



National Indigenous Radio Service delivers to all Australians

The National Indigenous Radio Service Limited (NIRS) is a national program distribution service that delivers four radio channels produced by First Nations Broadcasters via satellite and the internet.

The NIRS satellite footprint is the largest for the First Nations radio network in the southern hemisphere, with over 120 Remote Indigenous Broadcasting Services (RIBS) units, 23 Indigenous Radio Stations and 120 Community Broadcasters receiving NIRS.

For some 15 years, NIRS has delivered its rich mix of broadcast programs, including AFL and a national news service, via Remote Indigenous Media Organisations (RIMOs) to all major metropolitan, regional and remote communities to integrate into their existing programming.

NIRS is committed to providing programming which provides critical commentary of the strategies directed towards Indigenous communities that seek to preserve, promote and maintain First Nations arts, culture, language, and community values.

Most importantly, NIRS dedicates considerable on air resources to 'Closing the Gap' initiatives that are aimed at achieving quality of life improvements for First Nations communities across Australia.

Sponsorship of NIRS goes to the heart of assisting in the development and quality of Indigenous Australians. It is a unique vehicle that will transmit your message to places and listeners that other networks can't.



**NIRS is proudly supported by the AFL
– a unique and powerful broadcast partnership
reaching 700,000 AFL fans every week.**

For over 16 years the AFL has been a vital supporter of NIRS by bringing all communities, no matter how remote, together through one common cause - Aussie Rules.

Played in every state, capital city, territory, rural area and regional town, AFL attracts 8.5million fans, tens of thousands of players, volunteers, sponsors, mums and dads.

For a country as vast and diverse as Australia, AFL brings an entire nation together – no matter where they live – to listen, talk and share in this unique and powerful game.

NIRS broadcasts approximately 100 games across the year every Friday, Saturday and Sunday including all finals and the Grand Final to 700,000 AFL fans every week.

On and off the field, NIRS keeps all Australians up to date on every major story that breaks across the AFL.

The NIRS AFL broadcast team is led by Indigenous three-time premiership players and former Brisbane Lion stars Chris Johnson and Daryl White. Ronnie Burns, Gilbert McAdam, former AFL umpire Glenn James, Adam Goodes and Michael O’Loughlin all contribute to the broadcast team.

“The NIRS AFL broadcast has delivered a high class radio service to our regional communities since 1998 and is a vital component within the AFL community to ensure the continuation of our great game’s nation-wide coverage.

“Many of tomorrow’s superstars already live in these areas. That’s why it is very important that NIRS AFL Football continues to grow and provide a vehicle for critical messaging in regional Australia and beyond”.

Andrew Demetriou - AFL CEO