



**GRIT  
MEDIA**



*Annual Report* 2010-2011

*Disability Media Inc.*



*Grit Media* brings awareness of disability into peoples' homes through production of realistic, compelling and engaging content.

We encourage audiences to see disability as a natural part of life.

Grit Media is dedicated to the training and empowerment of people with disabilities.

We aim to influence the wider media industry, and battle a culture of harmful misconception and ignorance with real and positive representation.

*Our Vision:* A media environment that is inclusive, innovative and meaningful.

*Our Mission:* People with disabilities creating cutting edge work that empowers, enlightens and entertains audiences. Creating opportunities within, and influencing media, through partnership and example to accurately reflect diversity in society.

# President's Report

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Paul Ritchard

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## *Dear Supporters of Disability Media Inc,*

The 2010/11 financial year has been the eighth year of operations for Disability Media, trading as Grit Media.

It has been another busy and productive period with many outstanding achievements, promoting real, positive, inclusive media for and by people with disabilities.

These have included: the 10th series of our flagship community television program *No Limits*, now screening on digital television across six Australian states, NZ and Canada; another successful year of *The Boldness* on 3CR; and the beginning of the new leadership training program *Chair Chat*.

This new series offered media training workshops for young adults with disabilities. I was involved in the editing workshop and have never had such an engaged set of students!

We have also been working with a list of exciting new clients on web, video and podcast projects. With philanthropic funds becoming harder to come by in the current financial climate, our profes-

sional production services have become the cornerstone of our financial stability, and in 2010/11 and we had a 200% increase in production turnover.

Our professional services arm has also allowed us to give employment to people with disabilities, who have gained their skills through our training and volunteer initiatives.

We have seen many changes this year – onwards and upwards, with new staff and volunteers joining the team. We welcome Beau Kondos to the office in the role of Administration and No Limits cast member Louis Rowe to the Committee of Management.

New blood is welcome and necessary to expand our skill set and broaden the way we can manage this great organisation. We are always on the lookout for more board members in the fields of disability, law, finance, public relations, graphic design, social media as well as video and radio production.

Our General Manager, Naomi Chainey, has really hit her straps this year, generating and producing a score of initiatives, sourcing funding and ensuring the efficient day-to-day running of Grit.

Other major events this year included the Launch/Showcase in May and the Grit Media Strategy/Planning day held in July, where we mapped out some exciting directions to undertake in the future.

These consisted of: continuing to enhance our online presence, utilising social media to create more awareness of what we do and increase our revenue streams in the process.

On behalf of the Committee of Management, I would like to thank all staff, volunteers, supporters and clients for their generous support of Grit Media during 2010/11.

I would also like to thank Paul Gianni who served as President of the Committee until March 2011. His contributions to Grit Media as an onscreen and radio talent, as well as leader of the Committee, are highly appreciated and we wish him all the best with future projects.

We look forward to creating more inclusive media in the year to come.

With Thanks,

Paul Ritchard

# *The Committee of Management*

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**Paul Ritchard - President**

We'd like to welcome Paul to his new President position. He currently lectures in video, film and TV production in the Media, Professional Communication and Journalism programs at RMIT University. His research is on television consumption and content and digital television technologies.



**Kevin Boyce - Vice President**

As well as hosting *No Limits*, this year Kevin stepped up to take on the role of Vice President. He believes that all people live with a disability, whether they are blind, in a wheelchair or simply barrack for the Collingwood Football Club.



**Colleen Leydon - Treasurer**

Colleen is a finance professional with specific expertise in Management Reporting. She would like to focus on aligning some of her passions and interests into her work; in particular, encouraging access to the arts for everyone.

# *The Grit Media Staff*

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**Naomi Chainey**

**General Manager (Part Time)**

A community television veteran, Naomi has been working on a wide range of C31 projects since 2001 in roles ranging from Floor Manager to Producer, and has been honoured to continue with the work of Grit Media in 2010-2011.



**Beau Kondos**

**Administrator and Accounts (Part Time)**

Beau is a student of Creative Media and is keen to get involved with generating new content for Grit. Having come from a Commerce background, he comes in handy holding down the accounts.



**Bronwen Fallens**

**Website and Sponsorship Manager (Part Time)**

Bronwen was key in generating the upcoming social media website, *The Travelling Chair*, which will be up and running next year.



### **Paul Gianni**

This year Paul stepped down as President and we would like to acknowledge his hard work and years of contribution to Grit. He's been with us since the beginning and we're sad to let him go.

