



Indigenous Community
Television Limited

Annual Report 2019–20



Front cover: Recording storytelling with traditional owners for *On Country: Rainbow Valley*.

Inside cover: Graphic version of the ICTV building used in stations IDs.

Additional photos and graphics courtesy of:

Charlie Lowson

PAKAM

First Nations Media Australia

Yirara College

NPY Women's Council



Contents

| | |
|------------------|----|
| 1. Our Services | 3 |
| 2. Our Year | 4 |
| 3. Our Work | 6 |
| 4. Our People | 28 |
| 5. Our Community | 32 |
| 6. Our Finances | 36 |

This annual report summarises the activities and performance of Indigenous Community Television Limited (ICTV) for 2019-20 and its plans for the year ahead. This and earlier annual reports are available on the ICTV website.

A glossary is provided on page 40.

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.

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David Manmurulu from Episode 15 of *Bedtime Stories 2: Inkarnarr from Goulburn Island (NT)*.





1. Our Services

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

Our standard definition (SD) linear television service is provided on the VAST satellite platform which can be accessed on Channel 601 with a satellite dish and receiver. The service is also rebroadcast as a digital terrestrial service on Channel 41 in Alice Springs and Broome. 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 which allows users to navigate ICTV video content from a language perspective.

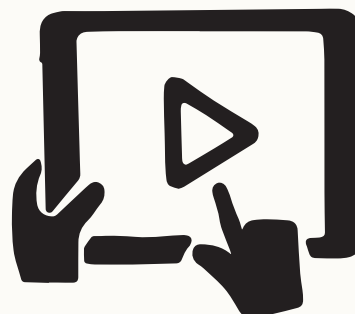
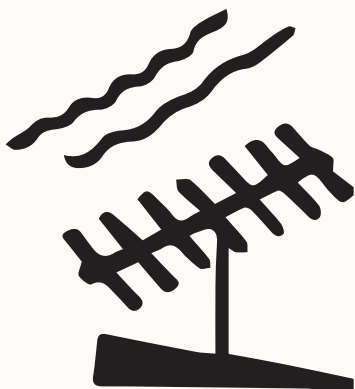
The majority of ICTV content is acquired from voluntary contributors with approximately 10% of content produced in-house. ICTV also undertakes a range of digital and production projects, and manages publicity and marketing for its services. Technical resourcing and innovation are essential to our operation.

Our Focus Areas

- Community
- Culture
- Stories
- Family

Our Values

- Autonomy
- Authenticity
- Accessibility
- Innovation



2. Our Year

Highlights and Achievements for 2019-20

- Responding to the need for urgent COVID-19 messaging.
- Multi-camera coverage of ten football games live from Traeger Park, Alice Springs.
- Completing community outreach stage of inLanguage.
- Securing funding and conducting the Technical Feasibility Study.
- Multi-camera production of the Uluru Climb Closure Ceremony.
- Programming Yirara2U series.
- Delivering outreach at Ngukurr (NT) and Coen (Qld).
- Producing and outsourcing *Our Bedtime Stories 2*.
- Completing productions: *Our Country*, *Messages Home* and *Language Warnings*.
- Live broadcast of Bush Bands Bash, final night of the Remote Media Festival and the Converge Media Awards.
- Winning First Nations Media Australia (FNMA) Award for inLanguage.
- Transitioning to new playout solution.
- Programming AFL Northern Territory (AFLNT) football in January 2020.

Directors' Report

As directors of ICTV living in different parts of remote Australia, we unite to provide strategic direction and develop policy to guide its management and operations. The achievement of independent playout for ICTV, an aspiration we have had for many years, marks 2019-20 as a significant milestone year for the organisation.

With stable operations and service, we are pleased to report that ICTV continues to be much loved and followed by audiences throughout remote Australia.

We look forward to seeing how the new ICTV studio will be used, and to being able to meet face-to-face in the new year to set the strategic vision for the organisation for the next four years.

ICTV Board 2020





General Manager's Report

2019-20 has been a busy year for ICTV and one where we can proudly say we have made a difference.

During the COVID-19 pandemic, we were aware of the importance of our audiences receiving accurate information they could understand and trust. In an unprecedented time of rapid change, ICTV played an expansive role in helping remote communities and audiences stay both connected and informed during lockdown and isolation.

ICTV also achieved a major strategic milestone with a successful bid for autonomy from July 1, 2020 through the management of all elements of our delivery platform.

Substantial improvements were made to the quality of our programming through the purchase of new equipment and the ongoing development and implementation of software solutions that enabled thirteen live broadcasts.

ICTV continues to be financially and operationally stable while achieving significant outcomes with very limited resources. 'Punching well above our weight' may be an admirable claim, however, this approach may become unsustainable over the long term and will require a review of priorities and capacities in the near future.

Rita Cattoni, General Manager



ICTV General Manager, Rita Cattoni.

Our Performance

ICTV's work is driven by our Strategic Plan with 2019-20 being the third year of the four-year plan.

Its four strategic outcomes 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.

"Good on ICTV and the Central Land Council for producing these important messages in language!"

Country Needs People

3. Our Work

ICTV Television Service

The ICTV television service was played out through an arrangement with Imparja Television during the 2019-20 year. It operated with minimal disruption delivering a minimum of 18 hours of programming per day for 365 days.

Features of 2019-20

- 50% of television programming was in an Indigenous Australian language.
- 1,438 hours of cultural programming was broadcast.
- 572 new videos were programmed.
- 114.5 hours of new videos were programmed.
- 89 Indigenous languages were programmed.

Programming grid categories

The ICTV programming grid includes a range of different programming categories or genres specific to the ICTV context. It is revised annually taking into account audience feedback, trends in acquisitions and viability of programming formulas. Changes to the 2019-20 grid included:

- 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.

Assessment of new video content

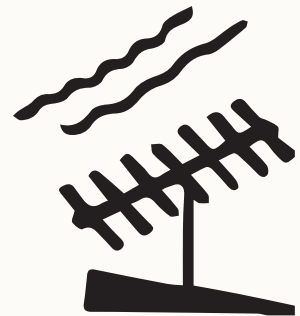
Programmes on ICTV are drawn from a substantial library of existing content with approximately ten new titles each week. All new content is carefully assessed against ICTV's internal classification system and transcoded to ensure its compliance with the playout system.

The programming grid is based on a mathematical formula related to repeat rates and programming categories from the existing library.

During 2019-20, an algorithm tool was developed and deployed creating greater efficiencies in programming. (See 3.h *Technical Operations & Resourcing* for more details.)

“Everyone in Amoonguna was watching the football on ICTV, ... , We saw all our family in the background. It was good as I couldn't go so I watched the games on ICTV. Everyone was watching.”

Lynette Ellis, Amoonguna Community (ICTV Board Member)





Special programming events 2019-20

Special programming events are integrated into the ICTV television service throughout the year providing an opportunity for focused programming and the promotion of specific events. In 2019-20 these included:

Programming days

- Five language days from July 1 to December 31, 2019 to celebrate International Year of Indigenous Languages.
- International Volunteer Day: December 5, 2019.
- International Mother Language Day: February 21, 2020.
- International Women's Day: March 8, 2020.

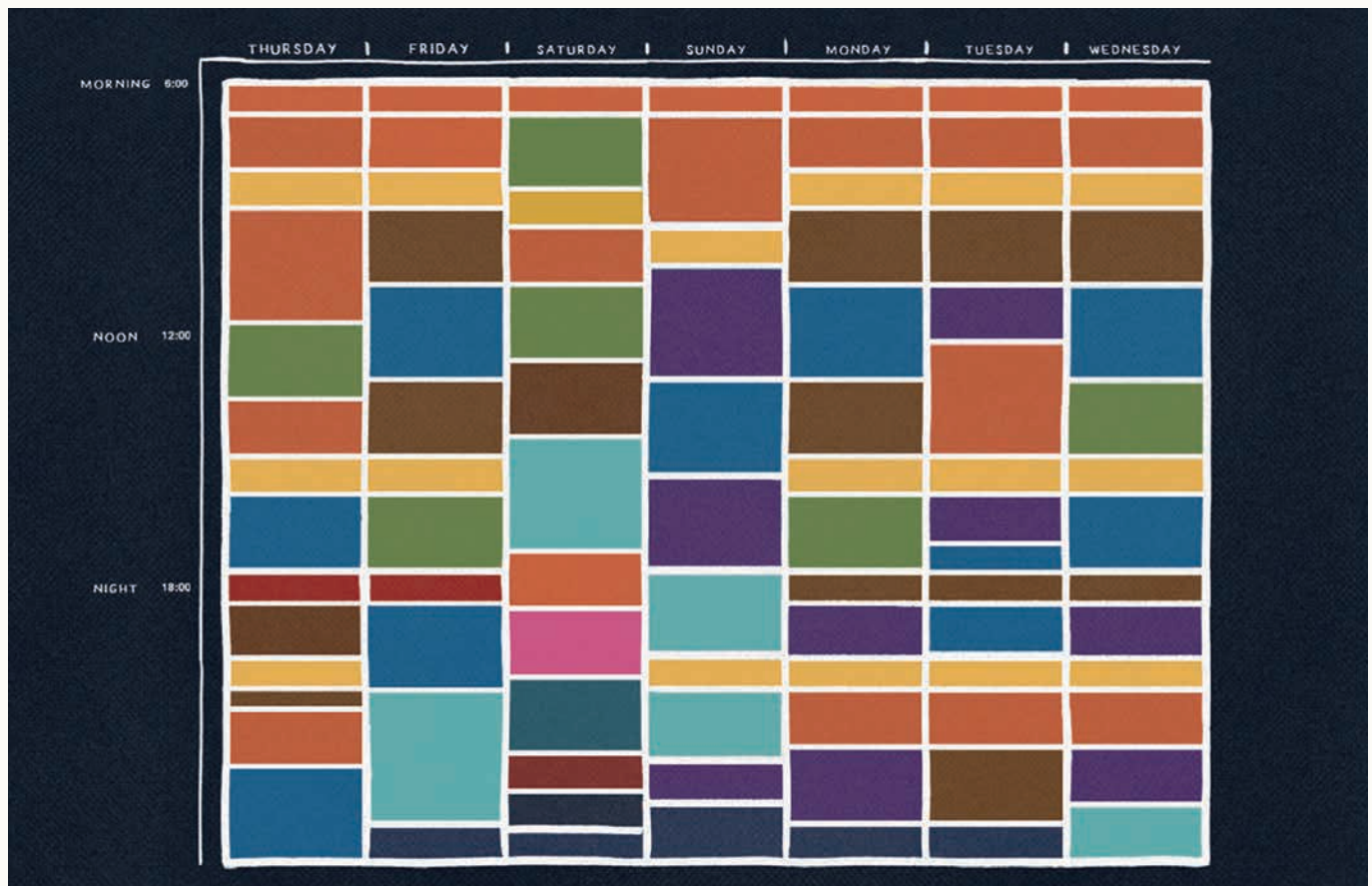
Programming weeks

- NAIDOC Week: July 7-14, 2019.
- September Indigenous Music Week: August 2-8, 2019.
- National Mental Health Week: October 10-16, 2019.
- 12 Days of Christmas Programming: December 21, 2019 to January 1, 2020.

