



**Central Australian Aboriginal Media Association
CAAMA**

**INFORMATION PACK
CHIEF EXECUTIVE OFFICER
JULY 2020**

About CAAMA

<https://caama.com.au/>

Located in Alice Springs, Central Australian Aboriginal Media Association (Aboriginal Corporation) (CAAMA) was incorporated in 1980. The corporation gives Aboriginal people in Central Australia a strong voice in the media and plays a major role in sustaining Aboriginal languages and cultures. It was the first Aboriginal broadcast group in Australia to secure a community broadcasting licence, with the purpose of providing Aboriginal people in Central Australia with radio programs produced by Aboriginal people, in Aboriginal languages and English.

Some 20 staff, mostly based in Alice Springs, deliver services that include:

- CAAMA Radio 8KINFM, which incorporates Retransmission services, satellite services, and Remote Radio services, broadcasts on satellite and internet platforms to a broad culturally diverse listening audience across remote and regional Australia
- CAAMA Music, specialists in recording, promoting and distributing Aboriginal music
- CAAMA Productions, which has created nationally broadcast TV content, advertising and music videos and contributed to the careers of a number of award-winning filmmakers; and
- Technical and AV Services which manages internal infrastructure and technical services as well as AV setups for events around Alice Springs.

CAAMA is governed by an elected Indigenous Board reporting to Indigenous members, and is a public benevolent institution. In 2018–19, CAAMA generated approximately \$4.1 million in revenue, of which 63% was grant funding.

Special Administration

After some years of a deteriorating financial situation, in March 2020 CAAMA was placed into Special Administration by the Registrar of Indigenous Corporations. Until its conclusion in September 2020, the Special Administrators and an Interim CEO will work to improve CAAMA's standard of governance, deal with financial issues and review its Rule Book.

While the corporation is under special administration, the directors' positions are vacated and an advisory group has been formed. A new Board of Directors will be appointed to take over stewardship of the Corporation following the conclusion of the special administration.

While the organisation has significant liabilities, it is also asset-rich and the Special Administrators anticipate that the new CEO will join an organisation that is financially stable and has significant potential to maintain and grow its industry-leading position.

About the Position

This role offers a great opportunity to make this organisation fly again. For a visionary leader with extensive experience in radio broadcasting, CAAMA is rich in potential with a strong brand and an impressive history of contributions to indigenous culture, media, filmmaking and music.

Initial challenges include streamlining compliance and administrative obligations; aligning staff and departments into a co-operative, focused and accountable team; and creating a robust strategic plan. The remote broadcasting operations across 12 locations require overhaul; and funding is in place to transition from satellite to WAN infrastructure.

Once stabilised, the CEO will capitalise on CAAMA's great legacy in radio, music and filmmaking to engage the community, reinvigorate the brand and rebuild into a strong, powerful indigenous media organisation.

About You

We are seeking an experienced senior executive with significant media communications experience, who has demonstrated capacity for stabilising an organisation and leading it back to strength. Your capacity to unite and motivate a team and facilitate innovative development will be essential.

In addition to highly developed communication and negotiation skills and practical hands-on management capability, you will have a good understanding of government funding systems, budget and cashflow management, and a strong network of industry contacts.

Knowledge and understanding of Indigenous issues and culture and the ability to communicate effectively with Aboriginal people is important to the role; and you will need to demonstrate a commitment to promoting the strength and capability of individuals and communities, professionally and personally, to bring real value to this role.

An appealing salary package will be negotiated with the successful candidate that includes private use of a vehicle, 5 weeks annual leave, and salary sacrifice opportunities. A detailed Position Description and other relevant information, including how to apply, are included in the following pages.

For more information about CAAMA, see: www.caama.com.au

CAAMA showreel: <https://caama.com.au/catalogue/caama-showreel>

Aboriginal and Torres Strait Islander people are encouraged to apply.

HOW TO APPLY

To apply, please send your application by email to jobs@mobct.com.au; or apply via the relevant jobs site. Your application should include:

- A cover letter highlighting what you can bring to this role (maximum 2 pages)
- Your current CV

(Note there is no requirement to respond to selection criteria at this stage of the recruiting process)

Applications close: midnight Sunday 19 July 2020.

Applications will be reviewed as they are received and initial interviews will be conducted via video conferencing.

Enquiries: Kate Horsey Matrix Consulting and Training
E-mail: kate.horsey@mobct.com.au
Ph: 08 8985 1728

CEO
JOB DESCRIPTION

Position Title:	Chief Executive Officer
Contract	2 year (option to extend based on performance)
Reports to:	Chairperson, CAAMA Directors
Accountable to:	CAAMA Directors
Key Purpose:	To provide strategic leadership and direction to this high-profile organisation, and manage the operations of the CAAMA Corporation and its wholly owned subsidiaries in accordance with the CAAMA Constitution, and policies set by the CAAMA Directors.

