



# Umeewarra Aboriginal Media Association

## Board Report to the AGM 2023/2024

It is a great pleasure to present this report for the 2023/2024 year, a year marked by growth, resilience, and deepened connections to our community and culture. Umeewarra Media continues to be a source of cultural pride, inspiration, and empowerment for our people.

### Grants and New Initiatives

This year, Umeewarra Media has been highly successful in securing grants that bring additional benefits to the community beyond our core Radio and TV offerings. These grants also allow us to expand our staffing and cover essential operational expenses.

### Cooinda Proposal

The Executive Team has developed an ambitious proposal to build a Media and Cultural Centre on the Cooinda Site. This vision has already received initial positive responses from NIAA, as well as support from several MPs and Senators. If successful, this centre will be a transformative addition to Umeewarra Media, creating a hub for cultural preservation, storytelling, and community connection.

### Strengthening Our Culture Community Grants (\$30,000.00)

This grant enables Umeewarra Media to focus on health education, specifically targeting smoking and vaping. Through a combination of multimedia and community engagement, we aim to create meaningful change. Deliverables include:

#### Short Films:

- A minimum of 6 films featuring health professionals discussing quitting smoking.
- A minimum of 6 films highlighting personal stories from local people about their journeys to quit smoking.
- A minimum of 12 films addressing the dangers of vaping, featuring both health professionals and community members.

#### Social Media Content:

- At least 24 social media tiles with health messages, incorporating local Aboriginal art and featuring local community members.

#### Radio Content:

- Programs and promotions on giving up smoking and vaping, including in-depth interviews with local people sharing their journeys.
- Community Celebration:
- A celebration event for individuals who have successfully quit smoking or vaping over the 10-month project period.

This initiative aligns with our mission to strengthen community health and cultural pride through innovative storytelling and outreach.

### CBF Development & Operations Round 1 (\$5,650.00)

This grant supports strategic growth and skill-building for Umeewarra Media, including:

- A CMTO Strategic Planning Workshop to refine our vision and objectives.
- Radio Training for Volunteers, empowering more community members to contribute to our broadcasts and grow as storytellers.

### **Infrastructure Improvements NIAA 'grant \$350000**

With grant funding, we've begun vital repairs, starting with the roof, and will soon address upgrades to the toilets, air conditioning, and carpets. These changes will strengthen Umeewarra's future.

These projects and initiatives demonstrate Umeewarra Media's commitment to fostering cultural pride, empowering the community, and driving positive change into the future.

### **Partnership with BHP: Empowering Youth Leadership**

A standout achievement this year has been our growing partnership with BHP, which has provided critical support to our youth programs.

- **Youth Engagement:** With BHP's support, we've expanded opportunities for our young people, focusing on leadership, creativity, and cultural pride.
- **Programs Developed:**
  - **Club Umee:** This initiative offers younger children a safe, fun, and culturally supportive space to explore their talents, connect with peers, and grow as future leaders.
  - **Next Generation Youth Group:** This group focuses on empowering older youth, equipping them with skills and experiences to lead in their communities and beyond.

These programs highlight our commitment to nurturing the next generation while fostering intergenerational connections that strengthen our cultural fabric.

### **Partnership with the Australian Electoral Commission (AEC): Amplifying Our Voice**

Our ongoing collaboration with the AEC has made a profound and transformative impact on our community.

- **Civic Empowerment:** This partnership has played a vital role in inspiring Aboriginal people to enrol and vote, emphasizing the importance of having an active voice in decision-making. As part of this initiative, we employed three young Aboriginal team members whose passion and connection to their peers have been pivotal in driving this success. Their work has not only encouraged enrolment but also reinforced cultural pride and community leadership. Together, we are ensuring that Aboriginal voices are heard and valued at every level of our organisation.

### **NAIDOC Week: Celebrating Culture and Identity**

NAIDOC Week 2023 was a remarkable celebration of Aboriginal culture, made possible through our partnership with the Davenport Community Council.

- **Culture Festival:** This event brought the community together in a vibrant display of dance, storytelling, music, and art, featuring nationally acclaimed performers alongside local talent.
- **Bridging Generations:** Elders shared their wisdom, and youth showcased their creativity, reinforcing the strength and continuity of our culture.

### **Umeewarra Downtown**

Umeewarra Downtown was a tremendous success, showcasing local talent, cultural pride, and community connection. A highlight was celebrating Russell Smith's induction into the South Australian Music Hall of Fame, a proud moment for our community. Umeewarra Media was also recognized for our ongoing promotion and support of South Australian music, establishing the event as a cornerstone for celebrating and elevating Aboriginal artists and their contributions.

## **FNMA Awards: National Recognition of Leadership**

This year, Umeewarra Media shone on the national stage again at the First Nations Media Awards:

- **Lifetime Achievement Award:** Our CEO, Vince Coulthard, was honoured with the top national accolade at the First Nations Media Awards—the Lifetime Achievement Award. This prestigious recognition highlights Vince’s extraordinary contribution to Aboriginal media and his lifelong dedication to community and culture. Over decades of leadership, Vince has been a steadfast advocate for Aboriginal voices, ensuring they are amplified and respected on local, state, and national platforms.
- **Community Leadership Award:** Dre Ngatokorua was honoured with the Community Leadership Award for his outstanding efforts to inspire and uplift our community, particularly youth. His innovative approach and dedication have been pivotal in advancing Umeewarra Media’s mission of cultural pride and empowerment, making him a key contributor to our success.

## **UmeeTV: Amplifying Our Stories**

Our UmeeTV platform has continued to grow, becoming a vibrant space for storytelling and cultural expression.

- **Youth-Driven Innovation:** Young staff have brought fresh energy and creativity to UmeeTV, crafting content that resonates with our community and reaches a broader audience.
- **Cultural Connection:** By showcasing our stories online, we’re ensuring our culture remains strong and visible in the digital age.

## **Acknowledgements**

Umeewarra Media’s successes are shared across our community:

- **Our Partners:** Thank you to NIAA, BHP, the AEC, and all our other funding bodies for enabling us to deliver meaningful programs that empower our people.
- **Our Board:** Your leadership and dedication have guided Umeewarra through another exceptional year, your community knowledge and connection is a big part of Umeewarra Media’s success.
- **Our Staff:** To our entire team, thank you for your dedication, creativity, and the incredible energy you bring to Umeewarra Media every day. Each of you plays a vital role in our success, and your collective efforts have driven the achievements we celebrate this year.
- **Our Community:** To the Elders who share their wisdom and the youth who inspire us with their vision, we thank you for your trust and support.

## **Looking Ahead: Culture, Community, and Leadership**

Looking back on the year, we’re proud of what we’ve achieved together and the strong sense of community that drives everything we do at Umeewarra Media. By focusing on culture, working together, building partnerships, and keeping our languages alive, we’re creating a future where everyone feels connected and proud of who we are. That is what makes Umeewarra Media successful.

Thank you for your continued support. Together, we will keep our culture strong, our languages alive, and our voices heard.

**Anna Caponi**  
Chairperson