Programming graphics

As part of an annual update, new programming graphics were integrated into the service for 'New on ICTV' and the Community Bulletin Board. A visual representation of the programming grid was also developed.

ICTV Programming Grid, 2019-20. Each colour denotes a different programming genre.







Live broadcasts

Live broadcasts of football and important community events are some of the most popular programmes on ICTV. In 2019-20, ICTV purchased a new streaming unit (Live-U) which enabled the bonding of multiple IP sources into a single stream. The equipment, half funded by the Community Broadcasting Foundation (CBF) and the other half self-funded, enabled live coverage of ten Central Australian Football League (CAFL) games from Traeger Park, in addition to the Bush Bands Bash and the closing night concerts for Converge and the Remote Media Festival. Quality issues continued to be experienced with live broadcasts.

Late breaking news event

The Uluru Climb Closure Ceremony was an important event for all Indigenous Australians. With support from the Central Land Council (CLC), a full crew was sent to Uluru to do a live broadcast. Unfortunately, bandwidth limitations at the site meant the focus of the project was adapted to producing a quality multi-camera recording with commentary in Pitjantjatjara. This was scheduled within a 48-hour period on ICTV under a late-breaking-news classification.

Playout

Towards the end of the 2019-20 year, ICTV was successful in its bid to manage its own television playout and satellite uplink from July 1, 2020.

The transition to a new playout provider absorbed a great deal of resources by our programming and technical team in June 2020.

New temporary programming workflows were developed in a short timeframe and the video library was transferred to the location of the playout provider in Sydney.

ICTV acknowledges Imparja Television's assistance in providing playout support to ICTV since 2012. We also acknowledge Imparja's support for the original inception of ICTV in the 1998 *Feeding the Beam* trial and during the period ICTV was delivered as an analogue satellite service from 2003 to 2007.

COVID-19 programming response

Our programming department was quick to respond to requests for urgent COVID-19 messages especially around community closures during the first stage of the pandemic.

ICTV programmed 27 COVID-19 messages in Indigenous language with a focus on keeping communities safe and viewers well-informed about the potential spread of the virus.

News

Through an arrangement with the ABC, the ABC Radio Yolngu News was rebroadcast 47 times and the ABC Radio Warlpiri News was rebroadcast 49 times.

ICTV also continued to schedule a weekly news program produced by Yirara College during school term.

Overview

Maintaining high quality, full-time, reliable television programming and ensuring the integrity of content on our service continues to be the foundation of ICTV's operations.

2020-21 plans

- Develop and deploy the Broadcast Management System (BMS) to increase efficiencies.
- Maintain 50% or more of television programming in language.
- Program four days and four weeks of special programming events.
- Implement new graphic programming style in July 2020.
- Broadcast between 15 to 20 live events.
- Produce new station IDs educating audiences about the ICTV programming grid.



ICTV PLAY— Video on Demand

ICTV PLAY remained popular showcasing 4,445 videos during the reporting period. *The Future National Anthem*, submitted to ICTV by The Dulwich Centre Foundation in 2017, was the most popular video on ICTV PLAY for the second year in a row. There was, however, a small decrease in ICTV PLAY visits.

Features of 2019-20

- Total number of pageviews was 598,158.
- The highest viewed video submitted in 2019-20 was *On Country: Rainbow Valley* produced by ICTV.
- The highest viewed video in one week was *The Future Australian National Anthem* which received 45,762 views between January 26 and February 1, 2020.
- A television programming guide was introduced.

Views on ICTV Play

The spike in views for *The Future Australian National Anthem* was driven by national discussion surrounding Australia's national anthem during Australia Day 2020. There were 67,128 total views across the whole ICTV PLAY site for this period which is around six times the usual amount of traffic.

Visits to the site decreased by 1.42% in comparison to last year. While the reason for this downturn is unclear, COVID-19 related closures of public buildings with public use computers such as libraries and schools may have been the cause.

This decrease may also be the result of skewed analytics resulting from ICTV PLAY's first 'viral' video *The Future Australian National Anthem* which received an unprecedented number of pageviews in the previous financial year. This caused viewership to increase by 43.43% in 2018-19.

The graph below shows pageviews on ICTV over the past three years.

"ICTV play a fantastic role in recording and broadcasting community cultural, arts, music and sporting events. An OB truck can only make it better."

Penny Smith

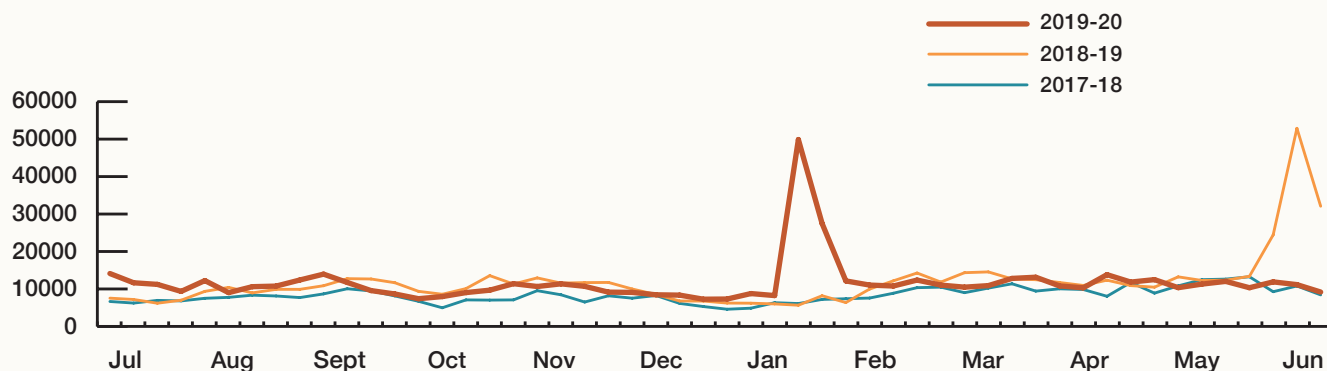


Figure A: ICTV PLAY Pageviews 2019-20 in comparison with 2018-19 and 2017-18. Source: Google Analytics



Users

The majority of ICTV PLAY users were from Australia (85.98%).

88.5% of visitors were new in 2019-20 which is fairly consistent with the previous year possibly due to the continuing popularity of *The Future National Anthem*.

The most common age-group of users shifted from 45-54 in the previous year to 55-64 years old.

Once again, the service was most commonly accessed via mobile devices and there was a slight increase in its popularity with younger age-groups of 18-24 and 25-34.

TV programming guide

A new online programming guide was introduced on the ICTV PLAY platform in August 2019 displaying ICTV television programming for the previous, present and next day. The data allows users to search for programmed content by title, contributor, language and programming region.

Viewers are shown what content is currently playing on ICTV and, when available, links to stream content on ICTV PLAY. All language listings also link to their corresponding page on inLanguage.

2020-21 plans

- Develop Five-Year ICTV PLAY Plan.
- Develop ICTV PLAY Style Guide.
- Remove corporate site from ICTV PLAY.

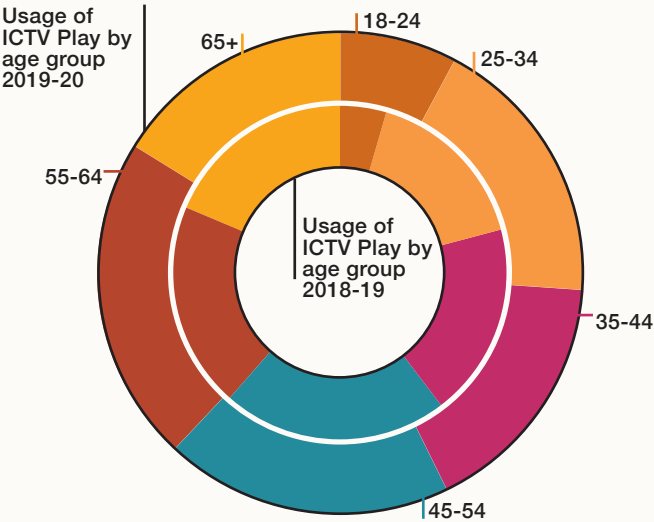
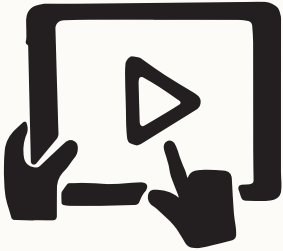


Figure B: Usage for ICTV Play by age group 2019-20 (outside circle) in comparison with 2018-19 (inside circle)
Source: Google Analytics





Bottom: Map showing ICTV programming regions 2019-20.
Orange: regions where most content received.
Pink: remote regions where lowest amount of content received.
Yellow: other target programming regions. Grey: non-target regions.

Content

Video content available on ICTV's two platforms is classified into seven audience-driven genres: Our Culture, Our Music, Our Sport, Our Tucker, Our Way, Spiritual Way and Young Way.

ICTV retained licences for 4,696 titles at the beginning of the financial year with an additional 591 new videos added to the ICTV library during the reporting period. 60% of the 70 organisations and individuals who submitted new videos were Indigenous.

Acquisition targets are set each year for new content including number of videos, duration, genres and programming categories.

However, as ICTV has limited incentives to offer contributors, the content received continues to be arbitrary.

ICTV encourages its contributor group by providing opportunities for paid commissions, creating training opportunities and supporting external projects where possible. Assistance is also provided by writing letters of support for grant applications and by helping to connect contributors with producers working on similar projects.

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

New content features for 2019-20

- 591 new videos were acquired which surpassed the target of 545.
- 66% of contributors were existing and 34% were new.
- Targets for number of videos were reached for Our Culture, Spiritual Way and Young Way.
- Targets for duration were reached for Our Culture, Our Sport, Spiritual Way and Young Way.
- Targets for either duration or number of videos were not reached for Our Music, Our Tucker and Our Way.

