

mediadiversity

A U S T R A L I A

We are a nationwide not-for-profit organisation run by journalists and communication professionals.
Australia is culturally and linguistically diverse. Australia's media should be too.

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Dear MDA Insiders,

There's lots to share with you this month, including announcing our **monthly newsletter**, which will put the spotlight on a different journalist with each edition.

Our **paid guest writer** will share an issue relating to diversity that they feel passionate about and how it has impacted and shaped their career.

Now in its third year, **the Media Diversity Australia award at the Mid-Year Walkleys** is attracting a large volume of high calibre entrants. Congratulations to the finalists and this year's winner!

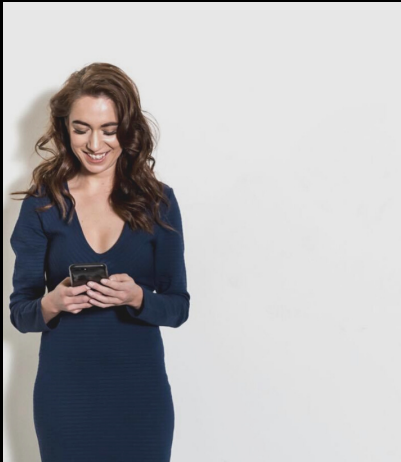
We'll also be sharing details of our successful pilot program, **Amplifying Voices**. Amplifying diverse voices is not only about more culturally and linguistically diverse people in newsrooms but also who journalists turn to for expertise and comment.

In the spirit of giving, we've teamed up with some stellar organisations to **provide free online training for journalists**, more details are below.

And in the spirit of taking, we'd welcome any donations. MDA is a **not-for-profit and a charity with DGR status**. After four years in operation, we finally have some paid staff members. Passion and drive alone aren't enough to change the face of our media.



SPOTLIGHT ON: Madeline Hayman-Reber is a Gomeroi woman, a 10 News First Melbourne Reporter and part of MDA's Victorian chapter



NAIDOC Week deserves more than a single social media post

NAIDOC Week is upon us again, this year the theme is Heal Country. While NAIDOC Week is a time of celebration for Aboriginal and Torres Strait Islander people, this year's theme is also a call to action - not just for us, but for you too.

Since colonisation, the sacred lands and waters that make up this country have constantly been desecrated by mining and gentrification.

Heal Country calls for greater action to protect our sacred lands. By protecting our sacred lands you're protecting us as a people, and our family, kin, law, lore, ceremony, traditions, and language.

Yet, each year we see several organisations including the media, jump on board our week of celebration for the wrong reasons, or for superficial reasons.

When considering your support, it's important to take a step back and ask yourself if you're doing it to enhance your brand, or are you doing it out of a genuine respect for First Nations people?

If you or your organisation is hoping to commit to this year's theme, there is much more you can do than post something on social media .

Here are some real, meaningful ways you can engage with and amplify First Nations voices and causes this NAIDOC Week, and every day of the year:

- **RESEARCH:** Do you know who's Country you are on? Do you know what the Frontier Wars are? Do you genuinely know the history of dispossession in this country?
- **FOLLOW:** The public social media accounts of Aboriginal and Torres Strait Islander community members are a great way to learn more. Try looking up #BlackfullaTwitter on Twitter to start!
- **READ:** We are storytellers. Read the work of First Nations journalists, writers and authors. It's an excellent way to expand your knowledge.
- **REVIEW:** Do the editorial policies in your organisation actively encourage journalists to seek First Nations stories? Does your organisation actively encourage seeking out First Nations voices to comment on environmental or mining issues?
- **IMPLEMENT:** Think about how you can make your workplace more culturally safe for Aboriginal and Torres Strait Islander employees. For example, does your organisation have cultural leave? Does it actively encourage First Nations people to apply for jobs?
- **EDUCATE:** Share what you've learnt about Aboriginal and Torres Strait Islander people with your family, friends and colleagues.
- **AMPLIFY:** Share our voices and causes. Whether that's sharing a social post on your social media account, or seeking out First Nations talent to include on your programs.
- **ENGAGE:** Learn whose land you are on and engage with Traditional Owner groups to ask them how you can help with local issues - this can be done on a social or professional level.
- **LISTEN:** If a First Nations person is sharing cultural knowledge with you, it's because they want to share it. It's your responsibility to listen and learn.

