

Let's talk about Aussie media... and our token multiculturalism and diversity

Swipe
right to learn
something
(not for a
match)



@daizymaan

From 19 000 segments on Australian TV,
only 6 % had non European presenters.
Whereas 24% of the population isn't European
(Media Diversity Australia)
When it comes to actual representation
its as aussie as
Yeah.... Nah.
She'll be right

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Keep
swiping

Our telly ain't great mate. 100% of free-to-air television national news directors in Australia have an Anglo-Celtic background (and they are also all male). Why does this matter? Because this is not what Australia is. Our stories and perspectives are missing.



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What should founders / creators do? Take the matter into your own hands, don't wait for the gatekeepers to let you in. You don't need them, stop seeking approval - they'll need you when they realise. Thanks to LinkedIn I've been able to reach over 2 million people. I know my community (smart South Asian folks are the fastest growing in the country). You are your media.

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Swipe
again

Subscribe to media that's relevant to you and run by diverse folks. Eg I subscribe to Juggernaut (Y Combinator Startup), South Asian Today & Brown Girl Mag - all run by brilliant South Asian women.

Follow trusted people. Vote with you wallet + attention.

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