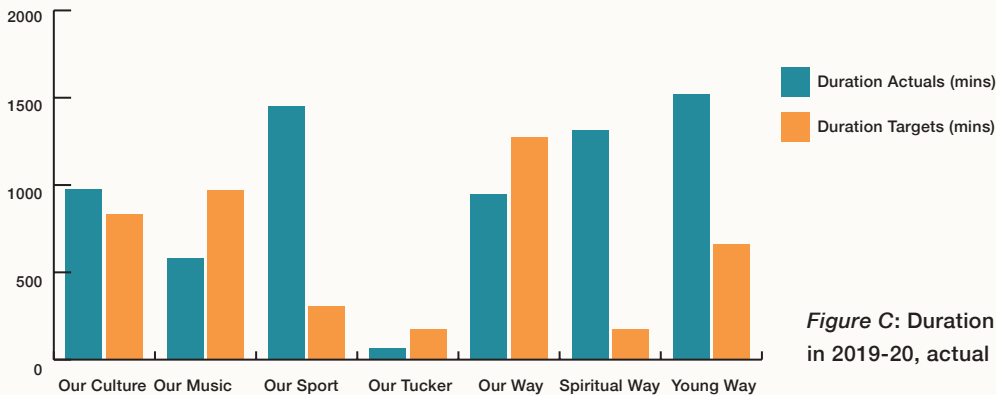


Figure C: Duration of new videos programmed in 2019-20, actual against targets

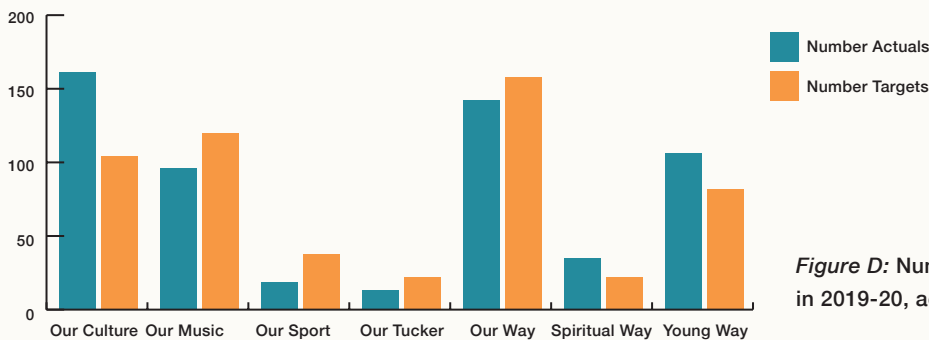


Figure D: Number of new videos programmed in 2019-20, actual against targets



Contributors for 2019-20

- A total of 70 organisations and individuals submitted content.
- 60% of contributors were Indigenous.
- Top five contributors were: First Languages Australia, PAKAM, Yirara College, CLC and Red Dust Role Models.

Language content

ICTV continues to value and prioritise the acquisition of video content in Indigenous languages.

Features of Indigenous language content for 2019-20 were:

- 64% of new videos acquired were in an Indigenous language.
- 50% of all television programming was in an Indigenous language.
- 89 different Indigenous languages were included in ICTV programming which is double the amount from the previous financial year.

Regions

Contributors from Central Australia and the Kimberley continued to be the most regular contributors of content to ICTV. Barkly and Arnhem Land were the most under-represented regions.

COVID-19 response

ICTV was able to quickly adapt to COVID-19 related lockdowns and provide relevant content to our audiences. This included video school lessons for students remaining in remote communities as part of the Yirara2U collaboration with Yirara College. ICTV also collaborated with Desert Life Church to broadcast church service videos on Sunday mornings for community members unable to attend church services in person due to restrictions.

Football

Football continued to be one of the most popular types of content on ICTV. In 2019-20, ten live CAFL games were broadcast from Traeger Park in Alice Springs. A collaboration with NITV also enabled the exchange of CAFL broadcasts for the rights to rebroadcast an additional 14 Northern Territory Football League (NTFL) games from the Darwin summer competition.

Overall

Responsibility for content acquisition was shared by two staff members who met targets for language content, number of videos and for four out of the seven programming categories.

2020-21 plans

- Develop and implement strategies to meet targets for programming categories and regions.
- Change the way Remote Programming Region targets are set.
- Increase commissions for contributors through projects such as *Community News*.
- Explore the deployment of a production fund for contributors.
- Celebrate future special programming events including National Aboriginal and Torres Strait Islander Children's Day, National Literacy Day, Water Week and NAIDOC Week.



Bottom: Testing of ICTV Play Standalone (off-line) on computer at Youth Outreach and Re-engagement Team (YORET) drop-in centre in Alice Springs.

Digital Projects

Feasibility study

At the beginning of 2020, ICTV embarked on two stages of a Feasibility Study to explore future options for the delivery of our linear and non-linear television services. Consultants with experience in television broadcasting and on-demand streaming services were engaged to conduct research on behalf of ICTV and to assess the capacity for significant cost savings, workflow efficiencies and improved experiences for ICTV's viewers and contributors.

These two stages of the Feasibility Study were instrumental in ICTV transitioning to a new playout provider in June 2020.

ICTV corporate site

The design and development of a new corporate website commenced in 2019. Although ICTV already maintains a corporate section on the ICTV PLAY website, the need to develop a separate corporate identity was identified.

ICTV PLAY inLanguage

The ICTV PLAY inLanguage website enables users to connect directly to language-specific videos on the ICTV PLAY video streaming service.

In September 2019, six new language portals were added to inLanguage for:

- Gurindji
- Kukatja
- Kuwinjku
- Martu Wangka
- Walmajarri
- Western Arranda

These language portals were accompanied by new illustrations from Children's Ground artists, Siobhan Turner and Amanda Turner, who reinterpreted video stills provided with permission from ICTV contributors: PAKAM, Desert Feet Tour, Karungkarni Art, Lutheran Community Care and Uncle Jimmy Thumbs Up.

As part of the second phase of the inLanguage project, ICTV staff members visited the communities of Ngukurr, NT and Coen, QLD. These visits were arranged to assist Indigenous language workers create videos and video resources using accessible devices such as smartphones and tablets. (See 5. *Community* for more details.)

In November 2019, ICTV won the Best Digital Product at the FNMA Awards.

ICTV PLAY Standalone

The ICTV PLAY Standalone project, funded by the CBF, allows off-line access to the full ICTV PLAY on-demand library.

While the resource was developed in 2019-20, its installation on remote community computer labs operated by the Central Australian Youth Link Up Service (CAYLUS) has been postponed to 2020-21 due to the need for additional testing.

When fully deployed, the resource will allow access to the ICTV PLAY website without the need of an internet connection. This will completely bypass roadblocks such as slow internet connections or low data quotas.

2020-21 plans

Feasibility study

- A third and final stage of the Feasibility Study will be completed by the end of 2020 and will focus on developing a three-to-five-year plan and budget to address the findings of the report. As part of the feasibility, ICTV is proposing a model for an innovative delivery solution that goes well beyond linear television.

ICTV corporate website

- The new ICTV corporate site will be finalised in late-2020 and will feature an online shop for ICTV merchandise and products, integration of ICTV social media feeds and a vibrant new look in line with ICTV's new brand bible.

Other

- Distribute the ICTV PLAY Standalone resource.
- Develop the ICTV PLAY Five-Year Plan.

ICTV Production

Reflecting a steady increase each year, 2019-20 was one of the biggest years for both major and smaller internal productions with a total of 144 ICTV productions.

Internal productions focussed on developing new types of programming, producing content to outsource to contributor groups, filling gaps in our programming schedule, responding to community requests and producing TVCs for campaigns to be programmed on our television service.

Major productions

Our Bedtime Stories 2

With support from the Indigenous Languages and Arts program, we were able to produce a second series of the original 20-part *Our Bedtime Stories* series produced in 2017-18. As with the first series, the concept for *Our Bedtime Stories 2* was to record stories for children in language and to bookend each story with an animation based on Indigenous artworks.

Our Bedtime Stories 2 followed the same format as the first, but with different languages and storytellers.

14 of the stories were outsourced to organisations and individuals who had existing connections with the target language speaking groups as follows:

- PAKAM were commissioned to produce four stories in the Gija, Gooniyandi and Yulparija languages.
- Barkly Regional Arts produced and recorded two stories with Rosemary Plummer in Warumungu.
- The Goldfields Aboriginal Language Centre in Kalgoorlie recorded four stories in the Ngaanyatjarra, Tjupan, Ngadju and Wangkatja languages.
- Elizabeth Langslow, who has strong connections with Goulburn Island, produced four stories in the Mawng and Kunbarlang languages.

Animation for the series was based on the artworks of Cape York artist Syd Bruce Short-Joe at Pormpuraaw Arts and Culture. Works were also licensed from Moa Arts in the Torres Strait and Buku-Larrnggay Mulka Arts in Yirrkala.

Community News

The *Community News* project is a news and current affairs program that gives ICTV audiences access to national, regional and local information, stories and ideas in an Indigenous language. Despite significant delays to the projected timeline due to COVID-19, the graphics for the series have been produced and discussions with key partners have commenced.

On Country

On Country is a real-time recording of travels across country accompanied by audio recordings of traditional and oral histories as told by traditional owners. It is an interpretation of the 'slow tv' movement pioneered in Norway which involved real-time recordings of train journeys. Two episodes were produced in 2019-20 with the traditional owners of Rainbow Valley and the Amoonguna Community.

Messages Home

Messages Home is a short-form television series recording messages for friends and families of community members 'stuck' in Alice Springs.

A total of 16 messages were produced and included cultural stories, songs, community shout outs, hunting stories and oral histories. 13 of the messages were shot on location at Purple House and featured community members undergoing dialysis.

Multi-camera coverage and live broadcast of CAFL

ICTV produced and broadcast ten live AFL games from Traeger Park, with a four-camera setup, live commentary and post-game interviews.

In addition to providing our most popular type of programming, this project created employment opportunities with Indigenous Australians filling 50% of the crewing roles.

The live telecast and YouTube stream of the games reached many audiences throughout remote Australia. Positive feedback was received from viewers noting the quality commentary by Stan Coombe and Shaun Cusack which was a major feature of the coverage.