Paul is the General Manager of Vision Australia Radio, 88.7FM in Bendigo and is a passionate advocate for the rights of people with disabilities.



### **Matt Loads**

Matt teaches a variety of media subjects at RMIT University. He's worked in a number of capacities in community TV and is passionate about creating better access to the media industry.



### **Gerard Langridge**

An accomplished entertainer with a particular interest in clowning, Gerard is one of Grit Media's longest standing Committee Members. He looks forward to continuing his work with Grit Media in 2010 - 2011.



### **Nicole Symington**

#### **Producer (Part Time)**

In addition to her producer role at Grit Media, Nicole is a student of Art and Design. Her work in community television has included Producing C31's book review program *Blurb*.



### **Alex Joseski**

#### **Supervising Editor (Part Time)**

With two degrees under his belt, Alex is a media guru in his own right. He puts his knowledge to use as the supervising editor at Grit. He also works as a producer and cinematographer, creating digital content from concept to completion.



### **Peter Johnstone**

#### **Editor (Volunteer)**

An avid enthusiast for all things on wheels, our assistant editor Pete Johnstone has expanded his media horizons to floor manage C31 car racing program, *In Pit Lane* in 2010 onwards.

# Grit Media - A Volunteer Perspective

***"Being a volunteer at Grit Media has been beneficial to my personal development, in a way I never expected it would."***

***"It was my fascination with media that inspired me to become involved, but it unearthed my love for disability in the process."***

Peter Johnstone is a Grit volunteering veteran. He initially became involved in *No Limits*' first season, as a Video Tape Operator in 2003/2004. But his hunger for media and community television was bigger than he first thought,

leading him to take on an editing role a couple of years later, and rising up to a Floor Manager position soon after that.

"Although disability is a big part of my life, I never wanted it to define me," Peter says. "I guess that was a reason I never sought out information that was already available on disability in Australia."

But after volunteering for *No Limits*, things changed unexpectedly.

"It wasn't until the last twelve months that I surprised myself, when I started to grow passionate about the host of issues surrounding disability."

Peter explains that his latest editing project of a forthcoming episode of *No Limits*, which is centered on Aboriginal people with disabilities, was a large factor in the change.

"It was a real eye-opener for me," he says. "I found myself becoming drawn into the issues they faced, and it allowed me to expand my mindset to think about issues of disability outside of an urban context."

"Grit Media allows me the flexibility to make a meaningful contribution to the production of a television show. It's also helped me to become involved in another Channel 31 production, *In Pit Lane*, which fulfills my childhood obsession for motorsports."

He cracks a smile, "Look at me, I never



thought I would be working on a car show or becoming so involved with disability, but I guess Grit's helped me live out my passions while revealing a few more along the way."

Season ten was the first of the *No Limits* series to go to air on digital television. Channel 31's new broadcasting license has opened the audience up so that the show now has the opportunity to be seen by over 200,000 viewers across the nation.

Season ten is currently screening in Adelaide, Sydney, Brisbane, Perth and Hobart, and will soon be reaching new viewers in New Zealand and Canada.



## *The Boldness*

***"The Boldness, Grit Media's foray into radio, wrapped up another successful year on the air waves", reports Producer and Co-Host Phineas Meere.***

Ever since we started back in 2008, *The Boldness* has broadcast Disability and Human Rights in an informative, fun and engaging way.

Continuing their online podcasting and live air on 3CR 855am, *The Boldness* underwent some big changes aimed at making the programme more autonomous, in order to produce a better quality show.

We introduced new co-hosts Tully Zygier and Daniel Kirby into *The Boldness* family, both demonstrating great aptitude and talent for this radio caper.

Together the new panel tackled topics in relation to disability including: sexuality, parenting, self advocacy, public transport and the National disability Insurance Scheme.

This year also saw us farewell Producer Clemmie Weatherall, who's now pursuing other projects within 3CR, as well as our Panel Operator Peter Johnstone, who's following his passion for writing and cars.

We'd like to thank them both for their support, dedication and imparting their knowledge to make *The Boldness* better. And Pete, thanks for remembering to turn the mikes on.

On a personal note I'd like to thank the Grit Media Board and 3CR Management for their belief in what we do. Also a big shout out to Tully and Daniel for all their help and support this year.

