BRIMBANKLIVE THE YOUTH-LED RADIO PROGRAM BROADGASTING **YOUNG PEOPLE'S** SELF-DETERMINED STORIES



Prepared by: Roshani Janya Jayawardana

ACKNOWLEDGEMENTS:

I ACKNOWLEDGE THE TRADITIONAL
OWNERS OF THE LANDS ON WHICH THE
BRIMBANK LIVE PROGRAM AND
PREPARATION OF THIS REPORT HAS TAKEN
PLACE, THE WURUNDJERI, BOONWURRUNG
AND WOIWURRUNG PEOPLES OF THE KULIN
NATION.

I PAY RESPECTS TO THEIR ELDERS

PAST AND PRESENT,

AND TO THE DEEP KNOWLEDGE EMBEDDED

WITHIN THE ABORIGINAL COMMUNITY.

I ACKNOWLEDGE THAT THESE ARE STOLEN

LANDS AND THAT

SOVEREIGNTY WAS NEVER CEDED.



Thank you to Professor Christopher Sonn,
Dr Nicole Oke and Dr Amy Quayle
for their insight and guidance in the process of
analysing the work within this report.
A special thanks to Dr Samuel Keast,
Angela Paredes Castro and Ronit Patel for
reviewing this report.

The program and work of Brimbank LIVE would not be possible without Liss Gabb,

Mohammed Isah and Ralph Barba.

Thank you for supporting and enabling the Brimbank LIVE program and the radio team.

I want to thank and dedicate this report to the young people who led the radio space of Brimbank LIVE.

Thank you for your humour, courage and vulnerability in sharing your perspectives and stories through the radio program.

CIDRN 2024 ii

TABLE OF CONTENTS:

REPORT OVERVIEW	. 1
BACKGROUND	2
BNH&CC'S RESPONSE	
WHAT WAS BRIMBANK LIVE?	
HOW DID THE PROGRAM EMERGE?	
WHO WAS INVOLVED?	. 8
RADIO SHOWS PRODUCED	10
TIMELINE & PHASES OF BRIMBANK LIVE	. 12
KEY STATISTICS AND INSIGHTS	14
OUTCOMES & IMPLICATIONS	16
QUOTES AND REFLECTIONS	18
RADIO AND ITS IMPACT	20
AWARDS AND RECOGNITION	
CHALLENGES & HURDLES	24
RECOMMENDATIONS	26
REFERENCES	30
BRIMBANK LIVE LINKS	31

CIDRN 2024 iii

REPORT OVERVIEW:

This report details the background, outcomes and implications of Brimbank LIVE, a youth-led radio program. The program was supported by Sydenham Neighbourhood House (SNH) and Brimbank Neighbourhood Houses and Community Centres (BNH&CC), which are located in the Local Government Area (LGA) of Brimbank within the Western suburbs of Melbourne.

The findings in this report were collected from a doctoral study that documented the Brimbank LIVE program and focused on how radio-making was used to create spaces and narrate stories of resistance for young people in the Brimbank community.

BACKGROUND:

BRIMBANK'S RICH HISTORY AND DIVERSITY

The traditional owners of the lands on which Brimbank sits are the Kurung-Jang-Balluk and Marin-Balluk clans of the Wurundjeri people, and the Yalukit-Willam and Marpeang-Bulluk clans who form part of the larger Kulin Nation. Following colonisation and European settlement, the waves of migration throughout Brimbank's history have made the area one of the most culturally diverse municipalities in both Victoria and Australia (PHIDU, 2014). The area is home to many diasporic communities from North East Africa, East and South Asia, and parts of Europe. This is represented in Brimbank's population as 48.2% of Brimbank residents are born overseas, and 70.3% of Brimbank residents are reported to have overseas-born parents (ABS, 2021). Additionally, more than 160 languages are spoken in the area, with over half of Brimbank's residents speaking a language other than English (Brimbank City Council, 2021). This reflects the diverse and growing migration patterns within Brimbank and highlights how the area is enriched and shaped by the settlement and culture of migrant and refugee groups.