"Everyone in Amoonguna was watching the football on ICTV, I heard everyone in Ti Tree, and Santa Teresa, and Finke were watching. It was really good for people who couldn't go to the game. We saw all our family in the background. It was good as I couldn't go so I watched the games on ICTV. Everyone was watching." Lynette Ellis, Amoonguna Community (ICTV Board Member)

MESSAGES HOME

The new ICTV series connecting remote Indigenous communities across Australia



This production was made possible with support from the
Community Broadcasting Foundation

📺 /ICTVAustralia

📺 /ICTVAustralia

<http://www.ictv.com.au>





Multi-camera coverage of Uluru Climb Closure Celebration

ICTV was able to respond at short notice to requests from the community and other organisations to record and broadcast the Uluru Climb Closure Celebration in October 2019.

CLC provided logistical support and financial assistance, NG Media provided their outside broadcast (OB) truck and the coverage featured commentary in language by the PY Media radio team. Poor internet and 4G access prevented the live broadcast of the event but it was programmed on ICTV within 48 hours. With the assistance of the CLC, clearances for the traditional dancing were received from Maruku Arts allowing it to appear as a regular programme on ICTV well after the event.

Minor productions

Language Warnings

Funded by the CBF, the Language Warnings project created new recordings of our standard deceased disclaimer warnings in multiple Indigenous languages for our

multilingual audience. The project, which included outsourcing to our contributor group, resulted in the creation of 36 new language warnings in 18 different Indigenous languages. 22 different producers and language speakers in remote regions including Alice Springs, White Gate, Lajamanu, Yuendumu, Aurukun, Broome, Umuwa, Yarralin, Ngukurr, Wingellina, Kalgoorlie and the Tiwi Islands were involved.

Stations IDs and graphics

Station IDs and graphics, including in-house promotional material for special events such as NAIDOC Week, were produced throughout the year.

Programming graphics were produced using the works of Kumanjai Flemming.

In addition, ICTV created promotional graphics such as scoreboards for the live football telecasts and graphic overlays for sponsor material during live events.

TVC productions

Current policy allows ICTV to produce TVCs if there is a budget and the campaigns are intended for the ICTV television service. In 2019-20, there were three quality productions

(including COVID messages) for the Indigenous Eye Health Unit and a number of shorter TVCs for clients.

COVID messaging

As a means of addressing the misinformation and confusion in remote communities surrounding the COVID-19 pandemic, ICTV produced a series of coronavirus information messages in Indigenous languages and English. 27 messages with information about quarantine, social distancing, biosecurity areas and hygiene were produced. These included:

- 15 messages in partnership with the CLC (12 in language, three in English).
- Eight messages for the NT Government including five media posts and three TVCs (all in English).
- One TVC for the Indigenous Eye Health Program (in English).
- Three self-funded standalone messages (in English and language).

Left: Gina Campbell on location for the multi-camera production of the Uluru Climb Closure Ceremony.

Right: Animated perentie character for *Our Bedtime Stories 2*.

In addition, ICTV provided production assistance to other organisations to create an additional 13 messages. These included:

- Working in partnership with Arnhem Land organisation, Why Warriors to produce four COVID messages (in language).
- Producing nine messages using SecureNT audio with ICTV generated graphics (in language).

Overview

The 144 ICTV productions created within the 2019-20 financial year resulted in a total of 48 hours and 17 minutes of new ICTV content. This was a combination of programmable content, IDs, TVCs and health messages.

The COVID-19 pandemic impacted significantly on the scheduling of productions resulting in some major productions being rescheduled. The ICTV production slate is currently fully blocked out with projects scheduled throughout 2020-21.

2020-21 plans

- Complete and broadcast all 20 episodes of *Our Bedtime Stories 2*.
- Produce and telecast 13 live AFL games from Traeger Park.
- Produce and broadcast two pilot episodes of *Community News*.
- Produce and broadcast eight episodes of *Community News*.
- Produce TVCs in response to client requests.
- Secure funding for a third series of *Our Bedtime Stories*.
- Secure funding for an OB 4WD truck.



Television and Social Media Campaigns

Television campaigns

The ICTV television programming service includes television campaigns from a range of different organisations and sales agencies.

While campaign income is critical to the organisation's operations, there is clear policy around the campaigns we will and won't accept. This ensures all campaigns positively impact on the lives of Indigenous Australians, especially those living in remote areas.

In 2019-20, ICTV ran 36 paid sponsorship campaigns and four pro bono campaigns. Working with a range of organisations and media sales agencies, campaigns were aimed at creating positive behavioural changes to benefit or improve the lives of ICTV audience members.

ICTV continued to develop long term professional relationships with media sales agencies such as Spots & Space, O'Keeffe Media and Wavemaker Global. In 2020, we were also pleased to begin working with Atomic 212°.

New vs existing clients

In 2019-20, ICTV aimed to develop new client relationships while nurturing existing ones which was achieved as a ratio of 5:6 (new to existing).

The greater number of campaigns were the result of repeat business from existing clients reflecting ongoing client relationships.

69% of the total value of income was generated from existing clients and 31% from new clients.

Agency vs direct client campaigns

Of the total number of paid campaigns that ran on the ICTV television service throughout the year, 29 came through media sales agencies and 11 were direct contact clients.

Government vs non-government campaigns

Of the total number of paid campaigns that ran on the ICTV television service throughout the year, 13 were from government departments or included government messaging, and 27 were non-government campaigns.

State/Territory vs Federal Government campaigns.

Of the total number of paid campaigns that ran on the ICTV television service throughout the year, six were from Federal Government departments or with Federal Government messaging, and seven were State Government campaigns.

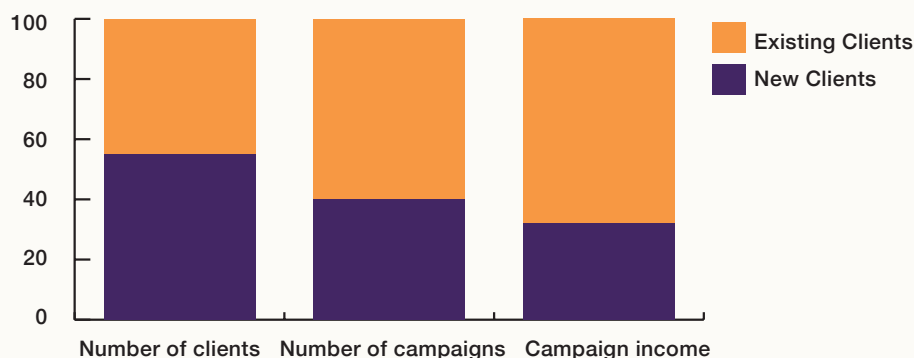


Figure E: Campaign income for 2019-20 according to number of clients, number of campaigns and campaign income

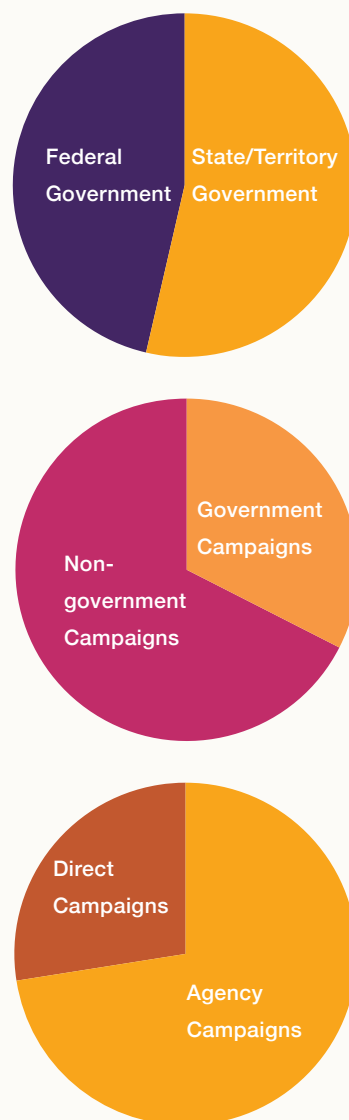


Figure F: Comparisons of different types of television campaigns



Pro bono and contra

In 2019-20, ICTV offered two pro bono campaigns for the Music NT Bush Bands Bash celebrations and the Women's Safety Services of Central Australia (WoSSCA) Elder Abuse Awareness CSA.

ICTV also ran an internal Remote School Attendance for Term 4, 2019.

A contra arrangement between ICTV and the Mercure Resort assisted ICTV with the CAFL multi-camera coverage/live OB allowing ICTV to engage an Indigenous sound recordist from Yuendumu.

Big success story

ICTV was proud to partner with AFLNT and the Power and Water Corporation to broadcast seven live CAFL Community and Country League games in 2019-20. The games were broadcast from Traeger Park Oval in Alice Springs and included teams from all around Central Australia. An additional three games sponsored by Batchelor Institute were broadcast from the Alice Springs AFL competition. All ten games were available on the AFLNT YouTube channel. Income generated by campaigns effectively covered the production costs to produce and broadcast the games.

Scheduling campaigns

The departure of programming staff, and the recruitment of new staff working in the sponsorship area, created an opportunity to revise the workflow of campaign scheduling particularly with regard to improving efficiencies and accuracy. As a result, the scoping of the new BMS included improvements on how campaigns are scheduled.

Social media campaigns

ICTV worked with FNMA and Atomic 212° with help from Michael Liddle to produce and run its first social media campaign. Vital messaging related to COVID-19 border restrictions was shared with the ICTV audience via Facebook.

The campaign was well received with positive feedback given through comments and messages. Content was actively shared by other organisations and individuals helping to increase the reach of the messaging.

ICTV hopes to be able to provide further campaigns via social media into the future.

Summary

2019-20 was a relatively successful year for television campaigns introducing new clients and markets, and reaching income targets.

Reciprocal relationships were fostered with media sales agencies and clients while ensuring relevant messaging with the capacity to positively impact on the lives of the ICTV audience.

A Business Development and Marketing Coordinator joined the team in early March 2020.

2020-21 plans

- Implement rate changes for peak, secondary peak and run-of-station campaigns.
- Replace use of Rates Card with Media Kit.
- Increase income from television campaigns.
- Continue focus on maintaining connection with existing clients while sourcing new clients.
- Increase efficiencies, accuracy and streamlining in campaign scheduling with the new BMS.
- Increase efficiencies and streamlining in campaign quoting with the new BMS.
- Establish systems for monitoring and developing project capacity for campaigns.