By helping us Heal Country, you're helping us all heal as a nation.



The Media Diversity Australia Award honours journalists who make an outstanding contribution through their reporting or coverage of diverse people or issues in Australia. This includes culturally and linguistically diverse communities (CALD) and people living with disabilities (PWD).



MDA Co-Founder Antoinette Lattouf (Right) and NEMBC Board member Michael Zhou (Left) with award-winning journalist Jason Om (Centre) at this year's annual Walkley Awards 16 June 2021

News and features

The [Walkley Awards 2021](#) Mid-Year Celebration kicked off June with an excitement fueled by the doldrums of Covid-19 in the back of our minds. The night was a celebration to honour outstanding journalism. The auspicious night was held in Sydney's Ivy Ballroom with champagne and the whos who in the media industry in attendance. Our very own Co-Founder and Director, Antoinette Lattouf, was there to present the Media Diversity Australia Award Supported by [Cohealth](#) and the [National Ethnic and Multicultural Broadcasters' Council](#) and administered by the [Walkley Foundation](#). The recipient of the award ABC 7.30 reporter Jason Om won for his outstanding reporting on the devastating impact and loss of life of poorly paid workers in the multi-million-dollar online food delivery services industry. The report [What is the true price of convenience?](#) highlighted the failings and tragedy of the fast-food industry delivery riders.

Amplifying Voices

A media training program for Muslim youth, women and religious leaders from diverse ethnic and religious backgrounds to better prepare them for engaging in public debate.

This year, MDA continued to build on our vital work to ensure that culturally and linguistically diverse voices are heard in the media.

In partnership with the [Judith Neilson Institute for Journalism and Ideas](#), and the [NSW Government](#) and some of Australia's most esteemed journalists and prominent news editors, Amplifying Voices created an essential pathway for Muslim perspectives to interact with mainstream media.

The program included a critical analysis of how to build delegates' capacity to engage with traditional Australian media and their skills as media spokespeople and on how the media operates in Australia.



The Australian's Claire Harvey, Channel 7's Emma Dallimore and Jim Carroll

It strengthened delegates' knowledge of how social media operates and how they can better engage their audiences.

It promoted accurate information and better representation of the Muslim faith and community in Australia, including correcting misrepresentations.

And finally, it helped to improve the relationship between Muslim communities and a community of media professionals.



Network's 10's Hugh Riminton conducting mock interviews



ABC's Mark Davies, The Australian's Claire Harvey, Network 7's Emma Dallimore and Jim Carroll



Jan Fran presenting to participants about cutting through on so



Network 10's Dan Sutton, SBS's Rashida Yosufzai and MDA's Ky Chow



Free media training in partnership with the Walkley Foundation and Scanlon Foundation: *inclusive reporting that represents Australia's diversity*

Media training: inclusive reporting that represents Australia's diversity

Session 1: the language of storytelling



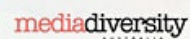
Host: James Button



Guest: Nor Shanino

Live Webinar

5.30pm - 7.00pm, Thursday July 22



Media Diversity Australia is excited to be co-hosting the first in a series of professional development webinars for Australian journalists to bring greater diversity and inclusion to their reporting, presented by the [Walkley Foundation](#) and the [Scanlon Foundation](#). This first session focuses on the language of storytelling, hosted by Walkley-winning feature writer [James Button](#) and featuring community and youth worker Nor Shanino.

This event is FREE; however, spots are limited, and registration is essential to secure your place. Click the link [here](#) to register NOW.





Want change? And a media that looks and sounds like Australia?

As a not-for-profit organisation, we rely on the help of our incredible volunteers. With your support, we can continue to run programs to support CALD journalists, conduct agenda-setting research, run networking events, provide practical solutions for the media industry, and much more. If you would like to make a tax-deductible donation to support the vital work we do, please click [here](#)

About us

Media Diversity Australia (MDA) is a national not-for-profit organisation led by journalists and media professionals. Australia is culturally and linguistically diverse, and our media should be too. Established in 2017, MDA has a unique role as a champion of cultural diversity in Australian journalism and news media. We have a vision for a media industry with full and equal participation for culturally diverse people at all levels.

"A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone." - **Sundar Picha** -

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