



# **\$176,000 regional Investment**

## **Project to provide youth opportunities in the creative industry**

The south west region is set to receive a \$176,000 investment, generating creative industry opportunities for local youth.

South West Arts Inc and THE END FM were successful in their NSW Government Creative Capital funding application, which will be used to create a mobile broadcast and digital production facility.

The mobile facility will become a multi-purpose, media, training and digital production centric facility, all contained inside a large commercial van that can travel throughout the region's communities, achieving three primary pillars.

It will expand the broadcast capability of THE END FM to allow young people in regional communities to be media educated and broadcast on the platform. Additionally, it will allow the region's musicians and aspiring music producers access to a quality recording studio that can come to their community. And it will provide training facilities that can engage young people with hands-on experience trying their hand at or pursuing careers in the media and communications.

THE END FM's Interim Station Manager Olivia Duffey said THE VAN Project has enormous potential to develop the creative industry locally.

"We are extremely excited to announce this funding and works are already underway to complete construction of this state of the art vehicle by the end of 2022," Miss Duffey said.

"Since establishing the youth radio station in Deniliquin in 2019, we have conducted extensive research and community consultation that has informed our understanding of the demands and needs of regional young people who currently have limited opportunities to access skills and participatory opportunities that support career and education pathways in the emerging creative economy.

"THE VAN Project builds on this, taking the extremely effective operating framework developed at the THE END FM in Deniliquin and making it accessible to all regional young people regardless of location, remoteness or community capacity.

"And as a local youth passionate about the creative industry, I find it exciting to be a part of providing these opportunities, developing our region as an arts and culture hub that will not only attract new individuals and their families, but to retain our growing youth population."

South West Art's Executive Officer Kerry-Anne Jones said the project aligns with their soon to be released Strategic Plan, which looks to provide opportunities to youth.

"Those who aspire to have careers in and around the music and the media/communications industry, or even just the creative industry as a whole from regional areas often have to travel or leave home to pursue them," Ms Jones said.

"So THE END FM was created after young people in the region expressed their desire to have a more diverse range of opportunities that could possibly lead to different careers not normally seen in the region.

"And in order to service our various regional communities it was felt transportable infrastructure was the best investment.

"We look forward to seeing what doors it could open to the region's youth, and how we can continue to provide quality career, education and personal development opportunities to them in the near future, but also in years ahead."

A group of local youth representatives leads the decisions around the direction of the radio station, its projects, music and programs, and will play a prominent role in the implementation of THE VAN Project, ensuring it is meeting the current needs of local youth.

The Youth Leadership Team is currently open for membership nominations, with any interested community members aged 18 to 35 invited to join. As part of the committee, members are given opportunities to develop their leadership skills, and make positive change in their community.

To find out more about how to get involved, visit THE END FM at 122 End St, Deniliquin, or get in contact with Miss Duffey on 0439 706 404 or [radio@southwestarts.com.au](mailto:radio@southwestarts.com.au).

Additionally, the youth radio station is streaming live on the website - [endfm.com.au](http://endfm.com.au) - all day, every day, and the core workshops for the first half of 2022 have been announced.

"Our doors are always open, and we invite members of the public to come in, see the studio, find out a bit more about what we do and how we can help you," Miss Duffey said.

## Media Contact:

**Olivia Duffey**

**Content and Training Coordinator / Interim Station Manager**

**THE END FM Deniliquin**

**Email: [olivia@endfm.com.au](mailto:olivia@endfm.com.au)**

**Mobile: 0439 706 404**

**122 End St, Deniliquin, NSW, 2710**



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