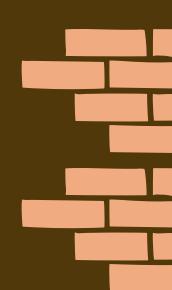
BNH&CC AND SNH

Using a unique community development approach, BNH&CC aim to be inclusive spaces for community members to connect, learn and contribute through social, educational and recreational programs and activities offered at a low to no cost in spaces of health, wellbeing, arts, sport and digital literacy (Brimbank City Council, 2019). SNH is a BNH&CC space in the suburb of Sydenham, located within Brimbank. The SNH space is considered a highly accessible location for young people as it is located near primary and high schools, and neighbours one of the largest shopping complexes in the suburb, Watergardens Shopping Centre. The SNH space is also located directly above Sydenham Library and in front of Watergardens Station, which many local young people utilise to travel to and from school and work.

PROBLEMS FOR YOUNG PEOPLE IN BRIMBANK

Although SNH is regarded as an ideal setting for young people, as large numbers of youth travel through the area and spend time around the space (Brimbank City Council, 2019), it has historically been reported that young people are disconnected from SNH (Brimbank City Council, 2023). Evidence suggests that young people do not feel comfortable within local spaces (Brimbank City Council, 2023). This is reflected in reports of young people being surveilled in local spaces and viewed as troublesome by staff and community members (Brimbank City Council, 2023). Given the racial and ethnic diversity of the Brimbank population, reports of racism, stereotyping and forms of violence inflicted against young people are also common, which exacerbates these interactions (Brimbank City Council, 2019). Whilst it should be noted that young people do forge their own spaces to connect, participate and maintain connection to community outside of institutional spaces (Botchwey et al., 2019), these experiences and treatment in local spaces are reported to adversely affect young people's inclusion and sense of belonging (Brimbank City Council, 2019). Furthermore, young people have a fundamental right to feel safe and participate in formal and organisational settings.





Note: Young People at Youth out Loud event.
Picture can be accessed here: https://www.brimbank.vic.gov.au/map/sydenham-neighbourhood-house (Brimbank City Council, 2021)

BNH&CC'S RESPONSE:

LAUNCHING THE STRATEGY AND ACTION PLAN

In 2019, BNH&CC introduced their strategy and action plan *A Time for Transformation*. Drawing from community feedback, the policy identified significant challenges in the Brimbank community and indicated how the community wanted to approach issues that affect them. The policy formed strategic goals that aimed to guide BNH&CC's commitment to address these challenges and "act locally to create systemic change in social and economic equity" (Brimbank City Council, 2019). One of the goals was to "Support young people who were structurally disadvantaged to connect and learn" by codesigning culturally relevant and self-determined youth-led program and partnering with services to develop innovative initiatives for young people. The goal also aimed to support the building of young people's critical literacies, life skills and online engagement across multiple social media platforms.

ASKING YOUNG PEOPLE WHAT THEY WANT

BNH&CC and SNH staff connected and conversed with young people in and around SNH about their interests and ideas for the space. Through these conversations, young people spoke of interests in fields such as art, dance, music and sport. They shared their desire to spend time and connect with others in the SNH space. Due to this, SNH staff created a more open atmosphere in the SNH setting and made efforts to intentionally invite young people to gather and hang out in the space. This took place through holding youth BBQs outside SNH, and the formation of youth-centred programs and initiatives such as *Youth Out Loud* and *Chill and Chat*.

THE CREATION OF THE HOUSE PROGRAM

In response to SNH's commitment to forming youth-oriented programs and as a result of actively listening to the conversations, feedback and interests of young people, *The House Program* (also referred to as *The House!*) launched in January 2020. *The House Program* featured a series of synchronous classes for young people of Brimbank in music production, songwriting, dance, spoken word, and poetry. The classes were run by young facilitators who had expertise and qualifications in creative forms. The program was conceived as a creative space for participants to connect, grow their artistic skills, and demonstrate their creative abilities. *The House Program* saw high numbers of young people engaging in its classes, and its popularity grew until the COVID-19 lockdowns forced the closure of the SNH space.









Note: Participants in The House Program performing outside of SNH in March 2020. Images can be accessed here https://www.instagram.com/p/B-N4EihhNam/ (The House Brimbank, 2020)

WHAT WAS BRIMBANK LIVE?

Brimbank LIVE was a youth-centred radio program spawned through SNH. The program was supported by the BNH&CC unit and Making Media Australia, a company that specialises in live and on-demand video, radio and podcast production.