Key Responsibilities:

Leadership and Management

- Provide effective and professional leadership and management of CAAMA, consistent with the policies set by the CAAMA Directors, to achieve the outcomes of the strategic plan.
- In consultation with senior CAAMA management, develop corporate strategic plans and business plans in accordance with the overall aims of CAAMA, for approval by the CAAMA Directors.
- Maintain a strong co-operative working relationship with the CAAMA Board and deliver on the responsibilities of Executive Officer to the Board. Prepare and facilitate board meetings, board papers, and reports for CAAMA Director Meetings and AGM's in a timely manner.
- Lead, inspire and motivate the CAAMA management and team, and promote a work environment which respects and promotes cultural diversity and actively pursues CAAMA's Aboriginalisation policy.
- Ensure the provision of high quality and comprehensive staff training and development, and employment programs at CAAMA for Aboriginal people.
- Oversee the management of the day-to-day operations of CAAMA.

Finance and Compliance

- Develop budgets in consultation with senior managers and oversee the provision of effective financial management of CAAMA, ensuring a sound financial reporting system is provided to Managers and the CAAMA Directors.
- Develop and implement strategies to increase self-generated/commercial revenue to reduce dependency on government funding and to ensure CAAMA meets the financial objectives of its business plan and continues to improve its commercial strength.
- Actively seek sources of funding and manage the preparation of grant applications, in liaison with the CAAMA Directors, Finance Manager and other line Managers. Ensure funding requirements are met and grants are appropriately acquitted.
- Oversee and prepare reports required by funding bodies, Office of the Registrar of Indigenous Corporations, and all other statutory reports required by the organisation in a timely manner.
- Ensure effective and compliant human resource management systems, processes and practices and compliance with relevant industrial relations and workplace legislation.

Relationships and Representation

- Ensure CAAMA plays a key advocacy and representational role with the National Indigenous Communications Service, other relevant national organisations and agencies and industry bodies.
- Represent CAAMA in all dealings with the Aboriginal sector, government, business and the general community.

- Maintain professional standards when representing CAAMA both internally and externally.

Assets and Technical

- Establish a capital assets plan that enables upgrade, maintenance and upkeep of technical and infrastructure assets to maintain currency with industry developments and ensure continuity of service
- Ensure adequate and appropriate facilities are maintained to deliver specialist services and support to the creative industry, across recording & production, AV & events, distribution and publishing; and to support remote broadcasting services

SELECTION CRITERIA

ESSENTIAL:

- Significant experience, knowledge and networks in the broadcast media sector, ideally at executive level
- Demonstrated capacity to lead and manage a diverse organisation in a period of change; facilitating innovative development and formulating strategic and business plans to achieve the organisation's goals and objectives
- Ability to bring a team together, stimulating accountability and peak performance; and work effectively with the corporation's Directors
- Highly developed communication, negotiation, and conflict resolution skills; with the capacity to communicate effectively across a range of sectors and industry organisations, including government, and to represent CAAMA in the wider community.
- Demonstrated ability in cash flow and budget management, including experience in Government funding systems and preparation of grant submissions and acquittals.
- Demonstrated extensive skills in analytical thinking, and well-developed conceptual skills.
- Sound knowledge and understanding of Indigenous issues and cultural matters; and the ability to communicate effectively with Aboriginal people.

DESIRABLE:

- Demonstrated knowledge of the Indigenous Media Communications sector and understanding of the *Corporations (Aboriginal and Torres Strait Islander) Act 2006* (CATSI Act).
- Tertiary qualification relevant to the responsibilities of the position; e.g., Business Management, Human Resource Management.

SALARY PACKAGE

- Base salary to be negotiated with successful candidate (Circa \$140k)
- 9.5% superannuation
- Five weeks Annual Leave
- Reasonable relocation costs (to be agreed)
- Salary Sacrificing is available for this position

ADVERTISING TEXT:

CEO – Leading Indigenous Media Organisation

Alice Springs

Located in Alice Springs, Central Australian Aboriginal Media Association (Aboriginal Corporation) (CAAMA) gives Aboriginal people in Central Australia a strong voice in the media and plays a major role in sustaining Aboriginal languages and cultures. CAAMA incorporates divisions covering radio, music, TV production and technical and AV services and employs some 20 staff with a current turnover around \$3M.

CAAMA has an impressive history of contributions to indigenous culture, media, filmmaking and music and has contributed to the careers of award-winning filmmakers and musicians.

In March 2020 CAAMA was placed into Special Administration in order to address its financial issues and develop its governance and compliance standards. The Special Administrators anticipate that the new CEO will join an organisation that is financially stable and has significant potential to maintain and grow its industry-leading position.

About the Position

This role offers a great opportunity to make this organisation fly again. For a visionary leader with extensive experience in radio broadcasting, CAAMA is rich in potential to re-establish its strong brand and continue its industry-leading work.

Initial challenges include streamlining compliance and administrative obligations; aligning staff and departments into a co-operative, focused and accountable team; creating a robust strategic plan; and addressing some operational and infrastructure issues.

Once stabilised, the CEO will capitalise on CAAMA's great legacy in radio, music and filmmaking to engage the community, reinvigorate the brand and rebuild into a strong, powerful indigenous media organisation.

About You

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For a detailed Position Description and other relevant information, including how to apply, please download the Information Pack available at www.mobct.com.au/client-recruiting

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