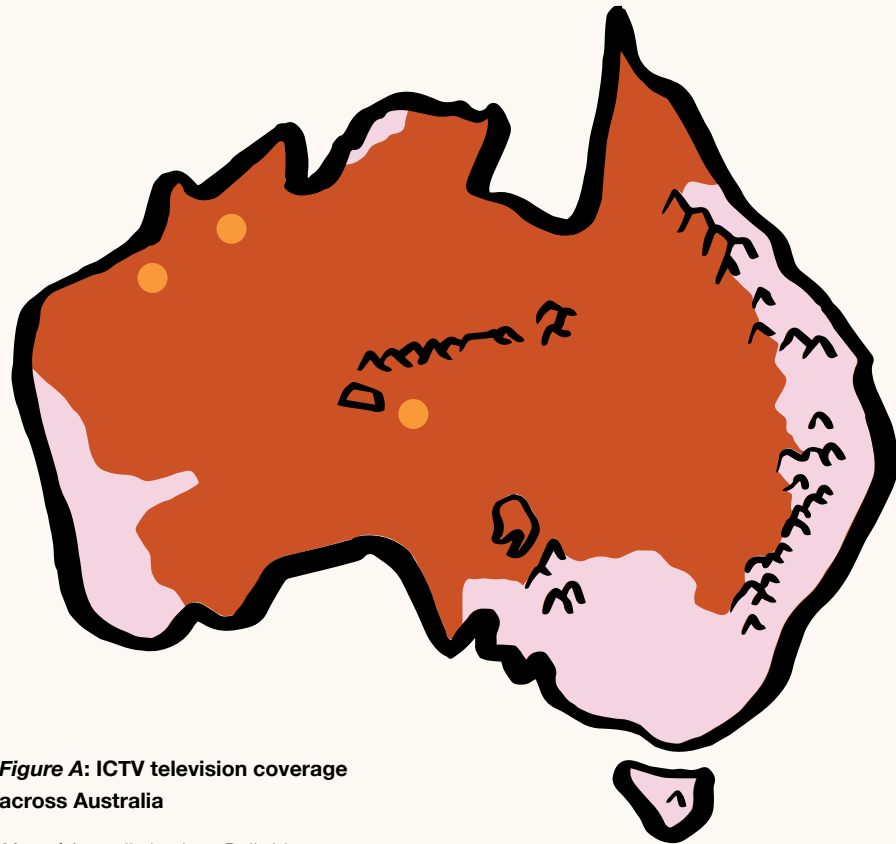


Figure A: ICTV television coverage across Australia

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

- 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

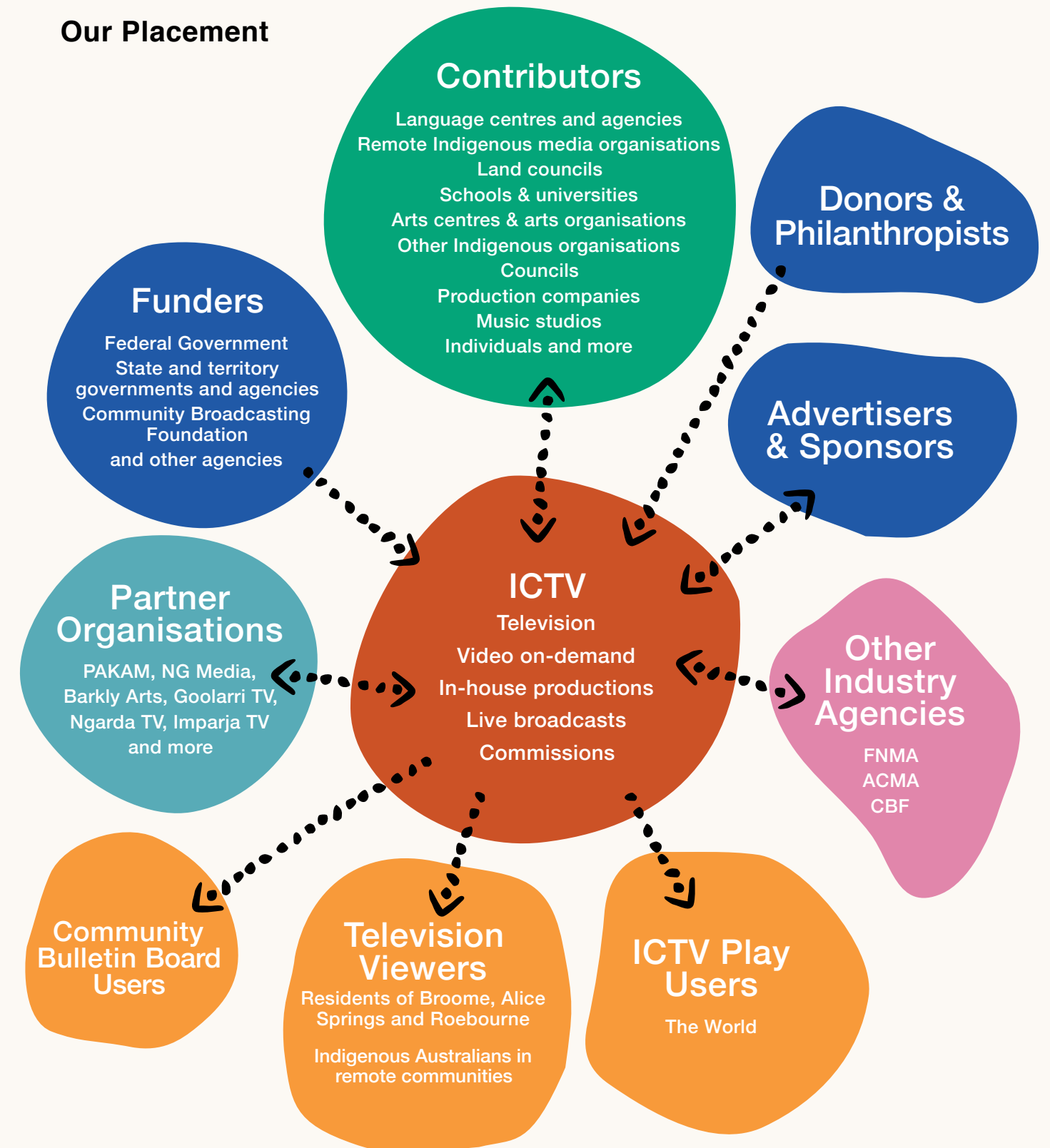
Our Focus Areas

- Community
- Culture
- Stories
- Family

Our Values

- Autonomy
- Authenticity
- Accessibility
- Innovation

Our Placement



2. Our Year

Highlights of 2018-19:

- **Running the inaugural Festival of Remote Australian Indigenous Moving-Image (FRAIM)**
- **Broadcasting the ICTV Video Awards live on ICTV**
- **Completion of the inLanguage Resource**
- **Completion of the second ICTV Audience Survey**
- **Programming and production of TVCs for NAIDOC Week 2018**
- **Consistent achievement of 50% of programming in Indigenous Australian languages.**

"WE ARE PROUD TO SHARE OUR STORIES ON ICTV AND IT BRINGS US GREAT JOY TO SEE OUR VIDEO ON SCREEN."