In the Brimbank LIVE program, young participants were granted the platform, support, tools and resources to form and lead their own radio station and respective radio shows that would broadcast to local and global listeners.

Young people led the decision-making processes in the program as they decided the format and nature of their radio station, Brimbank LIVE, and created the specific shows that would feature on it.





The program aligned with commitments made by BNH&CC to create more youth-led programs and initiatives. The program also enabled young people to engage in creative practices of music production and performance through radio-making, and forged a space for them to speak about their interests and passions on air.

HOW DID THE PROGRAM EMERGE?

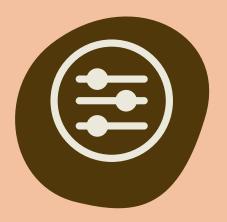
The Brimbank LIVE program emerged in the face of the COVID-19 pandemic and its subsequent lockdowns in Melbourne.



Given this context, digital tools and technologies, such as Zoom, Soundcloud and Vimeo, were utilised. These enabled young people to engage in the organising, recording and broadcasting of their radio shows remotely.

Young people were also given travel permits to access SNH and the Making Media studio in Footscray, where they further engaged in radio preparations with the radio producer from Making Media and SNH staff.





Young people took part in online radio training with a producer from Making Media where they were provided with tailored support. They were also given access to radio equipment, such as microphones and mixers, that assisted them in producing shows. The radio team used social media to communicate as a collective and promote their radio station and shows.

CIDRN 2024

WHO WAS INVOLVED?

Young people who "worked, lived and played" in the Brimbank area were invited to take part in the Brimbank LIVE radio program.

During the launch of Brimbank LIVE, 13 young people aged 15-27 were involved in the program.

Young people in the program identified from a range of cultural and diasporic backgrounds such as South Sudanese, Ethiopian, Croatian, Macedonian, Greek, Sri Lankan and Congolese.

Young people also had diverse religious backgrounds and educational levels, and some young people identified as LGBTQIA+.

In later iterations of the program, the radio program expanded which saw the recruitment of community members from all age groups who had an interest in learning and engaging in radio-making. Over 15 participants took part in the program throughout its course.

















Making Media Australia ©

RADIO SHOWS PRODUCED:

Young people created pre-recorded and live radio content that aired on their radio shows based on their interests. Their shows covered topics such as sports, music, pop culture, current affairs, gender diversity, politics and racism. Young people made decisions about how they would host, with some leading one show and others hosting multiple. Young people also chose to host shows solo, in pairs or in groups. The radio shows produced by young people on Brimbank LIVE are detailed below:

The Sports Hour

The Sports Hour was a show that focused on sport and its impact on the community and global sphere. On the show, the host discussed the latest sporting matches and events, analysed sporting figures, and interviewed local, national and international sporting guests.

Truth

Truth was a Brimbank LIVE show that focused on music, youth mental health and wellbeing. The radio show also featured local artists and community members who engaged in discussion with the host.

Soul Dive

Soul Dive was a show that aired the host's discussion about issues of social justice, mental health and pop culture. Guests also featured on the show and were interviewed by the hosts about these topics.

The Hills

The Hills was a music show that featured tracks written and recorded by the hosts. It included segments where they discussed the meanings and inspirations behind their songs, such as family life, loss and grief, disadvantage, fitting in, and pursuing music.

The RAD Experience

The RAD Experience was a show that focused on hot topics such as representation, colourism and youth engagement. It also included discussion about these topics with community, national and international guests.

The Konnect Podcast

The Konnect Podcast was a show that aimed to platform creative, artistic and musical guests. Guests engaged with the host as they spoke about their art forms and creative processes.



Real Talk

Real Talk was a show that featured hosts speaking about their life experiences and growing up as young racialised people in Brimbank. It also platformed interviews and dialogue between hosts, community guests and adult mentors.



In The Know Show was a show that showcased community and global guests. It involved discussion between the host and guests about community issues, social justice and creative practices.

Local Music Hype

Local Music Hype was a show that featured local musicians and artists being interviewed about their music, life experiences and their music writing process during the pandemic. The songs of these artists were also featured on the show.

TAG: You're It

TAG: You're It was a show that aimed to focus on rising stars in the Australian drag scene. The show featured interviews with Australian drag stars that highlighted discussions about their lives, inspirations and experiences in the drag scene.