Social Media and Marketing

Social media

A more focused approach to social media was adopted in 2019-20 with the engagement of a dedicated Communications Officer to create and manage content across Facebook, Twitter and Instagram. Targets were set for increasing the number of followers on all social media platforms and for sharing content from the ICTV television service to a wider audience.

The target numbers of followers for Facebook was maintained and there was a substantial increase in followers across Instagram and Twitter.

ICTV used social media to promote events and special programming. This provided a platform to engage with contributors, sponsors and audience members in a more direct capacity.

Success stories

In 2019-20, there was a focus on promoting ICTV television programming and viewership through our expanding social media presence.

Social media provided an effective platform for sharing behind-the-scenes video and images of production projects including the filming of *Our Bedtime Stories 2*, the Drum Atweme TVC and the Milpa Safe Bathrooms animation produced for the Indigenous Eye Health Unit.

Posts about ICTV's operations were also popular. They provided a platform for sharing news with ICTV members and partner organisations including the departure of long-term staff member Gina Campbell and the commencement

of three new staff members that generated high engagement in terms of likes, shares and positive comments.

The introduction of 'Canva'—a new browser-based software for creating graphics and animation—enabled weekly promotional posts using ICTV branding for Saturday Night Feature videos, Top Viewed videos and Featured videos on ICTV PLAY.

Social media targets

Facebook

The number of followers on Facebook was 10,478 as of June 30, 2020 surpassing the target of 10,000.

Twitter

The number of followers on Twitter was 878 as of June 30, 2020 which was below the target of 1,048.

Previously ICTV shared content directly from Facebook to Twitter which failed to produce an increase in engagement.

Instagram

The number of followers on Instagram was 581 as of June 30, 2020 surpassing the target of 291. Instagram is increasing in popularity as a social media platform.

Comments and feedback

A range of positive comments and feedback was received from contributors and audience members via social media over the past year. Some of the highlights include:

"ICTV play a fantastic role in recording and broadcasting community cultural, arts, music and sporting events. An OB truck can only make it better."

Penny Smith

"Good on ICTV and the Central Land Council for producing these important messages in language!"

Country Needs People

"Great job ICTV. It's not easy working under the current restrictions but First Nations Media members continue to work with the community to get the information out." (in Pitjantjatjara)

Robert Hoosan, FNMA
#keepourmobsafe #ourmediamatters

Film festival screenings

ICTV has existing relationships with a number of festivals who requested shortlists of our best content throughout the year. As a result, ICTV and contributor videos featured at a number of national film festivals including the Winda Film Festival, Parrtjima, the Sydney Travelling Film Festival and the National Remote Indigenous Media Festival.

Community events

ICTV was able to test-run a new marquis at the Tangentyere Family Fun Day in October 2019, while also producing a number of station IDs.

An opportunity was also taken to set up a small set for NAIDOC Week celebrations in July 2019.

NPYWC Virtual Youth Centre Movie Night

In response to COVID-19 related community lockdowns, NPY Women's Council conducted a number of Virtual Movie Night events through Facebook Live to replace physical events. ICTV collaborated with the Youth Team to launch a movie night concurrently on social media and ICTV.

Community Bulletin Board

The ICTV Community Bulletin Board is a free resource to support organisations and communities to promote community events and activities. It is programmed into the television service three to four times daily and is also available on ICTV PLAY. 226 events were promoted in 2019-20.

Mainstream media coverage

ICTV received mainstream media coverage around its live telecast of the CAFL games in Alice Springs and its response to the COVID-19 Pandemic, including print and radio.

Brand Bible

ICTV began the development of an organisational brand bible which included individual style guides for different usages. With input from graphic artists and individual staff members, the guides have enabled streamlining of the ICTV brand. As of June 30, 2020, there are style guides for:

- ICTV corporate presence
- Festival of Remote Australian Indigenous Moving Image (FRAIM)
- ICTV productions
- Social media

Programming event promotion

Special programming events were promoted on social media including Saturday Night Feature videos.

ICTV also celebrated a range of relevant special days and weeks via social media including:

- National Volunteer Week
- International Day of the Midwives
- National Sorry Day
- World No Tobacco Day
- Mabo Day

Overview

The use of social media increased in 2019-20 and the ICTV brand was promoted at several events. A range of positive comments and feedback was received from followers, and we were able to effectively share and provide critical updates and information relating to COVID-19 via our social media platforms.

2020-21 plans

- Develop and deploy an effective Marketing Strategy.
- Actively improve analytics for social media to increase profile visibility and number of followers.
- Launch *Our Bedtime Stories 2* in Darwin and Alice Springs.
- Link social media posts with ICTV television service more effectively.
- Improve promotion of programming events with increased lead time and exposure.
- Diversify content created for social media to include behind-the-scenes posts, promotion of special programming days and events, and sharing of topical and conversational posts.
- Increase engagement of industry organisations, partners, contributors and followers with social media profiles.
- Create and implement paid social media campaigns.
- Define style guides for live broadcasts, ICTV corporate website and ICTV PLAY.
- Seek funding to develop a Marketing and Business Plan to expand ICTV's brand profile.



National Sorry Day post for ICTV's social media platforms.

Technical Operations & Resourcing

While technical operations remained relatively stable, the transition to a new playout solution (scheduled to commence on July 1, 2020) placed significant stress on ICTV's technical and programming operations in order to ensure a seamless transition.

Technical innovation

Work began on the Algorithm Project in an attempt to automate programming of the television channel content based on replay rates and genres for the various programs in ICTV's library. As with all AI related projects, there were a number of challenges, including improving the data quality in ICTV's programming database and integrating automated programming with the existing manual workflow, but progress has been steady.

Since the playout changeover to Deluxe Media in late June 2020, the Algorithm Project was integrated into the new BMS required for the Deluxe-based playout workflow.

Work continues in integrating all the aspects into a single system. The provision of a specialised user interface to program the channel content has resulted in a dramatic reduction in time required for programming and continues to highlight areas where further refinement of the automated rules is required. Once the BMS is stable, the automated algorithm will be introduced.

Television payout

Imparja television provided playout services for the 2019-20 period.

The ICTV television service remained stable during the year with seven black-to-air incidents totaling 115 minutes. All but one incident was caused by external factors outside of ICTV's control.

A scheduled backup of the off-site storage at Imparja had a major impact on operations in August and September 2020. ICTV was able to quickly develop a 'kitchen-table' solution that ensured uninterrupted service.

Ongoing quality issues were experienced with live broadcasts and, despite considerable testing, causes have not been identified.

Technical support

A number of consultants with a range of technical skills were engaged to provide broadcast engineering, IT and web support where needed.

Technical planning

A detailed technical plan was developed for the review and replacement of ICTV's technical resources including both hardware and software across areas. We continue to adapt, monitor risks and evolve the plans in response to everchanging technical environments.

With a longer life than IT resources, audio-visual resources are replaced on an 'as-needed' basis. As operations expand towards production and live events, ICTV will have ongoing technical resourcing requirements.

Equipment

During the 2019-20 year, ICTV purchased the following major equipment:

- Two Blackmagic studio cameras and tripods (CBF funds).
- LiveU base station (self-funded) and portable unit (CBF funds).
- Two laptops (COVID grants from FNMA).
- Podcasting, sound equipment and upgrading of the audio booth to allow for improved recordings (CBF funds).

Infrastructure

During the 2019-20 year, the following infrastructure was installed:

- Fibre and audio-visual cabling at Traeger Park (Alice Springs Town Council funds).
- Cabling in the shared programming offices.

ICTV was successful in securing a voucher from the NT Government to upgrade the television studio with work set to commence in the new financial year.

Software

ICTV continues to adopt a number of software-based solutions for operational needs and develop our own where necessary. In 2019-20, the following software solutions were integrated into operations:

- Boardable for governance.
- Happy HR for HR.
- Receipt Bank for automated ingest of supplier invoices.
- Monday for project management.
- Slack for inter-staff communication.

All potential software solutions were trialled and assessed prior to purchase.

Retransmission of ICTV in Alice Springs

ICTV has a narrowcast licence for the retransmission of the ICTV television service in Alice Springs on Channel 41. The retransmission equipment was originally purchased through an Aboriginal Benefits Account grant in 2017 with operational costs for the first two years via a Centrecorp grant. Operational costs for this service are now covered by ICTV with self-generated income.

ICTV staff member John Hodgson recording audio with Rhekita Stuart in the ICTV audio booth using equipment purchased through a CBF grant.

2020-21 plans

- Continue to develop and deploy Technical Plan.
- Develop and integrate customised BMS.
- Deploy new television playout solution.
- Test new playout solution to determine if quality issue with live broadcasts is addressed.
- Compliance recording.
- Construct television studio.
- Remove reception and relocate some offices.
- Update backup of software and tapes.
- Purchase additional equipment for the ICTV studio and audio booth.
- Purchase OB truck to allow for live broadcasts of community events and associated training (funding dependent).
- Replace camera equipment for live OBs including monitors, cameras and an updated communications system.



4. Our People

Staff

The ICTV staff base was maintained with nine staff employed at the end of the financial year as follows:

Rita Cattoni (General Manager)

Jamie Balfour (Senior Programmer)

John Hodgson (Programming Officer)

Josh Davis (Content Acquisitions Coordinator and Producer)

Lekisha Lord (Communications and Programming Officer)

Vito Lucarelli (Project Coordinator and Content Acquisitions Officer)

Besse-Mae Renehan
(Administrative Assistant)

Rachel De Brenni
(Business Development and Marketing Coordinator)

Sabian Liddle (Programming Officer)

Due in part to funding limitations, ICTV runs an extremely lean operation with regards to staffing. Ambitious project outcomes and the difficulty of recruiting skilled personnel in a small centre such as Alice Springs puts ongoing stress on the operations of the organisation. Recruitment of staff with specific technical skills also continues to be a challenge, particularly without the capacity to engage trainees or to establish a trainee program.

Features of HR operations for 2019-20 included:

- The .6 Content Acquisitions position was shared between two staff members in 2019-20. While this enabled access to a wider set of networks, it was at times demanding to prioritise acquisition duties over other equally pressing responsibilities.
- With many of ICTV's administrative procedures replaced with software solutions and portals, the administrative position was redeveloped to incorporate responsibilities in programming attracting a solid number of recruits.
- While efficiencies were created through the Algorithm Project, the programming department remained ICTV's main business and made up approximately 36% of the staff base as of June 30, 2020.
- A dedicated .6 Production position was allocated for the first time due to the high number of production projects.