Media students at
Nungalinga College, Darwin, NT

Chairperson's Report

I wish to thank ICTV contributors, ICTV staff and the Board of Directors for their time and input this year. A special thanks to departed director Bernadette Angus for her commitment and contribution over the years, and a warm welcome to our new director Sylvia Tabua.

Quarterly board meetings were held throughout the year and consistently achieved a quorum despite the enormous challenge posed by directors living in remote areas around the country. All meetings were structured around the outcomes of the ICTV four-year strategic plan, which we are now halfway through, ensuring we remain on track to achieve its vision.

ICTV was proud to celebrate the United Nations International Year of Indigenous Languages with the finalisation of the new inLanguage portal and the continued prioritisation of programming in language which sat at over 50% throughout the year.



2018-19 has been a very successful year for ICTV overall, especially in terms of growing the sector. FRAIM, our inaugural Festival of Remote Australian Moving-Image in Alice Springs, provided the chance to meet with Indigenous media workers from around the country and to learn alongside them in the workshops. The Under-The-Stars Screenings and the ICTV Video Awards were also a great opportunity to celebrate this work. Without our contributors and their efforts producing content in their communities, ICTV would not be possible.

It's exciting times as we look forward to the next twelve months.

Nelson Conboy, ICTV Chairperson



Manager's Report

The core purpose of ICTV—to deliver a culturally appropriate television service to Indigenous viewers in remote areas—continues to be the foundation from which all other activities at ICTV extend.

The Festival of Remote Australian Indigenous Moving-Image (FRAIM) was the realisation of ICTV's long-term goal of running its own industry event to directly support the many organisations and individuals that voluntarily contribute content to the service. While event management is a new type of activity for ICTV, our involvement in the Remote Media Festivals over many years gave us a clear vision of what we wanted to achieve and how we wanted to achieve it. The linking of FRAIM with the ICTV Video Awards enhanced both events.

A highlight of FRAIM was the donation by Neil Turner (Manager of PAKAM and ICTV Director) of the painting *Anangu Uwankaranku Tjukurpa TV tjara – The Story of Community Television*. The idea of the painting is that the original spark, 'fighting fire with fire' with community television at EVTV, was spread to remote communities all around the country, like patch burning from one spinifex clump to the next.

From an operational perspective, the move to a paperless environment with the implementation of associated workflows across all areas of operations, while challenging, should result in measurable efficiencies in the next few years.

ICTV continues to be financially stable achieving a greater surplus to the previous financial year.

As we head into the next financial year and the final year of the current funding cycle, with affordable internet services in remote Australia at least five years away, we are committed to the continued operation of the linear television service and to ensuring that ICTV is able to operate the playout of this service with greater autonomy.

Rita Cattoni, General Manager

Our Performance

ICTV's work is driven by a four-year Strategic Plan. 2018-19 is the second year of the four-year Strategic Plan 2017-2021.

The strategic outcomes of this plan are to:

- Provide accessible platforms and relevant programs to Indigenous people living in remote communities to improve social and emotional well-being;
- Achieve a wider audience and national profile;
- Build and implement a financial model to ensure independence and sustainability;
- Grow the sector.

These strategic outcomes, and the associated Action Plan guide ICTV's operations.

Our Community Bulletin Board

To join the free ICTV
Community Bulletin Board

Free Call 1800 013 635

ictv.com.au/community-bulletin-board

3. Our Work Our Platforms

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.

ICTV Television

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

Features of 2018-19:

- 55% of television programming was in an Indigenous Australian language.
- 1,438 hours of cultural programming were broadcast.

Programming

The ICTV programming grid is revised annually in response to trends in acquisitions, as well as both formal and informal audience research.

A revised programming grid was introduced in July 2019 and included the following changes:

- 'Our Tucker' programming was relocated to lunchtimes and prime-time between 3 and 9pm due to its popularity.
- 'Our Sport' programming increased by 90 minutes on weekends.
- 'Our Way' programming received a regular start time of 8:30am on all weekdays except Thursdays.
- The *Arlpiri* series programming began each day at 6am.

Special Programming Events 2018-19

Special programming events were incorporated into the linear broadcast schedule throughout the year, as follows:

- NAIDOC Week – July 2018
- Indigenous Music Week – September 2018
- Mental Health Week – October 2018
- International Volunteer Day – December 2018
- 12 Days of Christmas Programming – December 2018 to January 2019
- International Mother Language Day – February 2019
- International Women's Day – March 2019
- Youth Week – April 2019

Downtime

A total of 12 hours and 10 minutes of Black-to-Air were experienced over the year due to technical faults.

Graphics

New graphics based on the works of Rosie Nangala Flemming from Yuendumu were integrated into the television service.



Top: Video still from ICTV's weekly Community Bulletin Board promo featuring graphics based on the works of Rosie Nangala Flemming.

Bottom: Joe Williams recording a message with ICTV (John Hodgson, James Balfour and Joshua Davis) for NAIDOC Week 2018 at the Yeperenye Shopping Centre NAIDOC Market.



ICTV PLAY

Visits to ICTV PLAY have continued to grow. In particular, *The Future Australian National Anthem* video by the Dulwich Centre Foundation received over 65,000 views in a month in the midst of public discussions around the Australian National Anthem in June 2019.

Features of 2018-19:

- There was a 43.43% increase in pageviews with an annual total of 613,890 compared to 428,005 for the previous year.
- The highest viewed video submitted in 2018-19 was *Bush Bands Bash 2018: Saltwater Band (Full Set)* produced by Music NT.
- The highest viewed video in one week was *The Future Australian National Anthem* with 27,710 pageviews at its peak.
- The most watched videos in 2018-19 were *The Future Australian National Anthem*, *Bush Bands Bash 2018: Saltwater Band (Full Set)* and *Never Stop Riding*.

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. Some anomalies to note: a larger decrease in views over the April school holidays and a significant spike in views in June due to *The Future Australian National Anthem*.



ICTV Play inLanguage

The ICTV Play inLanguage website enables users to connect directly to language-specific videos on the ICTV PLAY video streaming service. Completed in February 2019, its scope was planned by a steering committee of language speakers, linguists and workers in language and culture-related programs. Languages can be found through two educational search tools; the inLanguage Map and an A-Z List.

