



Garma
4 - 7 August 2023

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YYF & NITV SIGN THREE-YEAR GARMA DEAL

Thursday, 29 June, 2023

The Yothu Yindi Foundation (YYF) and National Indigenous Television (NITV) are delighted to announce the signing of a three-year partnership that will see the broadcaster extend its support of the Garma Festival through until the end of 2025.

Welcoming the agreement, YYF CEO and Garma Festival Director Denise Bowden said NITV had played an important role in sharing the Garma experience with its audiences over many years.

“NITV have been long-standing Media Supporters of the Festival for a decade, and this three-year deal strengthens the foundations of that partnership for the future,” she said.

“Throughout that time, NITV and SBS have really grown and built on their Garma coverage, and that’s reflected in the depth of their programming this year.

“We’re excited to continue working together to reach even wider and more diverse audiences.”

Tanya Denning-Orman, proud Birri and Guugu Yimidhirr woman and SBS Director of Indigenous Content, said: “We’re proud to be expanding our commitment to Garma through this new three-year partnership with the Yothu Yindi Foundation, that will see us deliver more coverage across NITV, and also the wider SBS network.

“It extends a long-standing relationship with NITV ensuring mob right around the country have access to the culture, ceremony and critical conversations, while also building on SBS’s

unique multilingual coverage, bringing all the news and action from the event to multicultural communities across Australia.

“We cannot wait to get back to Gulkula in August to deliver our most comprehensive coverage of the festival yet.

“We’ll not only have NITV and SBS News teams reporting and broadcasting live, we’ll be reporting on the key moments and giving Australians unique insights through multilingual coverage, including from representatives of SBS’s Hindi and Mandarin teams on the ground.

“We’ll also broadcast a special episode of *The Point* from Garma as the current affairs show continues on its Referendum Road Trip to elevate community voices and perspectives across the continent.”

The 23rd annual Garma Festival will take place at Gulkula in northeast Arnhem Land between 4-7 August.

For more information on NITV and SBS’s coverage and broadcast schedule from Garma, keep an eye out on the [NITV website](#), as well as on [Instagram](#) and [Facebook](#), check out [SBS News](#) or listen via [SBS Audio](#).

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