I hope this write-up will inspire more people to tune in, and for those who want to be more than just a listener, email us to become involved:

[boldness@gritmedia.org.au](mailto:boldness@gritmedia.org.au)

May your year be full of *The Boldness*!



# No Limits Season Ten

**“New cast, new crew, and in many ways, a whole new ‘No Limits;’” Executive Producer Naomi Chainey reports.**

We said goodbye to the very talented Stella Young (check out what she’s been doing over at the ABC!), Sara McQueenie and Paul Gianni - who have all moved on to bigger things - and said hello to new faces, new talents and fresh perspectives with the tenth season of our multi-award winning flagship show.

Body image was a big theme this year, with newcomer Carly Findlay tackling negative, appearance based perception, in a series of sketches which turned the situation around on the ‘able-bodied’ viewer.

Carly, who has lived with an unusual skin condition called ichthyosis all her life, had an enormous amount of fun acting out some of the more ridiculous comments she has received regarding her unusually raw looking skin.

“I have noticed that some people get so uncomfortable when they notice me,” Carly writes on her popular blog ‘Tune into Radio Carly.’ “Their own insecurities show. Lots of people see me and then quickly look away.”

A standout episode sponsored by the DPCD, saw YAW participants (see next page) tackling issues faced by today’s youth.

Discussions included schoolyard bullying, concepts of beauty and how to deal with stares on the street.

This year the goal was to be more positive and get back to the show’s roots. More comedy, more discussions on possibilities and the positive changes happening in the community.

We featured stories on disability in relation to war, discussed different connotations of the word ‘cure’ and even set up a gameshow about Mental Illness.

The aim of all these segments, in line with the show’s goals, was to encourage viewers to question

the stereotypes created through Hollywood and popular culture.

We strongly believe that views on disability and mental illness should be voiced by those who experience living with it every day. Sadly these stories aren’t covered in the mainstream, but as long as the show continues, we’ll make sure we make enough noise to be heard.

# Chair Chat Pilot

**Grit Media’s new training program Chair Chat has got off to a great start with its pilot run in 2010/2011.**

Beginning last December with a two day workshop, *Chair Chat* was envisioned as a training ground for people with disabilities who wished to take on leadership roles in television production.

Participants produced, hosted, sourced content and took on crew roles for a studio based television pilot episode.

The show was to be an interview based chat program to air on C31 in 2011, discussing all things disability. The lovely and talented mental health advocate Heidi Everett joined us for the workshop, to be interviewed in the studio and to perform some of her inspiring music for the cameras.

The pilot was approved in May 2011 and the series began airing in June with participants rotating through the different leadership roles.

Guests on the program included Margaret Bayly (Women with Disabilities Victoria), James O’Brien (NDIS) and John McKenna (Valid).

We are currently looking for support to produce a second series, and we look forward to seeing where the 2011 *Chair Chat* participants go from here!



# Youth Workshops

***In association with the City of Melbourne, Grit Media presented a series of bi-monthly media workshops run by television and radio professionals in 2010. Elvira Alic shares her experience of running the workshop.***



*Young Adults Workshop (YAW)* was a project for people with a (dis)ability between the ages of 16 and 26. Workshops included Acting and Presenting, Scriptwriting, Television Producing, Camerawork and Lighting, Television Editing, Radio Hosting/Panelling and resulted in the production of a No Limits episode on Youth and Body Image.

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## Social Impact

***Social Impact is a program run by Impact Support Services and sponsored by the Lord Mayor's Charitable Fund, educating people with disabilities about the etiquette of dating in a supported environment. Grit Media was responsible for filming a documentary on the program. One of the participants, Riki Domagalski, reports on what it's all about.***

*Social Impact* isn't solely about dating, it also focuses on issues faced in relationships in general, whether they're of a sexual or non-sexual nature.

The ten two hour sessions were run once a month, and included discussions on: safe sex, privacy of sex, personal hygiene, sexual assault and the age old question: 'What do you do if you like someone more than they like you?' or vice versa.

Throughout the months overseeing the workshops, I saw nothing but positive results. Targeted at young adults, *YAW* provided these individuals with a multitude of insight, social skills and workplace experience, that in many cases is inaccessible to them because of their physical, intellectual or psychological limitations.

As the spectrum of disabilities varied, workshops were tailored to the individual, enabling them to be challenged according to their ability, not their disability. While exploring their interests, they took advantage of the opportunity to form friendships and networks that extended beyond the sessions.