The inLanguage Map was created with the support of First Languages Australia (FLA) who generously shared the data collected for their invaluable resource, Gambay, which reflects names and locations that

communities use over those that have been historically assigned. This data is represented without state lines and language boundaries.

The A-Z List features all the languages and language groups available in alphabetical order and takes into account the many synonyms, spellings and common misspellings of language names to give users the best chance of finding the language they are looking for.

inLanguage utilises the extensive metadata housed in ICTV's tailor-made database and is the first step towards realising the full potential of the ICTV content library.

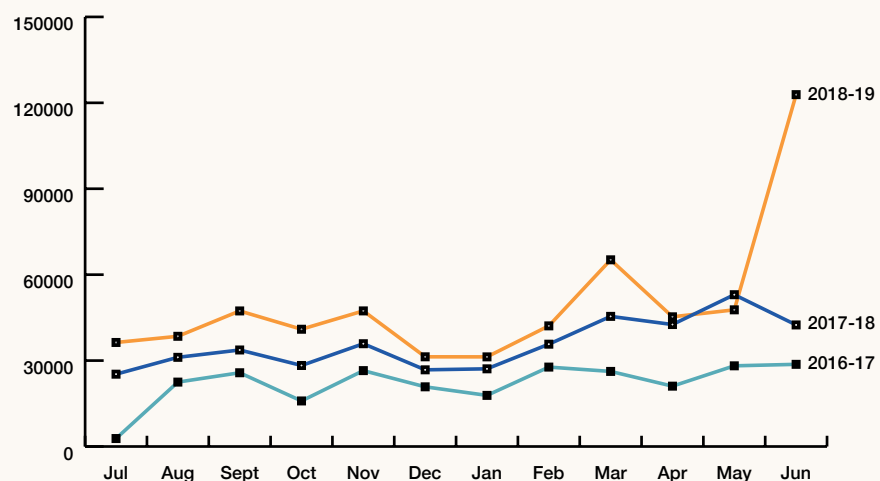


Figure B: ICTV PLAY Pageviews 2018-19, in comparison with 2017-18 and 2016-17.

Top: *The cast of Never Stop Riding, winners of the 2019 ICTV Video Awards People's Choice Award.*

Bottom: *Rita Cattoni, Lynette Ellis and Vito Lucarelli being interviewed at the launch of inLanguage.*



Users

The majority of users on ICTV PLAY were from Australia (87.37%). 89.3% of visitors were new which represents an increase of 7.6% from the previous year potentially due to a rise in traffic via social media from the popular video *The Future Australian National Anthem* by the Dulwich Centre Foundation.

The service was most commonly accessed via mobile devices and the most common group of users were between the ages of 45 and 54. This represents an older shift in ICTV's previous dominant age demographic, however, the percentage difference between the age groups from 25 and above has reduced.

The number of users on ICTV PLAY between 18-24 has dropped by 7.64% from the previous year which is a lower number than desired and will be addressed in the future.

PLANS FOR THE YEAR AHEAD

- **Maintain 50% or more of television programming in language on all platforms**
- **Completion of new ICTV corporate site**
- **Investigation of options for shareable, downloadable content within an ICTV PLAY application**
- **Completion of inLanguage Outreach Program**
- **Development of ICTV Play Stand Alone resource**
- **Research and deployment of new playout solution for the ICTV television service.**

Your Content. Our Content.

ICTV content is classified into seven audience-driven genres: 'Our Culture', 'Our Music', 'Our Sport', 'Our Tucker', 'Our Way', 'Spiritual Way' and 'Young Way'. Video content on ICTV is produced and submitted by over sixty organisations and individuals, 95% of which are Indigenous.

Targets are set for new content including total numbers of new videos, their duration and genres. However, with few incentives available to direct new content, this is determined by what we receive from our contributor group.

ICTV maintains positive relationships with existing contributors while also developing connections with new contributors.

Features of 2018-19:

- 535 new videos were acquired (excluding the Yirrara News).
- 'Our Music', 'Our Way' and 'Our Culture' were the most popular video genres contributed.
- A total of 68 organisations and individuals submitted content.
- 50% of all contributors were new to ICTV.
- 95% of contributors were Indigenous organisations or individuals.
- Our top five contributors were:
 - PAKAM
 - Barkly Regional Arts
 - Ngaanyatjarra Council
 - Kurna Warra Pintyanthi
 - Music NT

Contributors

The videos on ICTV platforms are voluntarily submitted by a range of organisations and individuals including remote Indigenous media organisations, art centres, arts organisations, schools, youth programs, land council, language programs and more. Our television and on-demand service would not be possible without the efforts and support of these contributors.

Feature production – Arlpiri

The Arlpiri series, produced by NPY Women's Council and funded by the CBF, comprised 13 motivational and instructional speeches delivered by senior Anangu leaders. Arlpiri is similar in practice to a morning 'Call to Prayer' but Pitjantjatjara style.

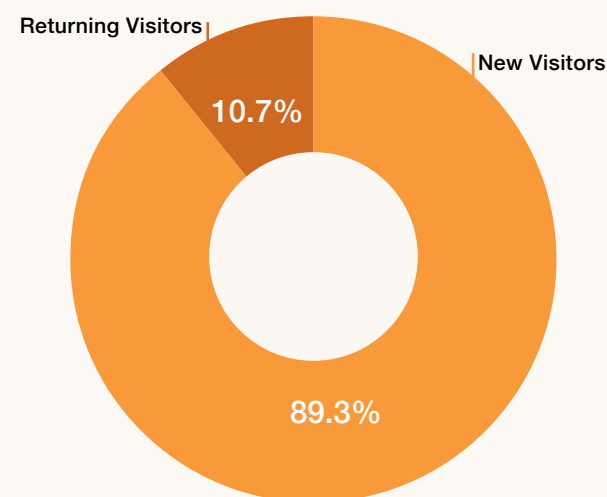


Figure C: Usage for ICTV Play.

Source: Google Analytics

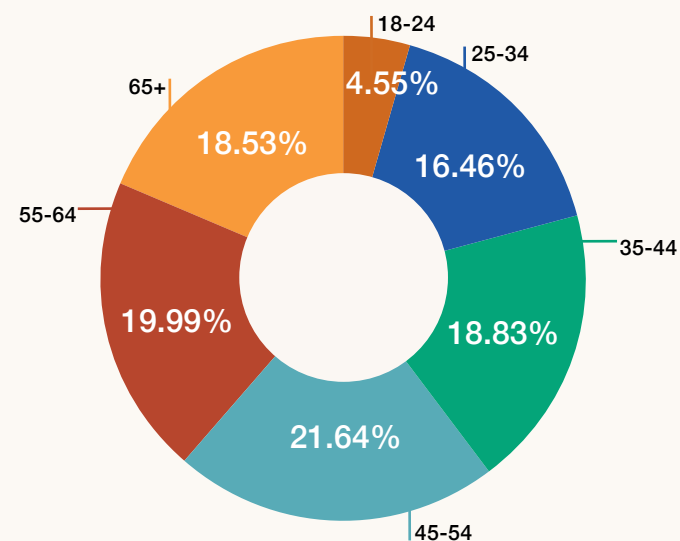


Figure D: Usage by age groups for ICTV Play.

