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## 30th anniversary for Central Australian Aboriginal Media Association

### Top priority given to preservation

As CAAMA (Central Australian Aboriginal Media Association) celebrates its 30th year, the need to preserve outdated forms of media in their library is seen as top priority. Established in 1980, CAAMA is an Aboriginal-owned and controlled community based organisation with a mandate is to promote Aboriginal culture, language, dance, music, and to provide training and employment to Aboriginal people.

The CAAMA group is made up of radio broadcasting, an independent music label, a film and television production house and technical services. Many significant names in the industry commenced their careers at CAAMA, including Warwick Thornton and Rachel Perkins.

CAAMA houses one of the largest collections of indigenous records outside the national archives. The content of the CAAMA collection is vast and varies greatly, from archival music, languages and life stories, to peoples' dream-time stories and community stories, and historical events, such as the hand-back of Uluru.

Communities in central Australia have for many years recognised both the changes happening around them and the importance of preservation so they can share their stories amongst families and protect it for future generations.

The key priority for the CAAMA library is the migration of outdated and old media to the newer formats for preservation. CAAMA houses 10,000 videos in various formats that date back to the organisation's origins in 1980. CAAMA keeps its collection in a climatically controlled environment to preserve the audio and video material from degrading until it can be digitised. Though this is in place, older media within the collection is still deteriorating, hence the urgency to take quick action to try and prevent further damage to these precious historical resources.

Technological changes are happening at almost impossible speed and the new media calls for newer, more expensive equipment as well as trained personnel to do the work of transferring the old to the new. In addition, every year CAAMA adds new videos and music to its constantly expanding collection which then raises the issue of the need for more appropriate space.

CAAMA will continue to pursue its mission of leadership in indigenous media and, in doing so, will continue to promote the social, cultural and economic advancement of indigenous people. This collection is valuable to Australia as a nation – a part of its true identity. It is also an intrinsic part of the heritage of the world's indigenous people.

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