One success story stood out for me, making the rewarding experience a memorable one. Samuel, an 18 year old participant suffering severe autism, managed to piece together a song about his 'yummy morning-tea'. Now, that may be of no real significance to some but it was the very first time Samuel had accomplished such a thing. His parents and I were extremely pleased with the result, and praised Grit Media and Naomi Davies' facilitation in the Acting and Presenting workshop.

The program included events such as: social dating, dinner, bowls, dancing, karaoke, an end of year gala and more.

Personally, I found it great for meeting new people, and creating new friendships and potential relationships. These are skills participants can practice and use in everyday day life with other people they know outside the program.

Here is what some other participants had to say:

*"Sometimes my words get tangled up in my mouth and it sometimes comes out wrong. Social Impact is giving me confidence to speak to people."*

*"Sometimes saying 'NO' makes me feel like I am being nasty. But Social Impact is helping me to say 'NO' and stop being railroaded into situations."*

# Financial Reports

**Disability Media Inc**  
**Trading As**  
**Grit Media**

**ABN 63 702 377 622**

**Independent Auditor's Report to the Members**

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## Report on the Financial Report

We have audited the accompanying financial report of Disability Media Inc (the association), which comprises the Statement by Members of the Committee, the Statement of Comprehensive Income, the Statement of Financial Position, Statement of Cash Flows, Statement of Changes In Equity, a summary of significant accounting policies and other explanatory notes for the financial year ended 30 June 2011.

## Committee's Responsibility for the Financial Report

The Committee of the association is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the Associations Incorporation Act 1981, and for such internal control as management determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error. In Note 1, management also states in accordance with Accounting Standard AASB 101: Presentation of Financial Statements, that the financial report complies with International Financial Reporting Standards.

## Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

## Auditor's Opinion

In our opinion:

- (i) The financial report gives a true and fair view of the financial position of Disability Media Inc as 30 June 2011, and of its performance and its cash flows for the year ended in accordance with the Australian Accounting Standards and the Associations Incorporation Act 1981; and
- (ii) the financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

Signed on :



3/10/2011

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Manick Dey, Institute of Public Accountants  
Accounting First  
Level 1 1668 Centre Rd Springvale VIC 3171

## Statement of Financial Position As At 30 June 2011

	2011	2010
	\$	\$
<b>Current Assets</b>		
Cash assets	77,664.07	88,949.52
Receivables	23,601.57	
<b>Total Current Assets</b>	<b>101,265.64</b>	<b>88,949.52</b>
<b>Non-Current Assets</b>		
Property, plant and equipment	14,895.94	18,640.58
<b>Total Non-Current Assets</b>	<b>14,895.94</b>	<b>18,640.58</b>
<b>Total Assets</b>	<b>116,161.58</b>	<b>107,590.10</b>
<b>Current Liabilities</b>		
Payables	14,103.05	400.00
Financial liabilities	88.84	
Current tax liabilities	10,519.50	4,939.00
Provisions	1,398.11	1,398.11
<b>Total Current Liabilities</b>	<b>26,109.50</b>	<b>6,737.11</b>
<b>Total Liabilities</b>	<b>26,109.50</b>	<b>6,737.11</b>
<b>Net Assets</b>	<b>90,052.08</b>	<b>100,852.99</b>
<b>Members' Funds</b>		
Retained profits	90,052.08	100,852.99
<b>Total Members' Funds</b>	<b>90,052.08</b>	<b>100,852.99</b>

**Income and Expenditure Statement**  
**For the year ended 30 June 2011**

	2011	2010
	\$	\$
<b>Income</b>		
Donations	40.00	
Interest received	2,549.70	1,694.10
Service Workshop fees	14,205.45	15,271.38
No Limits DVD sales	420.66	250.92
Misc Income	671.93	
FFS - General Pro	34,895.63	1,922.36
FFS - Printing	2,420.00	
FFS - Admin fees	240.91	
FFS - Contractor/Crew Fees	15,960.36	
FFS - Web site Building	2,215.00	
FFS - DVD Duplication	694.81	
Rent Rec - City Village		5,681.80
Shared Space Media Insight	3,722.72	
Shared Space HRAFF	5,507.86	
Wise Employment sp 2010	5,000.00	4,630.21
Moreland sponsorship	3,500.00	
Wise employment sp 2011	5,000.00	
Beyond Disability sponsorship	3,000.00	
TAC - 2011	12,563.64	
City Of Yarra - No Limits	10,500.00	5,000.00
'Sidney Myer Foundation' - No Limits	8,000.00	
City Of Melb - (dis)ability (dis)engage	10,000.00	11,000.00
City Of Melb - Enough Scope	5,500.00	5,456.00
Scanlan Foundation Grant	5,090.91	
State Trustees - Chair Chat	8,980.00	5,777.75
Womens Trust		24,000.00
Dept Of Planning & community Development		5,500.00
Buckland Foundation		125,000.00
Vic Health		25,000.00
<b>Total income</b>	<b>160,679.58</b>	<b>236,184.52</b>