Source: Google Analytics

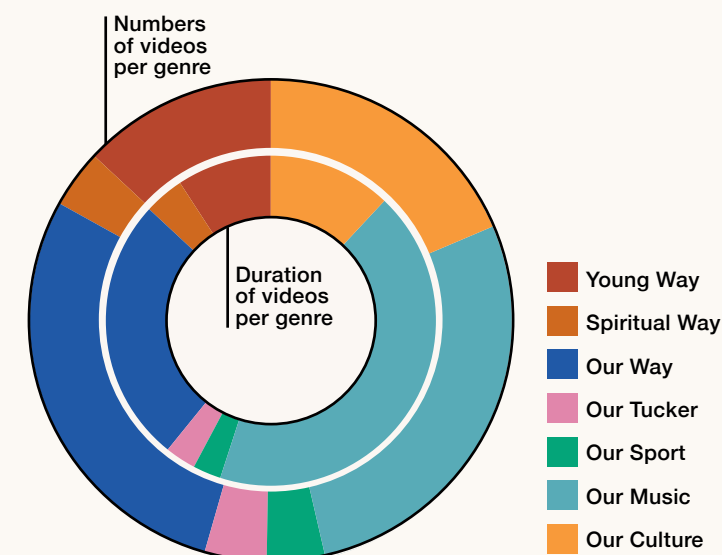


Figure E: New content programmed 2018-19, showing numbers of videos (outer circle) compared to duration of videos (inner circle).

Language Content

ICTV continues to value and prioritise video content in language. The development of the inLanguage resource has enabled a higher level of scrutiny over the naming and treatment of languages in our database.

Features for 2018-19:

- 50% of all new content was in an Indigenous Australian language.
- 55% of all television programming was in an Indigenous Australian language.
- 41 different Indigenous languages were included in ICTV programming.

Regions

Contributors from Central Australia and the Kimberley continue to be the most regular contributors of content to ICTV. Remote North Queensland and the Pilbara continue to be the most under-represented regions.

News

ICTV continued to schedule a weekly news program produced by Yirara College during school term. A rebroadcast of the ABC Radio Yolngu News was also programmed 47 times and Warlpiri News was programmed 49 times.

In-House Productions

With a focus on FRAIM, there were fewer in-house productions in 2018-19.

Card Stories 2

A second season of *Card Stories* was completed in July 2018 with funding from the NT Government. This followed

production that began in the previous financial year using an interactive, improvisational approach with participants developing characters and storylines before having the opportunity to act in those roles. Three short stories (films) around the theme of reducing the damage caused by problem gambling were produced with a TVC for each episode. The TVCs were programmed on ICTV television both immediately, and an hour after, each episode.

Stations IDs and TVCs

Station IDs were produced throughout the year for ICTV, clients and for visiting organisations such as First Nations Media Australia.

Live Broadcasts

With the purchase of a new streaming unit postponed to 2019-20, live broadcasting opportunities were limited to locations with either fibre or DSL connections. The ICTV Video Awards at the Alice Springs Cinema was the only event telecast live on ICTV.

Our Bedtime Stories, Season 2

ICTV commenced production of a new season of *Our Bedtime Stories*, supported by the Department of Communication and Arts. It will include new speakers, new languages, a new theme song written and performed by Thomas Saylor, and a new opening and closing animation sequence based on the artwork of Syd Bruce Shortjoe from Pormpuraaw Art & Culture Centre, Cape York, remote north Queensland. Project partners include Barkly Regional Arts, Ngaanyatjarra Media, Pilbara and Kimberley Aboriginal Media (PAKAM) and Batchelor Institute.

Sponsorship Campaigns

In 2018-19, ICTV ran 30 sponsorship campaigns on the television service, a third of these were provided free-of-charge or as an exchange for services. All campaigns had a positive focus such as:

- Health and well-being, including mental health
- Connecting to culture
- Individual and community safety
- Access to government services
- Encouraging school attendance
- Electoral advice
- Promoting events such as the Parrtjima Festival, Cairns Indigenous Art Fair, Bush Bands Bash and more.

PLANS FOR THE YEAR AHEAD

- **Live telecast of ten CAFL games from Traeger Park, Alice Springs**
- **Completion and programming of *Our Bedtime Stories* Season 2 which will also result in additional content from the Pilbara**
- **Completion and broadcast of *On Country*, a new long-form television concept**
- **Commencement of *Our Way* Community News program**
- **Completion of outreach stage of inLanguage, which will also result in more videos from remote North Queensland**
- **Ongoing support for ICTV contributor group through commissions**
- **Continuing development of ICTV production fund.**

Top: Promotional cards developed as part of the marketing material to promote Card Stories 2.

Bottom: Lynette Ellis, Elanie Woods and Maree Oliver on the set of Card Stories 2 outside of Amoonguna (NT).



Our Technical Operations

While some capital grants funds were received in 2018-19, most of these were carried over into 2019-20. The exceptions included a small grant from the Department of Social Services for equipment under their Volunteer Grant program, and the creation of a doorway in the storeroom at ICTV with funding from the Community Broadcasting Foundation.

Technical Innovation

Development of a technical resource to create accurate monthly programming reports using data from a number of databases.

Television Payout

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

Digital Terrestrial & Satellite

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

PLANS FOR THE YEAR AHEAD

- **Purchase of a streaming solution for live broadcasts**
- **Deployment of a new technical tool to simplify the creation of weekly programming schedules by using agreed formulas for repeats**
- **Research and development of a scoping document for a viable video distribution solution to integrate on-demand and linear television distribution**
- **Integration of an EPG into the Broome ICTV service.**

4. Our People

Staff and Contractors

The ICTV staff base has continued to be stable, although staff numbers fluctuated throughout the year due to the running of FRAIM.

Staffing

Staff employed at the end of the 2018-19:

Rita Cattoni (General Manager)
Jamie Balfour (Senior Programmer)
John Hodgson (Programmer)
Gina Campbell (Programmer)
Josh Davis (Content Acquisitions/Producer)
Lekisha Lord (Administrative Officer/Programming Trainee)
Vito Lucarelli (Language Portal Project Coordinator)
Stacey Peckham (Casual Staff)

Staff employed during the year: (not current at end of year):

Catherine Liddle (Interim General Manager)
Jessica Kunoth (Administrative Officer)
Mell Squires (Administrative Officer)
Aphra Feros-Fooke (Project Coordinator)
Alan Collins (Casual Staff)
Graham Wilfred (Casual Staff)
David McCormack (Casual Staff)
Jeanette Elliot (Business Manager)

Indigenous Employment Strategy

ICTV achieved 60% total Indigenous employment in 2018-19 and continues to be committed to increasing the levels of Indigenous employment at ICTV and across the sector through skills development and training strategies such as FRAIM.

