



DEPARTMENT OF PRIME MINISTER AND CABINET

TUESDAY 23 MAY 2017 | GARY POWELL

Hello, my name is Gary Powell. I am the Regional Manager of the central Australian region of the Department of the Prime Minister and Cabinet. I have primary responsibility for the delivery of Indigenous Affairs policy and programs in this region, including for broadcasters and media organisations like IRCA.

I would like to pay my respects to the Arrernte people, traditional owners and custodians of the land on which we meet. I extend my respects to their Elders, past and present, and to all Elders present today.

I'd like to endorse the thoughts of my colleague Leonard Hill about the need to work efficiently and effectively, and to include some of my own observations. This focus on accountability is across the board for all IAS programs. It's not intended to diminish the work that your sector does.

The Department firmly believes that the cultural, social and economic outcomes your sector delivers are valuable because it preserves and maintain culture and languages, builds community connection and cohesion and provides news and entertainment that is culturally relevant.

Unfortunately, the funding pool is finite.

In the recent broadcasting funding round, we identified five priorities that we asked you to address in your application, and which we will use to measure outcomes over the next three year funding period. We think these five priorities will help us to tell some of the story of the achievements of your organisations and the sector more broadly. The five broadcasting priorities include the use of new technology to improve content and audience reach and reduce costs; systematic monitoring and response to community communication needs; contribution to cultural expression and maintenance; contribution to community economic and social development and cooperative engagement on communication of community and government priorities.

We are looking forward to seeing clear outcomes, which include, but are not limited to 90% Indigenous employment by 30 June 2020; improved engagement with the Indigenous communities and an increased delivery of messaging relevant to community and government priorities. When you achieve these things, please let us know about them. You will also notice that each of the priorities has outcomes linked to improved service delivery and sector advancement and sustainability.

This links closely with what you are here to do today and tomorrow. In considering what you stand for, think about how you can work to ensure you remain part of a viable, professional and sustainable industry that is embracing the use of new technology, delivering high quality and on point content and messaging, supporting and driving Indigenous employment and sector growth and addressing the priorities of the communities you serve.

The Department is doing what it can to add to the evidence through our social return on investment evaluation of Indigenous broadcasting. If you want your organisation to be part of this, there's still time. Let your agreement manager know. However, a sector which is divided, which can't stand together and articulate it's value, becomes less capable of achieving outcomes. You don't have to agree with each other all the time. This is a creative industry, with creative people and ideas. But, you do need to agree that the sector is worth advocating for. An agreed value proposition will assist IRCA in its role as your peak body and help them represent and negotiate better outcomes for your sector.

Both the Department and the Minister are looking forward to seeing, as an outcome of this summit, a united broadcasting and media sector.

In closing, I would like to encourage you to use this summit as an opportunity to build strong relationships with other organisations; develop new partnerships which could allow you to deliver cost savings and benefits for your organisations and foster initiatives to support sector growth. This is your summit so make it work for you. I would like to thank IRCA for the invitation to address you today, welcome you to Alice Springs and wish you well for the remainder of the Summit.