The Hard Lockdown Show

The Hard Lockdown Show shed light on the targeting of racialised communities and residents of public housing towers in the face of Melbourne's lockdowns during the COVID-19 pandemic. The show featured interviews with residents in addition to volunteers who helped those impacted.

Inspirational Creatives

Ilnspirational Creatives showcased interviews with community creatives who inspired the host. Guests included local musicians, actors, teachers and artists. The interviews specifically focused on how creatives navigated and thrived during the COVID lockdown period.

Music of COVID-19



The Music of COVID-19 show featured music that young people of Brimbank LIVE and local young artists from Brimbank wrote and recorded to push informative messaging about the pandemic. The hosts interviewed the artists about their creative process in making their songs and their experiences during COVID-19.



TIMELINE AND PHASES



RADIO TRAINING AND PREPARATION

(APRIL 2020 - JUNE 2020)

Recruitment for Brimbank LIVE began in early April of 2020. Upon joining the program, young people engaged in formal commercial radio training, where they learnt how to engage in radio hosting. This training was conducted over Zoom and in-person with the radio producer from Making Media and SNH staff. During this phase, young people also produced and planned their radio shows and content.



BRIMBANK LIVE LAUNCH

(JULY 2020)

The Brimbank LIVE radio station launched on the 6th of July 2020. The radio schedule included 8 youth-led radio shows which aired daily for one week. Radio statistics from the launch week can be found in the *Key Statistics and Insights* section of this report.



WEEKLY RADIO SHOWS

(AUGUST 2020 - DECEMBER 2020)

After discussing their experiences of launching the station and taking a brief break, Brimbank LIVE recommenced in August 2020. This phase of the program saw young people create and air radio shows weekly. This also saw the inclusion of additional radio shows and radio team members. The radio station of Brimbank LIVE took a break in December for the end of the year.

OF BRIMBANK LIVE:



PRE-RECORDED SHOWS

(JANUARY 2021 - MARCH 2021)

Brimbank LIVE recommenced at the beginning of 2021. During this phase, radio content was pre-recorded and radio shows aired weekly.



(MARCH 2021 - MAY 2021)



As COVID-19 restrictions began to ease, Brimbank LIVE members took part in hosting outside radio broadcasts. During these, young people tailored radio content to the specific event and interviewed event performers and attendees. Examples of outside broadcasts that the team hosted were Westvale Community Centre's *Harmony Day* event, and the *African Music and Cultural Festival* at the Immigration Museum.



THE CLOSURE OF BRIMBANK LIVE AS A FORMAL PROGRAM

(2021)

Brimbank LIVE, as a formal radio program, came to a close in late 2021. While occasional gigs still occur, and members of the team continue to apply their hosting and facilitating skills in other spaces, the program of Brimbank LIVE no longer continues as a formal initiative of SNH. The circumstances around the program's closure are further discussed in the *Challenges & Recommendations* section of this report.

KEY STATISTICS & INSIGHTS:

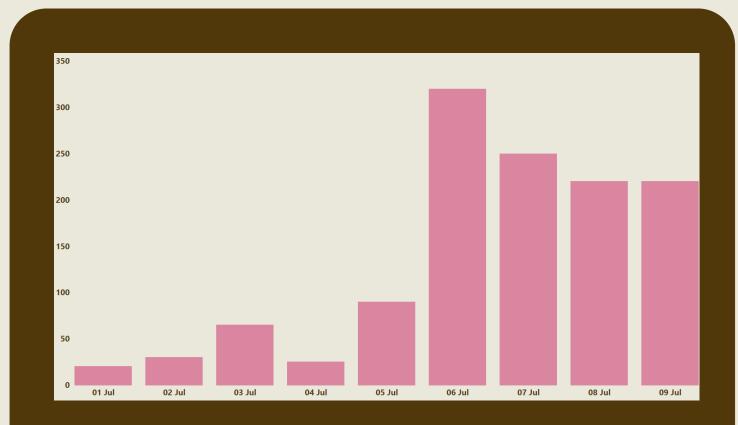
Data courtesy of Making Media Australia ®

The data below shows information about Brimbank LIVE listeners, along with the platforms and applications the radio shows were listened on during Launch Week:



TOTAL LISTENERS:





1,308
Total Listeners
^ + 88%

395
Unique Listeners
^ + 89%

Peak Listeners

^ + 71%

Average Listening Time
^ + 85%

00:14:38



TOP DEVICES:

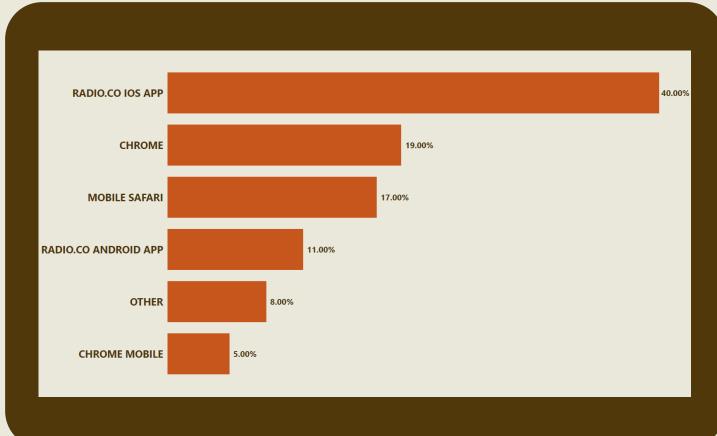






TOP PLATFORMS/APPS:







YOUNG PEOPLE LEADING AND PARTICIPATING IN SNH PROGRAMS

Brimbank LIVE provided an intentional space where young people could meaningfully participate in a program that reflected their creative interests, needs and passions.

In addition, the program supported young people in leading and controlling practices and decisions concerning the radio program and its outputs.

FORMING CONNECTIONS

By engaging in the Brimbank LIVE program, hosting shows together and working to form the radio station, young people were able to build connections with members of the radio collective.

Young people also reached out to community, national and global leaders, creatives and personalities who starred as guests on their shows. This process fostered opportunities for young people to network and form professional relationships with guests.

The nature and process of Brimbank LIVE also fostered partnerships and intergenerational connections between young people and adult mentors in the program.

NURTURING AND BUILDING OPPORTUNITIES AND SKILLS

The program developed young people's confidence and skills in public speaking, hosting and liaising with community. It also nurtured their expertise in producing and planning creative content.

As young people fostered these skills in the program, they were also transferred and utilised in other spaces of hosting and facilitating. This takes place at conferences, summits and events the young people are involved in, and jobs they have gained in journalism and broadcasting within the fields of education, sport, arts and media.

The skills and connections built through Brimbank LIVE have also led to further opportunities for young people within other SNH and BNH&CC programs, as young people of Brimbank LIVE have engaged in current programs as mentors, volunteers and facilitators. In addition, young people's work in the radio program has resulted in organisations and institutions reaching out and inviting young people from Brimbank LIVE to share their perspectives with stakeholders, aiming to inform and improve approaches to working with youth in various spaces.



"This radio program gave me a proper voice." - Participant, 15

"It gives us a path to go down...
using this platform and
storytelling... it's just good. And
that's what this program has
done for us, it's expanded
everything for us, not just with
music but life in general."
- Participant, 17

"Young people had the opportunity to talk about the grief and loss they experience in their personal life, they were able to narrate what they were experiencing through their own music and shows. And then impact for those young people, people listening to them and actually taking them quite seriously... There's so many great outcomes through Brimbank LIVE. But one of them is young people having an increased sense of, what I'd describe, confidence in themselves and in their ability."

- Mentor

QUOTES & REFLECTIONS

"There's so many circumstances where the media can be doing better and so I feel like circumstances like this [radio program] or like with the radio and stuff, how the little forms of media are kinda good because it gets more people's voices out."

- Participant, 15

"I'm more confident in my skill set I gained. I don't know, more knowledge in general." - Participant, 26 "There was also a massive sense of connection to the community in the sense of these places and spaces are no longer for the elite, but that young people could begin to see that "these places are for people like me too". I think importantly, as well, there was an increased sense of belonging through the community, you know, young people were meeting young people through the program that they otherwise would not have met, so really... that social connection."

- Mentor

"This [radio space] gave me the opportunity to talk about things I wanted to talk about, and things important to me... the radio show, it amplified my voice, and it was something that I originally wanted to have in my community, which was really nice."