Training

The following training was delivered to ICTV staff:

- 3D Animation
- AfterEffects
- Xero
- In-house programming to enable staff to move to more senior positions.

Contractors and Consultants

ICTV works with contractors and consultants for short-term projects or for long-term contracts where a staff position cannot be filled, for example with technical support.

“MY NIECE WAS VERY HAPPY TO BE ON TV WITH ME, SHE IS PROUD TO BE ON TV WITH HER AUNTY. MY BROTHER ALSO CALLED AND SAID THAT HE'D SEEN TWO OF THE CARO STORIES ON ICTV. LOTS OF PEOPLE HAVE BEEN CALLING ME AND TELLING ME THAT THEY SAW ME ON CARO STORIES.”

Lynette Ellis, Amoonguna, NT

ICTV Staff at the launch of inLanguage at the Alice Springs Public Library.
Front Row: Vito Lucarelli, Gina Campbell, Lynette Ellis, Rita Cattoni and Lekisha Lord.
Back Row: Joshua Davis, James Balfour and Jeanette Elliot.
Not pictured: John Hodgson.





5. Our Community

ICTV keeps connected with our audience, our contributor group, members, the Indigenous media industry and the broader community. ICTV was present and contributed to a number of events in 2018-19 including:

Left: *ICTV Board of Directors 2018-19: Nelson Conboy, Sylvia Tabua, Henry Augustine, Lynette Ellis and Neil Turner at Converge 2018.*

Bottom: *FRAIM workshop trainers: Curtis Taylor, Cornel Ozies, John Chisholm, Effy Marie Smith, Evan 'Tui' Charlton, Jan Cattoni, Jonathan Daw, Anna Cadden and Graham Wilfred Jnr. Not pictured: Tamara Whyte.*

FRAIM 2019

The Festival of Remote Australian Indigenous Moving-Image was a new ICTV event held in Alice Springs from May 13 to 16, 2019. FRAIM was developed to support ICTV content makers, living and working remotely, to network and to develop skills and techniques. The intention is for FRAIM to run in the 'off-year' of the Remote Media Festival.

ICTV supported a total of 41 delegates to attend FRAIM. Delegates came from the Kimberley, remote Western Australia, the Torres Strait, Arnhem Land, Cape York and Central Australia.

They were from a range of backgrounds including media organisations, schools, art centres and organisations, youth and language programs.

Media professionals provided targeted training in small group settings, covering areas such as production animation using stop-motion and 2-D techniques; recording and producing traditional stories and dance; documenting community stories; producing news stories; production of video as an art form; and understanding equipment.

ICTV partnered with over 30 different organisations to present FRAIM.

Governance

Board of Directors

The Board of Directors consisted of:

- **Nelson Conboy**
- **Bernadette Angus (ceased on November 21, 2018)**
- **Henry Augustine**
- **Lynette Ellis**
- **Sylvia Tabua (co-opted on November 23, 2018)**
- **Neil Turner**

The ICTV Board of Directors met each quarter in addition to one single purpose meeting. Lynette Ellis received one-on-one governance training delivered by Matrix-on-Board.

General Meeting

A General Meeting of members was held as part of FRAIM on May 15, 2019.

PLANS FOR THE YEAR AHEAD

- **Continue to monitor the effectiveness of contractor engagement vs employment arrangements**
- **Pursue funding for a marketing position**
- **Continue to develop and implement the Indigenous Employment Strategy**
- **Facilitate the delivery of governance training to ICTV Directors**
- **Convene Board Meetings at the end of each quarter with a minimum of one face-to-face meeting over the financial year period.**

"IT'S GREAT ICTV CAN HELP GET OUR STORIES OUT TO COMMUNITY."

Josef Egger, CAAMA





Left page, top: *Meranda Lands, Jennifer Connelly, Anna Cadden (seated) and Dolorosa Carrington (standing) capturing footage for their workshop production, Kwatye.*

Left page, bottom: *Henry Augustine setting up for the Do You Know Your Gear? workshop.*

FRAIM workshops included:

1. Telling Cultural Stories

Cultural videos are the foundation of the ICTV television service and include multi-camera recordings of traditional stories and dances; documentation of bush trips, bush craft and bush medicine; caring for country and hunting videos. This workshop explored the practicalities of covering traditional events in difficult locations and processes for maintaining the cultural integrity of the finished video.

2. Producing Animation

Animation provides enormous scope and independence for video-makers. In this workshop, participants engaged

in every part of the animation process producing a 3D stop-motion animation with elements of 2D to create scenes for a pre-recorded and edited cultural story in an Indigenous language.

3. All-In-One Video Making

In this workshop participants explored video-production as solo practitioners working in community using readily available tools such as mobile phones, iPads and SLRs. The workshop incorporated all stages of the production process from concept, recording, editing and uploading under three separate streams: video as art; producing community stories; and news and socialising to an audience.

4. Do You Know Your Gear?

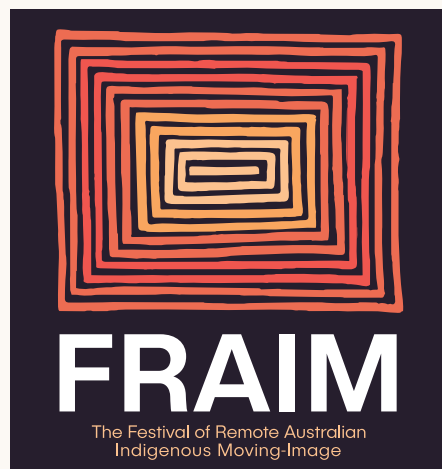
Delegates who wanted to bring their own equipment to FRAIM and to fully understand its potential uses were encouraged to join this workshop, which covered basic operations and the demands of shooting with a one or two-person crew in remote settings. Participants used their equipment to maximum potential to create video and capture sounds.

Bottom: *Video still from stop-motion animation – Monster Story by Clarrie Long – created as part of the Animation Workshop, FRAIM.*





PAKAM Crew: Rohanna Angus, Mark Pindan, Dolorosa Carrington, Ian Waina, Meranda Lands and Clint Dixon celebrating their win at the 2019 ICTV Video Awards.



Under-The-Stars Screenings

Across two evenings at the Big 4 Holiday Park, the very best of ICTV from the past two years was presented on the big screen to locals, delegates and tourists.

