



Maari Ma Health Aboriginal Corporation

Incorporating:

- Broken Hill Primary Health Care
- Wilcannia Health Service Development
- Lower Western Sector
- Regional Youth Development

In Association with:

- The Royal Flying Doctor Service
- The Far West Area Health Service
- The University Department of Rural Health

TO:

DEPARTMENT OF COMMUNICATIONS INFORMATION TECHNOLOGY and the ARTS (DCITA)

Re: SUBMISSION for a NATIONAL INDIGENOUS TELEVISION SERVICE

TO WHOM IT MAY CONCERN

The Maari Ma Health Aboriginal Corporation (Far West NSW) supports the aforementioned submission for a National Indigenous Television Service (NITV).

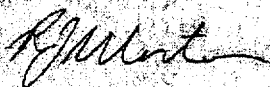
Maari Ma Health is an Aboriginal controlled health service based in Broken Hill, NSW and we face many challenges in delivering effective health care to our communities. A lack of access to mass communication is one of our major hurdles. We have a gap in communications in our region that often stalls or hinders the progress of programs. It is difficult for us to send important health and community development messages to large numbers of people quickly and effectively; which in turn delays projects and initiatives designed to assist our people.

Aboriginal people generally are negatively stereotyped in mainstream media. This stereotyping not only affects the attitudes of the broader community towards us but it also impacts negatively on our young people. It affects their self-esteem and their social & emotional well-being which can eventually lead to self harm or drug abuse.

NITV can contribute to turning these negative impacts on our young people around. NITV can balance the negativity towards Aboriginal people by offering an Aboriginal perspective on ourselves.

Maari Ma believes there is overwhelming evidence to support the introduction of an NITV. The evidence exists around the country in organisations like CAAMA (Alice Springs) and GOOLARI (Broome). We recently saw and felt the impact of seeing dedicated Aboriginal TV when the Maari Ma Board of Directors visited Broome. Goolari showed us the value of an Aboriginal media service operating in a region and in a community. The positive impact is wonderful - we watched our own culture reflected back to us and we felt proud and inspired.

Maari Ma Health strongly supports the submission to establish this National Indigenous Television Service. We are willing to discuss our support for NITV further and can be contacted on the numbers below.



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