As ICTV is a unique workplace with positions specific to our operational environment, a combination of the National Employment Standards and the Broadcasting and Media Workers Award was used to set pay rates and scales.

Recruitment and departures

Gina Campbell left her long-term position as Programmer to relocate to Darwin.

A number of people were employed in short-term or casual positions as needed for projects such as the live broadcasts of the CAFL matches from Traeger Park.



Indigenous Employment Strategy

ICTV was able to maintain approximately 50% Indigenous employment which, while less than the optimistic targets set under funding agreements, is a solid achievement given the high technical skill level required. Auspice arrangements with other contributors for ICTV content production also required a minimum 50% Indigenous production crew.

Training

The following training was delivered to ICTV staff:

- Non-accredited workplace specific training in Adobe After Effects using new templates for the 'New on ICTV' and Community Bulletin Board.
- Accredited training in business and administration.
- Non-accredited workplace training in claymation animation for the *Our Bedtime Stories* project.
- Non-accredited workplace training in crew roles as boom operators and sound recordists.
- Non-accredited training delivered by NAPCAN on working with children.

COVID-19 working from home

With a high level of technical requirements for most positions, and most workstations being desktop and not laptops, working from home during the first stage of COVID-19 pandemic proved challenging for some ICTV staff members.

A COVID-19 safe workplace was established for staff members who were unable to work from home.

With funding support from FNMA, two new laptops were purchased and ICTV integrated solutions to address communications issues with staff working across locations.

ICTV staff and contractors. L-R: John Hodgson, Ben McIntyre, Sabian Liddle, Rita Cattoni, Besse-Mae Renehan, Lekisha Lord, Rachel deBrenni, Vito Lucarelli, Jamie Balfour and Joshua Davis on camera. Front: new Blackmagic camera purchased with funding from the CBF.



Contractors and Consultants

ICTV engaged several ongoing contractors and consultants in areas including:

- IT technical support
- Broadcast and AV technical support and advice
- Graphic design
- Animation
- Grant writing
- Accounting and bookkeeping

Contractors may be engaged for either short-term projects or projects which require highly specialised skills and knowledge.

Governance & Board of Directors

The Board of Directors for the 2019-20 year were:

Nelson Conboy (Chairperson)
from Wujal Wujal, Qld.

Henry Augustine from Beagle Bay, WA.

Lynette Ellis from Amoonguna, NT.

Sylvia Tabua from
Thursday Island, Qld.

Neil Turner (Secretary)
from Broome, WA.

Tamara Whyte (Treasurer)
from Nhulunbuy, NT.

Nikki McCoy from Alice Springs, NT.

The ICTV Board of Directors met each quarter in addition to three single purpose meetings throughout the year. A quorum was achieved for all meetings.

The Board met in person during the Converge Conference and received governance training delivered by Matrix-on-Board.

As the ICTV Board has been meeting remotely since the organisation first began, there was no significant impact from restrictions related to the COVID-19 pandemic.

Annual General Meeting

A General Meeting of members was held prior to the Converge Conference on November 27, 2019.

Strategic Plan

The ICTV General Manager delivered quarterly updates to the Board on progress towards the outcomes of the 2017-21 Strategic Plan in addition to monthly operational updates.

ICTV values our strong networks and connection with our audience, contributor group, members, Indigenous media industry, clients and the broader community. In 2019-20, we engaged constructively with different organisations and groups for a range of purposes whether through a reciprocal relationship or by providing services.



Plans and targets for the year ahead

- Reduce staff allocation in the programming department through development and deployment of BMS.
- Undertake HR review to reflect priorities and capacities including the development of an in-house pay structure aligned with duties, responsibilities and other factors specific to the ICTV workplace.
- Deliver in-house staff training with outside consultants and/or trainers in the following areas: Working with Vulnerable People, Appropriate Workplace Behaviour, Staff Supervision, Time Management, Cinematography, Adobe After Effects and Adobe Premier.
- Explore funding opportunities for trainee positions.
- Work with Yirara College to integrate a work experience program.
- Deliver Governance training for all ICTV Directors.
- Schedule at least one face-to-face meeting of ICTV Directors (pending COVID restrictions).
- Develop a new strategic plan.

Vito Lucarelli and Benjamin Creek during media training in Coen, Qld.



5. Our Community

Contributor Community

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

A Contributor Communication Strategy was developed and implemented with the intention of sustaining connections with our contributor group. Newsletters were distributed to the contributor group and individual contributors were contacted when their videos were programmed on the ICTV television service and uploaded to ICTV PLAY.

Contributor support

ICTV delivered and oversaw training to new and existing contributors.

Ngukurr, NT

In July 2019, staff members Josh Davis, Vito Lucarelli and Graham Wilfred travelled to Ngukurr to deliver basic media training and hands-on production advice to language workers supplying them with an iPad production kit. Ngukurr Language Centre have continued to send content through to ICTV utilising the training and equipment delivered by ICTV staff.

Michael Liddle with a COVID-19 update.



Coronavirus Update: From June 5th

If You're Going To Town - Plan Ahead



Yirara2u

Coen, QLD

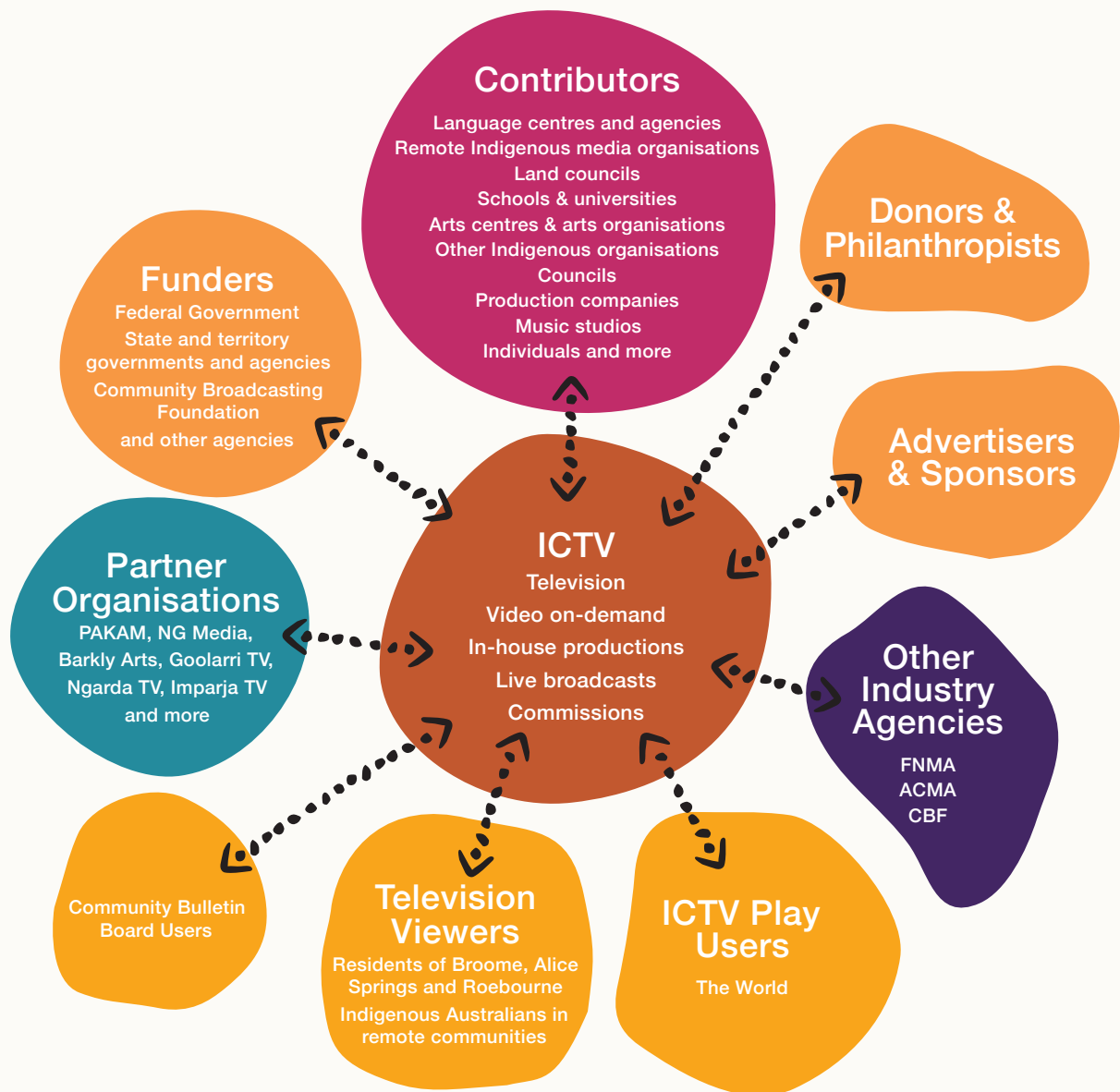
In September 2019, staff member Vito Lucarelli travelled to Coen in Cape York to deliver basic media training to employees of Kalan Enterprises and members of Allkumo Malpa Paman, a local dance group made up of members from the six surrounding clan groups: Ayapathu, Lama Lama, Kaantju, Umpila, Munkaanhu and Olkola. The three-day program was part of the inLanguage outreach stage and provided skills training for capturing and editing video and audio with equipment recently purchased by Kalan Enterprises as part of a language worker media kit. ICTV also supplied a subscription to editing software and a tripod. As part of the training, participants filmed and edited a short documentary series about the Allkumo Malpa Paman dancers preparing for the 2019 Dance Rites Festival.

inLanguage training

As part of the inLanguage project and the *Our Bedtime Stories 2* production, PAKAM was contracted by ICTV to deliver nine multiple-day sessions to 21 participants in Beagle Bay and Warmun, WA. This provided skills training for video editing, camera work, sound recording, interview techniques and checking/identifying equipment with a special emphasis on capturing and working with content in Indigenous languages Nyul Nyul, Gija and Gooniyandi.

Yirara student Deanna Charlie introducing Yirara2u.

Partnerships, connections and strategic relationships



ICTV Audience

ICTV logs and documents all feedback received from its audience. In 2019-20, we received 103 documented instances of feedback about the ICTV television and ICTV PLAY service from all over Australia. Examples of social media feedback are available in the *Social Media and Marketing* section.

Conference Attendance and Presentations

Remote Indigenous Media Festival

In September 2020, staff member John Hodgson attended the Remote Indigenous Media Festival held on Thursday Island where he took part in workshops and assisted with the live OB of the final night's concert.