ICTV Video Awards

FRAIM culminated with the running of the ICTV Video Awards which was telecast live on ICTV Channel 601 (VAST) and Channel 41 (Alice Springs, Broome and Roebourne) from the ochre carpet runway at the Alice Springs Cinema. The ICTV Video Awards have been running for several years as part of NRIMF, but this is the first time they have been run outside of that event. The Awards aim to celebrate the very best of ICTV content and were MC-ed by Martin Pascoe Braun, with entertainment by Jeremy Whiskey and a special performance from two ICTV directors.

Award winners included:

Our Culture Award – *Niminjarra* produced by PAKAM

Our Music Award – *Marryuna - Baker Boy ft Yirrmal* produced by AUM PR + MGMT

Our Tucker Award – *Yókkarra* produced by Batchelor Institute

Young Way Award – *Pipalyatjara Fashion Show 2017* produced by NPY Women's Council

Spiritual Way Award – *Iti Jesunya Ngnaringu Bethlehemala* produced by Tangentyere Artists

Our Way Award – *Never Stop Riding* produced by Iwantja Arts

Our Sport Award – *Looma Lady Eagles Grand Final Highlights* produced by PAKAM

ICTV Play Video of the Year – *Band Night Wingellina* produced by NG Media

New Contributor of The Year – *Yirara College*

Best Language Video – *Takataka - Gurindji Sign Language* produced by Karungkarni Art and Culture Aboriginal Corporation

People's Choice Award – *Never Stop Riding* produced by Iwantja Arts

NAIDOC Week 2018

NAIDOC Week 2018 was celebrated through a series of interviews recorded at the Yeperenye Shopping Centre NAIDOC Market with Maree Ellis, Ernie Dingo (Bush TV), Gilbert McAdam (CAAMA), Jennifer Nixon (First Nation's Media Australia), as well as other locals from Alice Springs.

Additional NAIDOC Week messages were recorded by ICTV Chairperson, Nelson Conboy and Chansey Paech at the ICTV Studio.

ICTV Audience Research

The Survey of ICTV Audience in Remote Australia 2018 was completed in August 2018. The survey was conducted by McNair YellowSquares and sought information on the viewing habits of 387 Indigenous Australians living in remote areas. Funded by the CBF, it is the second formal survey ICTV has undertaken.

Consistent results from the previous survey were:

- ICTV is the most watched television station in remote Indigenous communities.
- Prime-time is from 6 to 9pm.
- 'Our Culture', 'Our Music' and 'Our Way' are the most popular type of programming.

A new element gauging the effectiveness of information campaigns showed outstanding results for behavioural change and highlighted the need to have recognisable Indigenous 'faces' within campaigns.

Audience Feedback

ICTV logs and documents all feedback received from its audience. In 2018-19, ICTV received 43 documented instances of feedback about the ICTV television and ICTV Play television service from all over Australia.

Conference Attendance

- Josh Davis attended the Cairns Indigenous Art Fair in July 2018 and presented the inLanguage resource at the WANALA Conference in October 2018.
- Rita Cattoni attended and presented at the CBAA Conference and Converge, both in November 2018.
- Vito Lucarelli and Graham Wilfred presented inLanguage at the Indigenous Focus Day in June 2019.

Other Events

Card Stories 2 was launched in Amoonguna on August 28, 2018 with a community barbecue.

The ICTV Play inLanguage website was launched for International Mother Language Day on 21 February 2019 at the Alice Springs Public Library. A welcome was provided by ICTV Board Director, Lynette Ellis, prior to the inaugural presentation of the inLanguage resource to the public.

Social Media

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



Screenings

- Screenings of *Our Bedtime Stories Episode 11: Nellie Roberts – Tjangara Kutjarrajarra (Two Giants Story)*, *Our Bedtime Stories Episode 5: April Campbell – Owl Story* and *Never Stop Riding* at WINDA in November 2018
- Screening of *Our Bedtime Stories* as part of NAIDOC Week in Alice Springs in July 2018
- Launch of second series of *Card Stories* at Amoonguna Community in August 2018
- Screening of *Our Bedtime Stories* as part of the Parrtjima Light Festival in October 2018
- Screenings of *Marumpu Wangka! Kukatja Hand Talk* and *Western Desert Verbal Arts Project Collection: Pangkupirri – Elizabeth Marrkilyi Ellis* as part of the Parrtjima Light Festival in April 2019.

Community Bulletin Board

The ICTV Community Bulletin Board is a free resource to support organisations and communities to promote community events and activities. The Community Bulletin Board is programmed into the television service three to four times daily and is also available on ICTV Play. ICTV promoted 325 events on its Community Bulletin Board.

Mainstream Media Coverage

ICTV received great publicity in 2018-19. Successful media campaigns were launched for FRAIM and inLanguage resulting in wide coverage for ICTV in local and national print media, radio and online. ICTV also received coverage for the launch of *Card Stories 2*. Such coverage goes some way to ICTV achieving a broader national profile.

PLANS FOR THE YEAR AHEAD

- Preproduction for FRAIM 2020
- Attendance of ICTV Directors at Converge 2019
- ICTV to hold a stall at NAIDOC Week 2019 and Tangentyere Family Day in October 2019
- ICTV selected films screening at WINDA 2019
- ICTV selected films screening and associated event at Parliament House.

“THANK YOU TO ICTV FOR THE OPPORTUNITY TO BE A PART OF THE CONTRIBUTOR PROFILES PROJECT. THE WORK THAT ICTV DO IS IMPORTANT WORK AND COMMUNITY LOVE TO SEE COMMUNITY STORIES ON SCREEN.”

Heath Baxter, Darwin, NT

Top: Ian Waina and Clint Dixon on location in Kalumburu recording for a new PAKAM Cooking Show, Mangarri Time.

Bottom: Jeffrey Wallace, David Goodwin, Cleon Wilyuka and Lloyd Wilyuka from the Telling Cultural Stories (Men's Group) video shoot.

6. Our Finances

According to the audited Financial Report 2018-19, ICTV generated a surplus of \$43,464 which includes minor capital items (refer Note 9). While the overall picture shows a return to a similar surplus to 2016-17, there were some changes in both income sources and expense categories with the running of FRAIM.

A significant number of projects have also been carried over to 2019-20, and these have not been included in the final income figure.

The financial operations of the organisation were reviewed in May 2019, and new workflows in line with a paperless environment have been fully integrated.

Income

ICTV's major sources of income for 2018-19 were:

- The second of the three-year operational grant from PMC under the Indigenous Advancement Strategy (now renamed the National Indigenous Australians Agency);
- Grant funding from the Department of Communications and the Arts for two major projects with a languages and arts focus including the ICTV PLAY Language Portal Project, 'InLanguage', and the second season of *Our Bedtime Stories*;
- Self-generated revenue from sponsorship campaigns and advertising, although this decreased by 18% to \$213,860.