	2011	2010
	\$	\$
<b>Expenses</b>		
Accountancy	1,135.00	725.00
Accounting and Rounding Errors		11.82
Bank Fees And Charges	56.41	57.93
Paypal Expenses		374.24
Conference/seminar costs		623.64
Consumer Affairs		40.90
Delivery	30.00	
Depreciation	4,731.00	5,698.00
Disability Support Workers	506.24	
Office Equipment	945.68	709.74
Video & Editing Equipment	1,551.05	900.08
AGM		183.87
Antennas	(564.60)	506.32
Annual Christmas Event	531.60	502.63
Expenses- General		137.25
General expenses	334.01	
Insurance	3,614.50	3,036.99
Interest - Australia	9.33	
Late Fees Paid	184.19	
Marketing	39.83	55.37
Materials & supplies		1,016.52
Office supplies	1,031.72	
Postage	1,020.37	387.19
The Boldness Producer Fees	450.00	6,790.90
No Limits Producer Fees	12,694.95	21,690.00
Contractors Production Fees	19,373.81	18,005.32
Make up Artists		200.00
Captioning		4,863.64
Catering	4,038.97	1,353.38
Equipment Hire	1,060.17	1,399.03
TV Studio Fees	500.00	272.73
Tapestock	852.89	442.28
3CR - The Boldness	885.89	640.87
DVD Production Costs	3,073.59	1,792.57
Music	400.00	1,025.61

	2011	2010
	\$	\$
Props	1,053.21	338.41
Location hire cost	700.00	
Travelling chair Production	12,000.00	
Workshop facilities	1,434.09	
Prior Year Adjustments		(151.37)
Printing	3,424.85	1,309.68
Stationary	58.65	651.97
Shipping	6.91	31.82
Photography	450.00	
Recruitment	762.27	405.45
Rent (City Village)	18,915.17	21,430.99
Repairs & maintenance - equipment	360.00	
Software	803.88	43.83
Staff training		81.82
Subscriptions	528.16	665.63
Superannuation	3,771.70	6,164.82
Telephone	540.31	445.54
Internet	1,776.92	1,475.89
Cab Charge	285.55	7.82
General Travel Expenses	4,896.87	151.55
Web Hosting	345.32	646.85
Wages	59,993.48	68,405.00
Workers Compensation Insurance	886.55	
Interest expense		3.50
Total expenses	<u>171,480.49</u>	<u>175,553.02</u>
<b>Surplus (Deficit) from ordinary activities before income tax</b>	<b>(10,800.91)</b>	<b>60,631.50</b>
Income tax revenue relating to ordinary activities		
<b>Net Surplus (Deficit) attributable to the association</b>	<b>(10,800.91)</b>	<b>60,631.50</b>
<b>Total changes in equity of the association</b>	<b>(10,800.91)</b>	<b>60,631.50</b>
Opening retained surplus	100,852.99	40,221.49
Net Surplus (Deficit) attributable to the association	<u>(10,800.91)</u>	<u>60,631.50</u>
<b>Closing retained surplus</b>	<b><u>90,052.08</u></b>	<b><u>100,852.99</u></b>

# *Grit Media is Proudly Supported by:*

*ANZ Trustees and The Buckland Foundation*

*Wise Employment*

*VicHealth*

*Beyond Disability*

*RMIT University*

*The City of Melbourne*

*The City of Moreland*

*The City of Yarra*

*The Sidney Myer Fund*

*Scanlan Foundation*

*State Trustees*

*TAC*

## *Credits*

**Contributions made by:**

Elvira Alic, Naomi Chainey, Paul Ritchard, Phineas Meere, Peter Johnstone, Riki Domagalski

**Photographs taken by:**

Sian Whalley

**Design by:**

Naomi Chainey, Nic Mason, Beau Kondos (cover)

**Content Collated by:**

Beau Kondos

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