



Development of Indigenous Cultural Awareness Materials for the community radio broadcasting sector

Overview

The CBF is calling for tenders to develop Indigenous Broadcast Cultural Awareness Materials for the community radio broadcasting sector.

We are seeking a consultant who has a good understanding of Indigenous cultural protocols and Australian community radio. It is expected that the successful applicant will have demonstrated experience in film and video production.

The objectives of this consultancy are to develop relevant Indigenous cultural awareness materials for distribution to non-Indigenous community radio stations with a view to establishing new Indigenous radio programs and increasing the level of existing Indigenous radio programming. Communities that have a high Indigenous population but without a dedicated Indigenous community radio station in their area would be a focus. The primary target audience will be non-Indigenous staff and volunteers working at community radio stations with a community of interest defined as “General Geographic Area”. Materials should be developed accordingly.

It is expected that the materials will be presented principally as a short instructional video (15-20 minute) with supporting material supplied in electronic form (e.g. PDF) that can be printed. The video and resources will be distributed as a DVD and made available on-line. The successful applicant may wish to present the video and materials as a case study focusing on an Indigenous broadcast group producing an Indigenous program on a licensed community radio station with a community of interest defined as “General Geographic Area”.

Background

Of the 349 community radio licensees:

- 163 stations have a community of interest defined as “General Geographic Area”
- 76 stations located in remote areas have a specialist community of interest defined as “Aboriginal” or “Torres Strait” (also known as RIBS or ex-BRACS)
- 19 stations have a specialist community of interest defined as “Aboriginal” or “Torres Strait”
- 91 stations have another defined specialist community of interest (Arts & Music, Educational, Ethnic, Gay & Lesbian, Mature Age, Print Handicapped, Religious, Youth)

In 2008/09 the CBF provided Indigenous program grants in support of programming on 19 non-Indigenous stations (22 in 2007/08). Data obtained from the 2007-08 Community Broadcasting Database (CBD) industry survey indicates that during the period Indigenous programs were broadcast on 89 non-Indigenous stations catering to Indigenous interests within their communities. This CBF would like to assist non-Indigenous community radio stations to engage with local Indigenous communities in order to establish new Indigenous programs or expand on

existing Indigenous programs. This is a priority for community radio stations with community of interest defined as “General Geographic Area” located in regions with a high Indigenous population.

Resource development

The target audiences for the cultural awareness materials to be produced are the Boards, staff and volunteers at non-Indigenous community radio stations. The materials should be developed principally as a 15-20 minute video on DVD (and available in appropriate online formats) with accompanying printed materials (e.g. fact sheet). The materials should cover four broad areas:

1. Information about general Indigenous cultural protocols (e.g. respect, consultation, listening).
2. Information about how to connect with local Indigenous communities in order to establish a local Indigenous radio program (e.g. organising a meeting, identifying the needs of the local Indigenous community, resource needs, making dedicated airtime available, training, specific cultural protocols, etc)
3. Information about how to maintain an Indigenous community radio program (e.g. consultation, flexible support and encouragement, content issues, resource needs, protocols for broadcasting the music of a deceased Indigenous person, availability of CBF funding, etc)
4. Information about how to represent Indigenous issues in community media (e.g. legislation, codes of practice, specific cultural protocols, etc)

Resources developed under the project are intended to be indicative rather than prescriptive and should emphasize the diversity of protocols between different Indigenous communities. Reference to relevant existing materials is encouraged.

The CBF’s Indigenous Grants Advisory Committee (IGAC) will maintain editorial control of the content of the video and resources. The Indigenous Grants Advisory Committee may consult with the Australian Indigenous Communications Association for this purpose.

For full details regarding the consultancy please refer to the “*Request for Tender in relation to Development of Indigenous Cultural Awareness Materials for the community radio broadcasting sector*” available from the [CBF website](#).

For further information contact Heath Rickard or Ian Stanistreet on (03) 9419 8055.

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