Other minor grants were received from the Community Broadcasting Foundation and Department of Social Services.

Grants were received from PMC, Screen Territory and a donation from Centrecorp for FRAIM, (all of whom have previously provided funds). Funding was also received from Screen Queensland for the first time to support Queensland delegates to attend FRAIM.

Income Categories	2018-19	2017-18
Commonwealth Government Grants	69%	67%
Campaign Revenue, Advertising & Sponsorship	18%	20%
Community Broadcasting Foundation	5%	6%
NT Government	3%	6%
Other Income	2%	1%
Centrecorp (carried over)	2%	
Screen Queensland	1%	

Expenditure

While expenditure decreased in 2018-19 in-line with reduced income, the allocation across categories was relatively consistent. However, employee benefits increased from 45% to 52% of overall income (equivalent to approximately one new position) as a combination of moving away from contractor positions and delivering FRAIM.

Employee benefits continue to be the highest expense area followed by supplies (20%) which is consistent with the high reliance on personnel and equipment by media industries. Increases in depreciation resulted from the purchase of capital items over the previous two financial years.

Services were also significantly lower in 2018-19, which reflects the move away from contractor positions toward salaried positions.

Business Development

2018-19 saw a downturn in self-generated revenue with the move towards a salaried position for business development and sales. Delays in the recruitment for this position impacted on the amount of revenue generated.

ICTV Production Fund

The ICTV Board allocated \$7,666 in 2017-18 and \$7,504 in 2018-19 for the ICTV Production Fund. The challenge in 2019-20 will be ensuring the fund is a reasonable size by finding supporting entities to match the reserved amounts.

Capital

The depreciation of capital items purchased over recent financial years constitutes a significant proportion of our expenses. There were no major equipment purchases in 2018-19.

Minor capital items purchased in 2018-19 included the creation of a doorway in the storeroom, funded by the CBF, and the purchase of production equipment with a Volunteer Equipment Grant from the Department of Social Services.

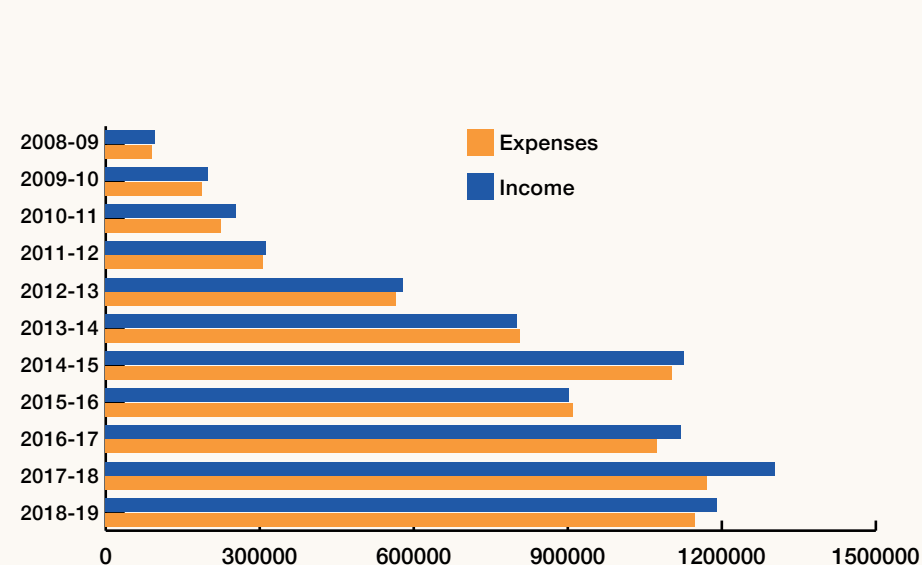


Figure F: Income and Expenditure 2009-19

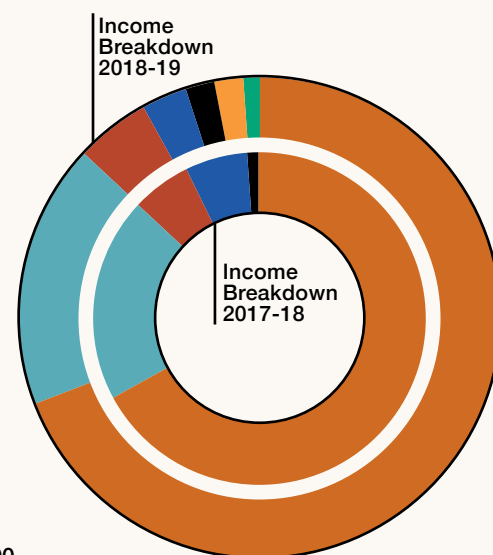


Figure G: Income Breakdown, as a percentage comparison of last two years.

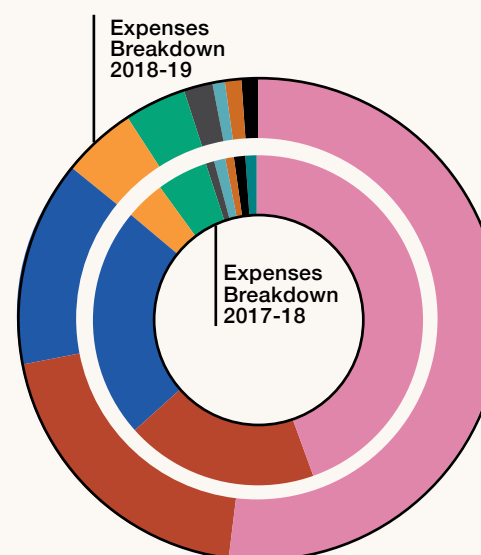
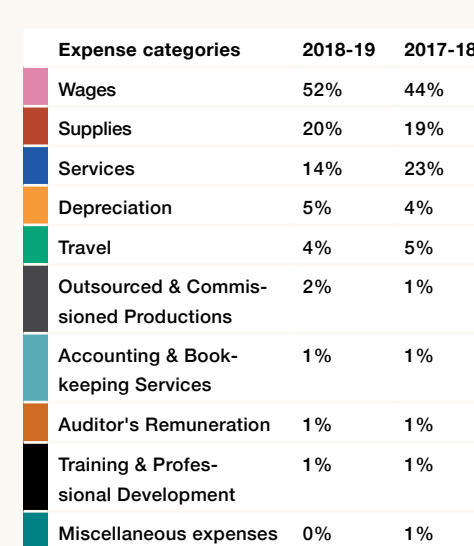


Figure H: Expense Breakdown, as a percentage comparison of last two years.

