



52 stories in 26 weeks: The Community Broadcasting Foundation and Kintsugi Heroes announce new partnership

7 March 2024, Sydney, NSW: Kintsugi Heroes is pleased to announce that the Community Broadcasting Foundation (CBF) will be financially supporting the production of 52 new Kintsugi Hero episodes to be broadcast nationally on the Vision Australia Radio (VAR) network. Kintsugi Heroes are a media partner of VAR and through this partnership these stories will increase the number and diversity of voices heard in Australian media.

VAR have been broadcasting Kintsugi Heroes content since 2023 and these new episodes will feature more stories of individuals sharing their real-life experiences of overcoming adversity, offering encouragement and motivation to others who may be going through similar difficulties.

“Our mission is to help people reframe the way they view adversity in their own lives by documenting and sharing real-life, relatable stories from everyday heroes,” says Ian Westmoreland, the founder of Kintsugi Heroes.

“We will shed light on a range of diverse themes that are either avoided or not talked about enough. In doing so, these stories can help people recognise their own hidden value in whatever they may have been, or are currently, going through.”

To build on the success of previous podcast series that were broadcast during the year 2023, Vision Australia Radio embraced the idea to bring more stories to their audience.

“We are thrilled to continue our collaboration, which has received an overwhelming amount of positive feedback from our audience.,” says Jason Gipps, National Audio Business Development Consultant Vision Australia.

About the episodes

Vision Australia Radio listeners will tune into regular 30-minute episodes of a Kintsugi Hero talking about their experience on a range of diverse important themes such as:

- Living with disabilities
- Loss of a child
- Living with cancer
- Mental illness
- Addiction
- Domestic violence
- Grief
- Trauma
- Abuse
- Alienation eg. cultural or gender diversity
- Poverty and economic hardship

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About Kintsugi Heroes

Kintsugi Heroes is a community where people share their real-life stories about overcoming adversity to provide hope and inspiration to people who may be experiencing or at risk of experiencing similar



challenges. Our Kintsugi Heroes have a wide variety of backgrounds across genders, cultures, languages, and ages. The hero stories are available through audio and video podcasts and in E-books and printed books.

The philosophy of Kintsugi honours life experiences both good and difficult. By highlighting the repair of cracks or breaks in a ceramic piece, the events of the past become part of its beauty. There is no attempt to conceal the damage. Kintsugi Heroes globally launched on 14 December with four conversations published covering grief, addiction, suicide ideation, health, abuse and more.

About CBF

We are proud champions of community broadcasting – Australia’s largest independent media sector. This year we granted more than \$19.15 million to support 170 organisations communicate, connect, and share knowledge with their communities through radio, television and digital media. This included First Nations, ethnic, LGBTIQ+ and print-disabled Australians, as well as others in our communities who are underrepresented in other media.

Our funding supports organisations to enrich people’s lives with a diversity of choice in our media. We help to produce local stories, news and cultural content reflecting the many perspectives, people and communities that make up Australia; to ensure community broadcasting is at the heart of every community. Our funding helps connect people, including more than five million Australians* who tune in to their local radio station weekly. *CBAA Community Radio Listener Survey, 2022.

Across the CBF, we are united by our vision and beliefs, and common values are the cornerstone of our community-based organisation, informing our decision-making.