"The beautiful thing is it wasn't just one week of radio or two weeks it was played... I have people from my community reaching out being like "great work, I love your hustle, you're doing so many things how can we get into this?" so it's been really nice other people benefit from my work and being inspired to do stuff like this."

- Participant, 26

"Through this program
writing songs, doing
songs is like a job for me,
and it's given me a
chance to pursue what I
want to do."
- Participant, 19

ABOUT BRIMBANK LIVE

"(Through the program) I definitely made connections, and like meaningful connections, not just networking connections that are... worthwhile in my career sense, but also actual connections with people."

- Participant, 24

"Brimbank LIVE provided us a better communication channel with young people. The information and feedback we got from young people from the African diaspora, Pasifika background, Sri Lankan background, all these backgrounds that without Brimbank LIVE we wouldn't have had this opportunity. People with disabilities got to talk about their own stories, young people who identify as LGBTQI community hosted their shows talking about things so dear to them... and I think the thing with young people from these communities now understand council and now feel comfortable in our neighbourhood houses, so it's a massive achievement."

- Mentor

RADIO AND ITS IMPACT:

Radio is said to be a key communication tool and practice for communities to be heard (Gershon, 2013; Watkins & Shulman, 2008). Radio being used as a vehicle in the Brimbank LIVE program initiated a range of impacts and outcomes that were beneficial to the young people of the program, and highlighted the powerful possibilities radio-making evokes:

RADIO CONTENT PROVIDING INSIGHT INTO YOUNG PEOPLE'S LIVES AND IDENTITIES

Through radio, young people platformed their identities, interests, and passions, allowing listeners to gain insight into their worlds. This was especially significant for those outside the youth experience as young people's radio content was said to ignite an understanding about young people's lives, from their voices.

RADIO AS A VEHICLE TO VOICE, PLATFORM AND RESIST

By creating content and sharing their own stories through radio-making, young people were able to voice matters and topics that were important to them, challenge dominant ideas, and form new and alternate stories about their lives. As community radio has been conceptualised to respond to mainstream forms of communication that often exclude youth and other marginalised groups from meaning-making (CBAA, 2014), the radio-making process in Brimbank LIVE also positioned young people as authors who led knowledge production.

RADIO-MAKING AS A PLIABLE, PERSONAL AND CREATIVE ACTIVITY

Radio-making was a flexible practice that enabled young people to create and share their knowledge, perspectives, and stories using different formats and styles that suited their preferred ways of communicating. This was seen through young people hosting radio shows that featured interviews, dialogue and conversation, in addition to producing and broadcasting their own songs, raps and music to tell their stories.

RADIO AND ITS DIGITAL SUPPORTS ENHANCING BROADCAST AND REACH

Brimbank LIVE aired through the LIVE FM app and webpage. This digital broadcast enabled a large listenership locally and globally with listeners in Australia and other locations, such as the USA and Ghana.

Audio and visual content produced from the radio program was also recorded and archived on the LIVE FM website. The content remains available for streaming through the audio streaming service Soundcloud and video platform Vimeo. This shows how radio content can be archived, replayed and continually engaged with. According to the statistics gathered, archived videos have reached approximately 2,000 views and archived audio of the radio shows have reached approximately 8,000 listens.











AWARDS & RECOGNITION:

The radio program and work produced were formally recognised locally and statewide. This section details the awards and acknowledgments that the Brimbank LIVE program received:

'ENCOURAGEMENT AWARD' in the category of Learning Excellence at the 'We Are Brimbank' Awards (2020)

This award is given to a group connected to Brimbank that exhibits and implements initiatives and projects that enhance community knowledge, skills, and overall well-being. The award recognised how the Brimbank LIVE program provided a platform for young people of Brimbank to share what matters to them and their community through radio-making. It also acknowledged how the program nurtured an educational environment where young people could engage in vital learning during the COVID-19 lockdown period.

'REDUCING INEQUALITIES AWARD' at the annual 'Neighbourhood House Victoria Awards' (2021)

This award honours projects, programs and initiatives that address inequalities experienced by different groups within the community. The award recognised how the Brimbank LIVE program enabled young people to unpack issues that impact their lives on their terms. It also acknowledged how the program provided youth with opportunities to connect, build career pathways, and showcase their knowledge about mental health, gender and racial diversity.