Audited Financial Report for the Year Ended June 30, 2019

ICTV was audited by Brian Tucker Accounting. The following elements of the Annual Report have been extracted from the Financial Year Report 2019, which was approved by the Directors of ICTV at a meeting on November 8, 2019. A full report can be provided upon request.

The profit of the company amounted to \$43,464.

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 as the company is constituted as a not-for-profit entity.

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. The Company maintains insurance policies to provide Officers' and Directors' insurance for professional indemnity.

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 2019, has been received and can be found on page 3.

Statement of Profit or Loss and other Comprehensive Income for 2018-19

	Note	2019 \$	2018 \$
Income			
Revenue	3	1,191,057.44	1,288,579.29
Other income	3	(356.85)	14,655.90
		1,190,700.59	1,303,235.19
Expenditure			
Accountancy expenses		(3,234.53)	(6,000.00)
Auditor's remuneration	4	(9,502.50)	(8,448.50)
Depreciation and amortisation expenses		(58,898.50)	(49,023.77)
Employee benefits expenses		(588,470.17)	(522,570.57)
Other expenses		(487,131.49)	(584,779.46)
		(1,147,237.19)	1,170,822.30
Profit for the year	5	43,463.40	132,412.89
Other comprehensive income			
Capital grant transferred to Depreciation Reserve		-	(59,971.13)
Annual depreciation on funded capital assets		7,098.00	7,098.00
Transfer to Production Fund		-	(7,666.00)
Transfer to Building Reserve		-	(7,666.00)
Transfer to General Reserve		-	(7,666.00)
Transfer to Server Depreciation		(11,994.00)	-
Reserve transfer		(4,896.00)	(75,871.13)
Total comprehensive income for the year		38,567.40	56,541.76

Statement of Financial Position as at June 2019

	Note	2019 \$	2018 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	6	802,291.83	255,412.66
Trade and other receivables	7	72,442.74	151,300.48
Other current assets	8	5,522.08	7,138.24
TOTAL CURRENT ASSETS		880,256.65	413,851.38
NON-CURRENT ASSETS			
Property, plant and equipment	9	171,842.77	224,112.07
TOTAL NON-CURRENT ASSETS		171,842.77	224,112.07
TOTAL ASSETS		1,052,099.42	637,963.45
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	131,867.12	141,101.16
Borrowings	11	15,061.95	14,323.13
Other current liabilities	12	504,893.21	113,010.85
Provisions	13	58,871.82	54,372.61
TOTAL CURRENT LIABILITIES		710,694.10	322,807.75
NON-CURRENT LIABILITIES			
Borrowings	11	39,685.63	54,747.60
Provisions	13	21,762.43	23,914.24
TOTAL NON-CURRENT LIABILITIES		61,448.06	78,661.84
TOTAL LIABILITIES		772,142.16	401,469.59
NET ASSETS		279,957.26	236,493.86
EQUITY			
Reserves		80,767.13	75,871.13
Retained earnings	14	199,190.13	160,622.73
TOTAL EQUITY		279,957.26	236,493.86

PLANS FOR THE YEAR AHEAD

- Revision and recruitment of the Business Development position
- Diversification of income generation sources to include video sales and studio hire
- Setting of targets for surplus
- Identification and implementation of tools to create efficiencies in programming, finances and administration
- Finding partners and deployment of ICTV production fund.

“EVERYONE IN KALKARINGI IS LOVING SEEING THEMSELVES ON ICTV. THEY ARE THRILLED!”

Felicity Meakins, University of Queensland

FRAIM 2019 delegates, trainers and staff.

Statement of Changes in Equity as at June 2019

	Retained Earnings \$	Production Fund \$	Building Reserve \$	Depreciation Reserve \$	General Reserve \$	Server Depreciation Reserve \$	Total \$
Balance at 1 July 2017	104,081	-	-	-	-	-	104,081
Profit attributable to the company	132,413	-	-	-	-	-	143,403
Transfer To Reserves	(82,969)	7,666	7,666	59,971	7,666	-	-
Transfer From Reserves	7,098	-	-	(7,098)	-	-	-
Balance at 30 June 2018	160,622	7,666	7,666	52,873	7,666	-	236,494
Profit attributable to the company	43,464	-	-	-	-	-	43,464
Transfer To Reserves	(11,994)	-	-	-	-	11,994	-
Transfer From Reserves	7,098	-	-	(7,098)	-	-	-
Balance at 30 June 2019	199,190	7,666	7,666	45,775	7,666	11,994	279,958





Glossary

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

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

FNMA: First Nations Media Australia. (Formerly known as IRCA). The peak body that represents and advocates for the media and communications interests of Aboriginal and Torres Strait Islander communities in Australia.

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.

Pageviews: A record of 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. 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.



ICTV is proudly supported by:

Australian Government:

Department of Prime Minister and Cabinet
Department of Communication and the Arts
Department of Social Services



**Additional support for FRAIM
was received from:**

AFTRS

Alice Springs Cinema
Alice Springs Town Council
Batchelor Institute
Brian Tucker Accounting
Centralian Motors
Centrecorp Foundation
CfAT
Chansey Paech MLA,
Member for Namatjira

Coleman's Printing
Community Broadcasting Foundation
Connecting Up
Country Diesel Maintenance Pty Ltd
Desert Life Church
DKA
First Nations Media Australia
Fly Tiwi
Matrix On Board
NITV
Northern Territory Government
NPY Women's Council

NT Link
PAKAM
Play Proper Fine Art
PMC
Pro AV Solutions
Screen Australia
Screen Queensland
Screen Territory
Susan Salthouse
Yeperenye Shopping Centre

**Contributors who provided
three or more videos:**

Adrian Thomas Music
ALPA
Art Gallery of SA
AUM PR + MGMT
Barkly Regional Arts
Big Sing in the Desert
BushMob Media
CAAMA
Cairns Indigenous Art Fair
CatholicCare NT
Central Land Council
Desert Pea Media
EG Productions

Gurindji Aboriginal Corporation
Ian Wilkinson
ICTV
inDigiMOB
italk Studios
Iwantja Arts
Karungkarni Art and Culture
Aboriginal Corporation
Kurna Warra Pintyanthi
Lutheran Community Care
Music NT
NG Media
Ngaanyatjarra Council
(Aboriginal Corporation)
Ngaarda Media
Nganampa Health

Ngukurr Story Project
NPY Women's Council
Nungalinga College Media Studies
PAKAM
PY Media
Ripple Effect Band
Seed Indigenous Youth Climate Network
Sevese Isaro
Small Town Culture
Tangentyere Artists
Uncle Jimmy Thumbs Up!
Waltja Tjutanku Palyapayi
Aboriginal Corporation
Waringarri Media Aboriginal Corporation
Yirara College

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



ICTVPLAY



ICTVAustralia



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www.ictv.com.au

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