Converge 2019

In late November 2020, General Manager Rita Cattoni and ICTV Directors attended Converge, the First Nation's Media conference held in Alice Springs.

COVID-19 Community Response

A lot of positive community feedback was received about ICTV's COVID-19 messages, in particular those produced with Michael Liddle and Robert Hoosan.

Case Study - Yirara College

"More than 90% of the students at Yirara College in Alice Springs are currently back in their remote communities, unable to come into school. Some of them also have patchy internet connections to deal with, which make online lessons very hard. Facing these huge barriers in connecting with their students, the staff at Yirara College came up with a plan. They're putting their lessons out on television." ABC

Yirara College is a boarding school in Alice Springs with many students from remote Indigenous communities. For the past five years, Yirara College has produced and contributed a regular weekly TV news program for ICTV. As a result, it was well placed to deliver educational programming for home-based learning when students returned to their communities during the early stages of the COVID crisis. The dedicated media team at Yirara headed by Paul Imms adapted quickly and created a new television program called Yirara2U.

Each daily 30-minute episode delivered a school lesson featuring classroom activities complemented by a printed lesson plan allowing students to work from home. The lessons were made available concurrently on ICTV and YouTube.

ICTV created a special programming slot for Yirara2U at 2pm from Monday to Friday. This collaboration highlighted the flexibility of the ICTV service in meeting community needs and the incredible commitment of our contributors.

While many students returned to Yirara College when communities re-opened, some students have remained and continue to engage with the program through ICTV.

2020-21 plans

- Convene FRAIM from April 12-16, 2021 (funding dependent).
- Respond to ongoing COVID messaging as necessary.
- Outsource news stories production to ICTV contributor groups.
- Conduct an Audience Survey (pending funding).
- Redevelop and implement the Contributor Communication Strategy.
- Support contributors to deliver content to the *Community News* project.

6. Our Finances

The efficiency of ICTV's financial operations increased in 2019-20 becoming fully paperless and cloud-based with workflows redeveloped to incorporate automated software.

While our financial position was not greatly impacted by the COVID-19 pandemic, it resulted in delays on several projects which have been carried forward to the next financial year.

An audit of ICTV's finances was carried out by Ryan Arnes from Perks.

Audit

As per the audited financial report for the 2019-20 financial year, the total income for ICTV was \$1,228,079, total expenditure was \$1,159,287 and total equity for the company was \$348,749.

The ICTV Board of Directors have declared that there are reasonable grounds to believe that ICTV is able to pay all of its debts, as and when they become due and payable; and the financial statements and notes in the Financial Report 2020 satisfy the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*.

There were some significant changes in Accounting Policy as follows:

- Deferral of some grant revenues.
- Recognition of a contract liability for funds which have been spent at the reporting date.
- Recognition of leases on the statement of financial position (except for short-term leases and leases of low value assets).
- Use of an exception to lease accounting for short-term leases and leases of low value assets, with the lease expense recognised in the statement of profit or loss on a straight-line basis.
- Recognition of right-of-use assets of \$123,159 and lease liabilities of \$123,159 as of July 1, 2019 for leases previously classified as operating leases.
- Application of the weighted average lessee's incremental borrowing rate to lease liabilities as of July 1, 2019 which was 3.5%.

Statement of Financial Position

The statement of a financial position shows total equity pf \$348,749 as at June 30, 2020.

Profit & loss

As per the profit & loss statement of the Financial Statements, ICTV ran at a surplus of \$68,792. This represents an increase of \$25,328 from the previous year.

ICTV's income has increased, while our expenses have remained relatively stable with a small increase being in line with CPI adjustments.

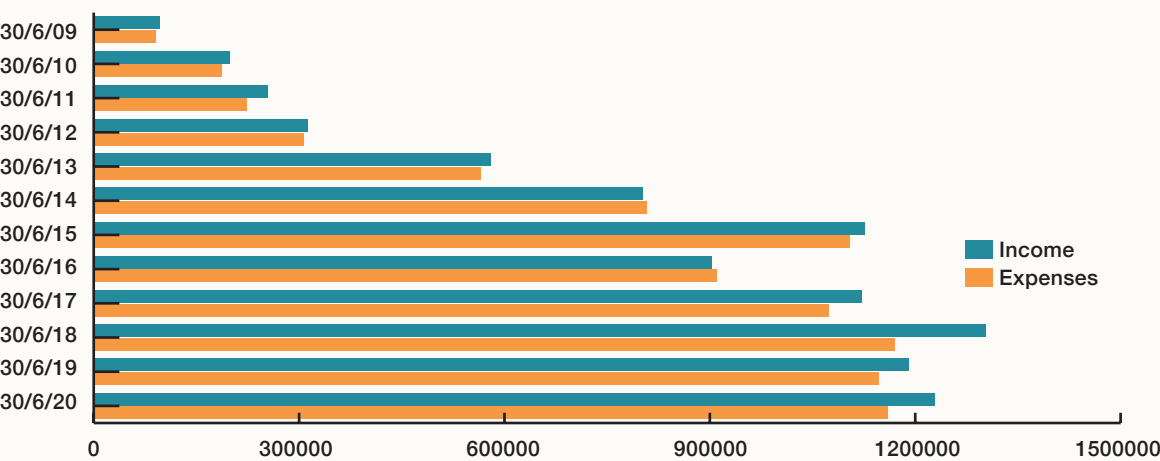


Figure G: ICTV income and expenditure since commencement of independent operations

Indigenous Community Television Limited

Statement of Financial Position

As At 30 June 2020

| | Note | 2020 \$ | 2019 \$ |
|--------------------------------------|------|----------------|------------------|
| ASSETS | | | |
| CURRENT ASSETS | | | |
| Cash and cash equivalents | 5 | 652,529 | 802,292 |
| Trade and other receivables | 6 | 54,842 | 72,442 |
| Other assets | 8 | 3,906 | 5,522 |
| TOTAL CURRENT ASSETS | | 711,277 | 880,256 |
| NON-CURRENT ASSETS | | | |
| Property, plant and equipment | 7 | 145,689 | 171,843 |
| Right-of-use assets | 9 | 89,776 | - |
| TOTAL NON-CURRENT ASSETS | | 235,465 | 171,843 |
| TOTAL ASSETS | | 946,742 | 1,052,099 |
| LIABILITIES | | | |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 10 | 110,061 | 131,866 |
| Borrowings | 11 | 17,404 | 15,063 |
| Lease liabilities | 9 | 33,951 | - |
| Employee benefits | 13 | 78,679 | 58,872 |
| Other financial liabilities | 12 | 236,892 | 504,893 |
| TOTAL CURRENT LIABILITIES | | 476,987 | 710,694 |
| NON-CURRENT LIABILITIES | | | |
| Borrowings | 11 | 34,806 | 39,686 |
| Lease liabilities | 9 | 56,602 | - |
| Employee benefits | 13 | 29,598 | 21,762 |
| TOTAL NON-CURRENT LIABILITIES | | 121,006 | 61,448 |
| TOTAL LIABILITIES | | 597,993 | 772,142 |
| NET ASSETS | | 348,749 | 279,957 |
| EQUITY | | | |
| Reserves | | - | 80,767 |
| Retained earnings | | 348,749 | 199,190 |
| TOTAL EQUITY | | 348,749 | 279,957 |

The Company has initially applied AASB 15 and AASB 1058 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 111, AASB 118, AASB 1004 and related interpretations.

The Company has initially applied AASB 16 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 117 and related interpretations.

Income

Total income for the year was \$1,228,079 which represented an increase of \$37,379 from 2018-19. While this seems to indicate an increasing trend in overall income, there was an actual decrease in government grants and a major increase in production income.

ICTV's largest source of revenue remained grant income, including both recurrent grants for operating the television service and on-off grants for production, research, events and digital projects. Grant income was received from:

- National Indigenous Australians Agency (Department of Prime Minister and Cabinet).
- Indigenous Languages and Arts Program (Department of Infrastructure, Transport, Regional Development and Communications).

- Community Broadcasting Foundation.
- Screen Territory, a program within the NT Government.

Self-generated income from all sources accounted for 29% of total income, which is a significant increase from 17% in 2018-19. Of note, was the substantial income received from production, video sales and the COVID-related cashflow boost. The target set of 18% of total income for television campaigns was achieved.

2020-21 plans

Income

- Increase grant income with ICTV taking responsibility for playout and satellite uplink.
- Increase target for television campaign income by 20%.
- Diversify self-generated revenue.
- Maintain video sales income.
- Maintain production income.

"Great job ICTV. It's not easy working under the current restrictions but First Nations Media members continue to work with the community to get the information out."

Robert Hoosan, FNMA
#keepourmobsafe #ourmediamatters (in Pitjantjatjara)

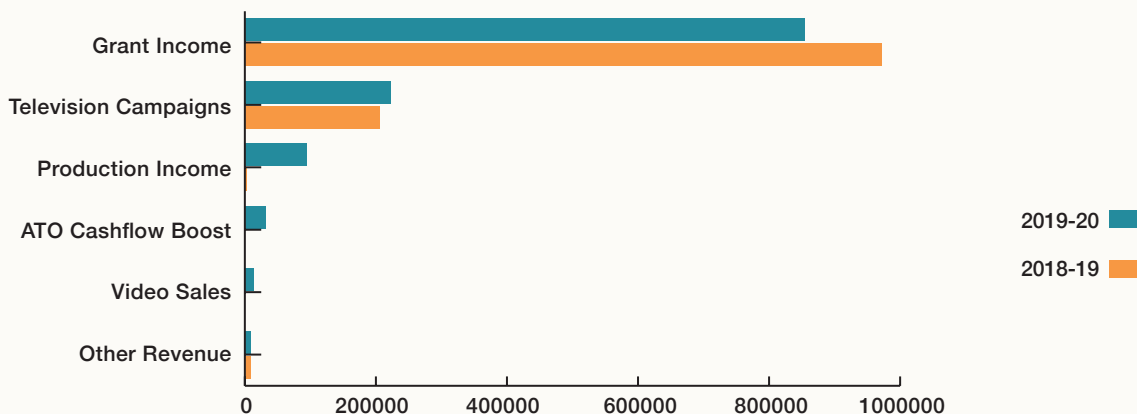


Figure H: Income breakdown comparison
between 2018-19 and 2019-20

Expenditure

Major expense categories such as employment, services, supplies and technical support remained consistent as a percentage of total expenses.