'LGPRO AWARD' in the Diversity & Inclusion Category at the LGPro Awards for Excellence (2022)

The 'LGPro Awards for Excellence' promotes and celebrates outstanding work that is produced, undertaken and delivered by individuals and teams in LGAs across Victoria in a range of categories. The Brimbank LIVE program received a High Commendation in the Diversity & Inclusion Category at the 2022 LGPro Awards for Excellence.



2021 NHVic Awards

Reducing Inequalities Award



Winner: Sydenham Neighbourhood House – Brimbank Live

Brimbank Live is a digital radio platform supporting young people to connect and learn through media production.

Participants receive training in writing, hosting and production of radio shows and podcasts. It is aimed at young people experiencing structural disadvantage, to unpack issues important to them, on their terms. Conceived during the pandemic as a way of supporting young people to feel connected, the platform provides opportunities to showcase the talents of young people and provides space for learning about mental health, gender and racial diversity, and career pathways.



Image taken from https://www.nhvic.org.au/2021-nhvic-awards (Neighbourhood House Victoria Website, 2021)





















CHALLENGES & HURDLES:

During the course of the Brimbank LIVE program, several challenges and hurdles were faced and navigated, which are important to note.

These were:

THE COVID-19 PANDEMIC AND THE SUBSEQUENT LOCKDOWNS

Although the young people of Brimbank LIVE expressed that the COVID-19 lockdowns were necessary for public health reasons, the pandemic hindered Brimbank LIVE's momentum. This was seen in the inconsistent access to studio time as a group and the inability to consistently engage as a radio team in person. Young people of Brimbank LIVE also spoke of the strenuous nature of organising and planning radio shows during the pandemic on top of their own personal situations and circumstances, such as studying for their Victorian Certificate of Education (VCE) exams remotely, navigating online learning at school and university, taking on extra responsibilities at home, and dealing with job precarity.

LIMITED FINANCIAL SUPPORT

Despite the positive outcomes they foster, community-based arts and participatory programs are regarded to be costly and require support to run. In light of this, Brimbank LIVE was considered to be financially more than what the BNH&CC unit was used to funding for a program. While grants and support from philanthropic organisations were considered "lifelines" that helped sustain Brimbank LIVE, the lack of consistent financial support was cited to impact the upkeep and continuation of the radio program.

THE NEED FOR EXTENSIVE MARKETING AND PROMOTION

Whilst young people of Brimbank LIVE and adult mentors supporting the program engaged in their own forms of marketing through social media, the lack of ongoing marketing and promotion was considered to hinder the visibility of the Brimbank LIVE program. As the promotion and advertising of specific shows and content are said to be crucial in gaining a following within the radio context (CBAA, 2008), participants spoke of how larger bodies, such as local Council, using their marketing teams to advance specific and constant promotion of Brimbank LIVE could have been valuable in increasing the exposure of the radio station and shows.



As the Brimbank LIVE radio team responded to these financial and promotional barriers and navigated the contextual circumstances of COVID-19, considerations around these identified hurdles can be made in future iterations of Brimbank LIVE in addition to other similar initiatives and programs.

RECOMMENDATIONS:

This report highlights the many outcomes and impacts of the Brimbank LIVE program and its outputs. These have led to the development of several recommendations that can be implemented in future practice, programing and collaboration. These recommendations are:

CONTINUE TO FORM YOUTH-LED INITIATIVES AND PROGRAMS

The Brimbank LIVE program highlights the impact and benefit of youth-centred spaces. Continuing to form programs within SNH and BNH&CC where young people can lead and steer processes is recommended. These are regarded to hold positive outcomes for both young people and the broader community.

COLLABORATE & CONVERSE WITH YOUNG PEOPLE

Gaining young people's ideas and input was integral to forming new initiatives within SNH and the Brimbank LIVE program. Further collaboration with young people can be drawn upon within the unit to form processes and settings that better address young people's needs and speak to their interests.

ENGAGING WITH YOUNG PEOPLE IN PERSONALISED WAYS

In addition to collaborating with young people, engaging with them in personalised ways was highlighted as pivotal in the processes and lead-up to Brimbank LIVE. SNH staff going out to spaces where young people spent time and welcoming them into SNH was deemed central in young people building trust and forming bonds with adults. Tailoring training processes within Brimbank LIVE also indicated this personalised way of working. Ensuring that these ways of connecting with young people are implemented in SNH and BNH&CC, and continuing to engage with young people on their terms are recommended.

