There was a variety of reasons for differences in expenditure between the two financial years in some categories, as follows:

Travel

COVID-19 restrictions prevented travel from March 2020 to the end of the financial year. The Board of Directors' planned trip to Canberra to launch *Our Bedtime Stories 2* was cancelled as a result.

Only one delegate was sent to the Remote Media Festival.

Transmission hut rental

The rental of hut space at West Gap for the retransmission of ICTV in Alice Springs was included as two years' rental in the previous financial year. The annual cost was normalised in 2019-20.

Licence fees

Negotiations continued with APRA and PPCA regarding licence fees for music on ICTV's platforms. While the contract is not yet finalised, the Board of Directors allocated funds for licence fees for 2019-20 to be paid retrospectively.

Interest

The profit & loss statement showed a substantial increase in interest between the two financial years due to chattel mortgage interest for two vehicles not being taken into account in the previous year's financial reports.

Depreciation

The significant increase in depreciation expenses reflected the change of accounting policy around leases.

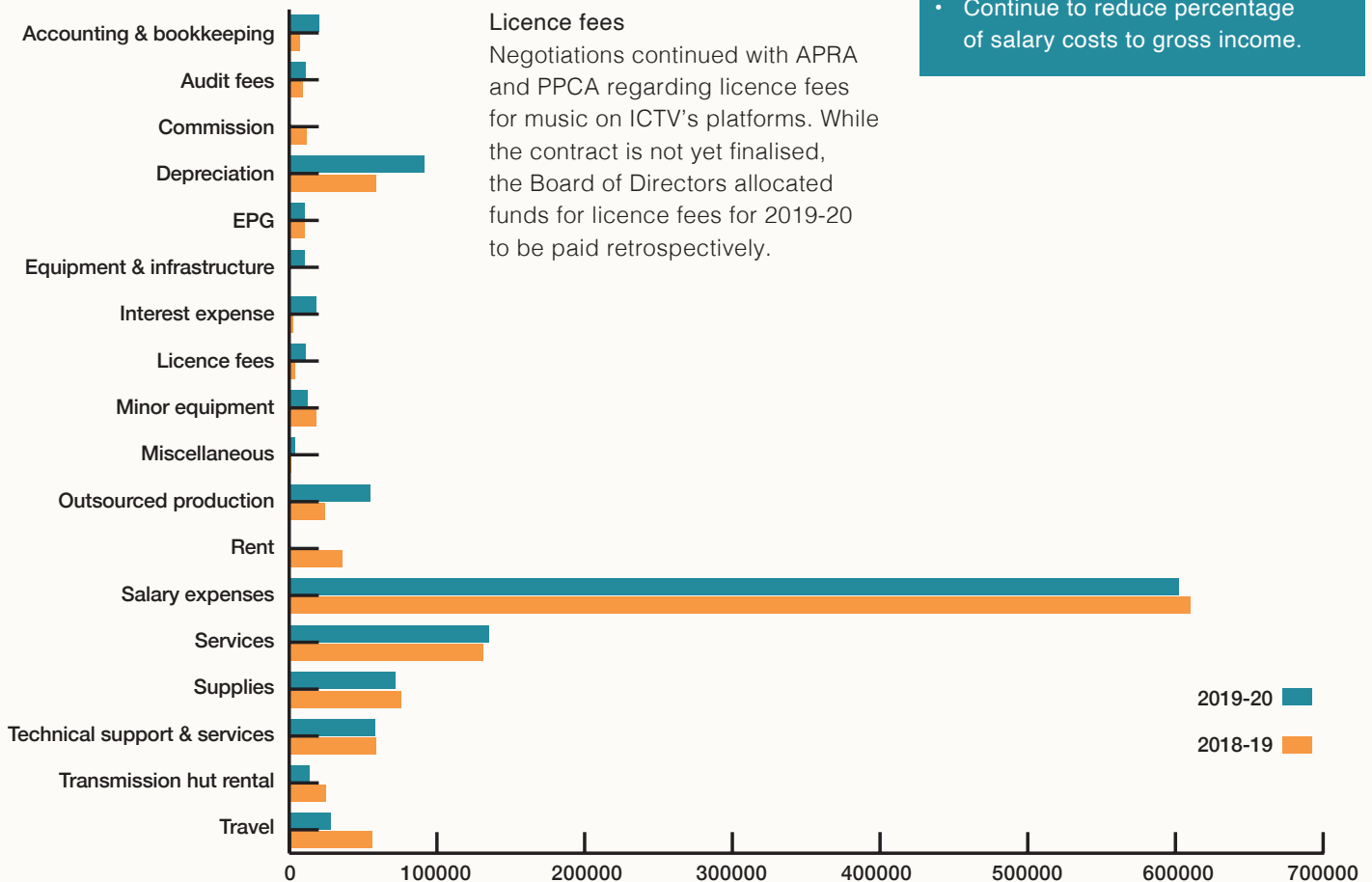


Figure I: Expense comparison between 2018-19 and 2019-20

2020-21 plans

Expenses

- Continue to reduce percentage of salary costs to gross income.

Glossary

AI: Artificial Intelligence. A computer system capable of completing complicated tasks that involve problem solving and adaptation that would otherwise require human intellectual labour.

BMS: Broadcast Management System. A means of coordinating programming, scheduling and licensing rights to improve the efficiency of content delivery within an organisation.

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.

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.

FRAIM: Festival of Remote Australian Indigenous Moving Image.

HD: High Definition. A display format for digital television transmissions that uses a higher resolution, or more lines per image frame, than standard definition (SD).

inLanguage: A new feature of ICTV PLAY that categorises video content by language.

Linear television: Curated video content delivered in a continuum. While linear television is usually delivered through traditional broadcast or satellite platforms, linear television can be delivered via OTT.

NIAA: National Indigenous Australian Agency.

OB: Outside Broadcast. Production of content such as news or sports events in the field or on-location, using a mobile studio production truck that holds all equipment necessary for recording, processing and transmitting material.

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.

OTT: Over the Top. Streaming services that deliver television via the internet.

Pageviews: A record of each time a visitor to a website loads a page.

PAKAM: Pilbara and Kimberley Aboriginal Media. A regional association of Indigenous broadcasters and media producers.

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).

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.

SD: Standard Definition. A display format for digital television transmissions that uses a lower resolution, or fewer lines per image frame, than high definition (HD).

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

TVC: Television Commercial.

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

Partnerships and Major Sponsors

Central Australian Youth Link Up Service (CAYLUS)
Central Land Council (CLC)
First Nations Media Australia (FNMA)
NITV

AFL Northern Territory (AFLNT)
Bush Bands Bash-Music NT
Why Warriors
NG Media
PY Media

ABC
Power and Water Corporation
Indigenous Eye Health Unit
NPY Women's Council

Funding Support

National Indigenous Australians Agency (NIAA), a division of the Department of the Prime Minister and Cabinet

Indigenous Languages and Arts Program, Office of the Arts, Department of Infrastructure, Transport, Regional Development and Communication

Community Broadcasting Foundation
Alice Springs Town Council
Screen Territory

Contributors

ABC Mother Tongue
Adrian Thomas Music
The Arnhem Land Progress Aboriginal Corporation (ALPA)
Australian National University (ANU)
Apunipima Cape York Health Council
Arid Lands Environment Centre
Art Gallery of South Australia
Artback NT
AUM PR + MGMT
Barkly Regional Arts
Batchelor Institute
Big Sing in the Desert
CAAMA Music
CAAMA Productions
Cairns Indigenous Art Fair
CatholicCare NT
Central Land Council (CLC)
Children's Ground
Danila Dilba
Department of Communications and the Arts
Desert Life Church
Desert Pea Media
EG Productions
Emerging Minds

First Languages Australia
First Nations Media Australia (FNMA)
Frank Meijer
Gospel Alive
Healthy North Coast
Highway Learning
I AM House of Worship
Ian Wilkinson
ICTV
italk Studios
Karungkarni Art and Culture Aboriginal Corporation
Kurna Warra Pintyanthi
Kiwirrkurra Indigenous Protected Area
Lander River Band
Lunatic Entertainment
Mamaruni School Croker Island
Martumili Artists
Micah Williams
Music NT
Ngaarda Media
Ngukurr Language Centre
Ngukurr Story Project
NITV
Northern Land Council
NPY Women's Council

Nungalinga College Media Studies
PAKAM
PAW Media
Pertame Project
Public Health Advocacy Institute of Western Australia
PY Media Inc
Red Dust Role Models
Rory McLeod Film
Sadadeen Primary School
Seed Indigenous Youth Climate Network
Sinch Foundation
Small Town Culture
Southern Forest Arts
Thamarrurr Development Corporation
Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)
Waltja Tjutanku Palyapayi Aboriginal Corporation
Wantok Musik
Waringarri Media Aboriginal Corporation
Why Warriors
Woyan-min Bio-Cultural Project
Yirara College

Contributing to ICTV

ICTV provides a platform for video content created for and by Aboriginal and Torres Strait Islander people living in remote areas. ICTV is always looking for new videos to share with our viewers. Submitting content to ICTV is a great way to share stories from your community with other communities all over Australia and the rest of the world.

ICTV contributors include remote Indigenous media centres, arts organisations, language centres, sporting clubs, schools, music groups, councils and more.

Submitting your video to ICTV is quick and easy, visit www.ictv.com.au and fill out a form.

ICTV can also provide advice on how to obtain funding to help get your project started.

For more information contact us at content@ictv.com.au

Advertising with ICTV

Advertising with ICTV allows you to connect your message with our audience in remote areas all across Australia.

ICTV can create an advertising package to promote your existing commercial or provide production services to create a new ad for you.

ICTV provides a unique advertising platform; television campaigns can be scheduled during specific programming categories relevant to the campaign message or to target viewers of a particular programming category.

Alternatively, campaigns can be scheduled during prime time (6-9pm) and secondary prime time (3-6pm) for maximum exposure.

Campaign discounts and bonus spots may be offered depending on the overall value of the campaign.

For more information contact us at sponsorship@ictv.com.au

Promoting Community Events on ICTV

ICTV's Community Bulletin Board offers free promotion four times a day for publicly available or free community events. Eligible events include:

- Not-for-profit or regional community events.
- Events that take place in a location that ICTV is broadcast.
- Events that are of clear benefit to Indigenous Australians from remote communities.
- Important information for communities, such as closures, medical or legal visits and severe weather warnings.

For more information contact us at cbb@ictv.com.au



ICTVPLAY



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