UTILISE CREATIVE ARTS PRACTICES, PROGRAMS AND ACTIVITIES

Brimbank LIVE showcased the potential of creative vehicles as young people engaged in radio-making to connect, tell their stories and build skills. It is recommended that more programs and initiatives that employ creative and community-arts based practices are formed within SNH and BNH&CC to meet young people's interests and to yield the potential and benefits that such practices hold.

BUILD MORE OPPORTUNITIES FOR YOUNG PEOPLE TO CONNECT WITH COMMUNITY THROUGH BRIMBANK INITIATIVES

The Brimbank LIVE program provided the space and possibility for young people to work with adult mentors and connect with community members from various walks of life. This built strong relationships and associations intergenerationally and enabled community to connect with young people on deeper levels. Continuing to further opportunities for young people to connect and engage with various groups is recommended in future SNH and BNH&CC initiatives.









Images from page 18-22 Courtesy of Making Media Australia ©

REFERENCES:

- ABS. (2021). Brimbank. 2021 Census All persons QuickStats. Retrieved from https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA21180
- Botchwey, N. D., Johnson, N., O'Connell, L. K., & Kim, A. J. (2019). Including youth in the ladder of citizen participation: Adding rungs of consent, advocacy, and incorporation. Journal of the American Planning Association, 85(3), 255-270. https://doi.org/10.1080/01944363.2019.1616319
- Brimbank City Council. (2021). Brimbank Community Profile. Social Policy and Research
 Unit. https://www.brimbank.vic.gov.au/council/about-brimbank-council-andcommunity/brimbank-community-profile
- Brimbank City Council. (2019). Neighbourhood Houses and Community Centres strategy and action plan 2019-2024, A time for transformation.
 https://www.brimbank.vic.gov.au/plans-policies-and-strategies/plans/brimbank-neighbourhood-houses-and-community-centres-strategy
- Brimbank City Council. (2023). Brimbank Community Profile. Policy, Advocacy and Research Unit. https://records.brimbank.vic.gov.au/ExternalLinkAPI/api/document/? docKey=WGVrcVBxSWdKbmhYNWJReFk1VHUyaTFIM1l5NXgrV0Jzb3FSajlJc2lOUGNpeFN mOWM2eWI0TGFIVTk1QkRudg2
- Gershon, W. S. (2013). Vibrational affect: Sound theory and practice in qualitative research. Cultural Studies Critical Methodologies, 13(4), 257-262. https://doi.org/10.1177/1532708613488067
- Jayawardana, R. J. (2024). BRIMBANK LIVE: Young People of Brimbank Using Community Radio to Create Sites and Narrate Stories of Resistance. PhD thesis, Victoria University.
- PHIDU (Public Health Information Development Unit) (2014). The Brimbank Atlas of Health and Education. The University of Adelaide.
 https://records.brimbank.vic.gov.au/ExternalLinkAPI/api/document/?
 docKey=ZEVHcmlrVU9Sek9VaUhGMnNGRGJvalZlckZRS3lRbGlKdmUra09TUUU5R1E4MjlvS FlLS3ZmZHdLUmY5WE8xaA2
- Neighbourhood House Victoria. (2021). Awards program. 2021 NHVic Awards. https://www.nhvic.org.au/2021-nhvic-awards
- Watkins, M., & Shulman, H. (2008). Toward psychologies of liberation. Basingstoke, England: Palgrave MacMillan. DOI: 10.1057/9780230227736

View, engage and listen to the Brimbank LIVE radio shows and content:



https://soundcloud.com/making-media/sets/brimbank-live https://www.instagram.com/brimbanklivefm/



Brimbank LIVE Logo: Desgined by Ralph Barba

Report Design: Roshani Janya Jayawardana

ISBN: 978-1-86272-853-0

Suggested Citation:

Jayawardana, R. J. (2024). Brimbank LIVE: The youth-led radio program broadcasting young people's self-determined stories.

Melbourne,

VIC: CIDRN, Victoria University.

Published by:

Community, Identity and Displacement Research Network (CIDRN), Victoria University









