Community Broadcasting and Media

Year 2015

A five-year plan to create the world's most innovative, accessible community media sector

A submission by:

- Community Broadcasting Association of Australia
- National Ethnic & Multicultural Broadcasters' Council
- Australian Indigenous Communications Association
- RPH Australia
- Christian Media Australia
- Australian Community Television Alliance
- Community Broadcasting Foundation

OCTOBER 2009

Community Broadcasting and Media Year 2015

A five-year plan to create the world's most innovative, accessible community media sector

Year 1 – 2010/11 - Community broadcasting seeks new annual funding of $25 million

This policy proposal will develop community broadcasting as a key resource within the emerging Digital Economy. The potential of grass roots community stations will be developed so that by 2015 they can operate as community digital hubs on cross media platforms.

The Government is committed to *engaging local communities on current and future challenges.* In the transition to a Digital Economy ensuring access and engagement for diverse and disadvantaged communities is a huge challenge. Community Broadcasting can provide the essential social inclusion strategies to enable all parts of our community to learn, work, engage, connect, access services and have a voice.

Our proposal supports the future strength and cohesion of local Australian communities by encouraging increased media literacy, especially digital media literacy, through the provision of:

- Stronger local community-owned and operated community broadcasting stations ;
- Expanded opportunities for Australia's diverse communities to actively participate in local media production;
- Accessible multi-platform media operation and production facilities;
- Extended accredited media skills training; and
- Increased diversity in multi-platform media content.

Leveraging from the 30-year investment in our sector to date, we have the baseline infrastructure, specific training skills and expertise, community involvement, audiences, local connections and a commitment to social inclusion to produce strong outcomes. Our five-year plan will see our stations transition to community digital hubs, offering a wide range of facilities, and opportunities to participate to all Australians.

In 2010/11 this policy proposal requests additional funding to strengthen the community broadcasting sector across four areas:

Support for communities to create their own Content	**$7 million**
Investment in Infrastructure to build community digital hubs	**$4 million**
Investment in Training for the digital economy	**$2 million**
Co-ordination for volunteer involvement and community access	**$12 million**

Australia's Community Broadcasting Sector Overview

A large and growing radio audience

- 57% - 9.5 million Australians - listen in an average month[1].
- 27% of Australians - over 4.5 million people - listen to community radio in an average week
- This is an increase of 20% in the total number of people listening since 2004.
- 716,000 Australians are exclusive listeners to community radio.
- With a fraction of the resources, equal to 60% of the ABC + SBS and 42% of commercial radio
- Clear potential to expand our audience and support of Australia's diverse communities.

A significant community television audience

- 3.7 million viewers nationally.
- Despite being confined to analogue distribution while more than 53% of households have switched to digital television.

Community broadcasting services and facilities span the country

- 528 free-to-air services - a 9.3% increase in the past year.
- 350 radio and 81 television services with long-term licences.
- 95 radio and 2 television services under temporary licences.
- Online services growing rapidly.
- All metropolitan radio and TV stations expect to establish digital free-to-air services in 2010.

Australia's largest media literacy workshop

- Offering training facilities and services to Australians of all ages and walks of life.
- Training over 7,500 people each year in media production, administration and management.

Australia's largest language laboratory

- Broadcasting in over 100 languages.
- Community connection and support for Indigenous, migrant and refugee communities.
- Supporting cultural and linguistic diversity.

A local form of public service

- Over 23,000 volunteers work collectively to make media accessible to all.
- Not-for-profit, community-based media organisations supporting accessibility, participation, diversity, independence and localism in media.

Australia's most diverse media sector

- The key protector of media diversity, produced by people across the broadest spectrum of Australian communities.
- Gives voice to minority and special interests denied effective access to mainstream media.
- Our many voices support the exchange of ideas, experiences and perspectives, promoting understanding, mutual respect and active citizenship and improving social cohesion.

For more information on Australian community media refer to - www.cbonline.org.au

Support for communities to create their own Content

Local content production is the backbone of community media. Listeners value the diversity of content presented and that such programs are often unavailable via other media. [1]
Community generated content can enrich unique cultural values through a bold approach to creativity not dependent on ratings or commercial values. Our five-year plan seeks to ensure key communities have the resources to participate effectively in community media, and that all our communities are able to learn, engage and produce on a variety of platforms.

1. Scope

One of the key reasons that the Australian Government provides funding support to the community radio sector is to assist achievement of the objectives of the Broadcasting Services Act 1992 through increased diversity of broadcast content. Diverse content production is a natural outcome of the philosophy and operational methods of the community broadcasting sector, but this diversity requires support. Providing genuine opportunity for local, small and minority communities limits the ability of stations to generate income; if such content was commercially viable, the commercial sector would do it.

The community broadcasting sector is the most prolific producer of original, local broadcast content within Australia's media. We wish to build on this strength and extend it to a cross-platform environment in a way that supports local community engagement with the emerging digital economy. To ensure continuing and increased diversity of content new funding is sought to support:

- production of local news, community current affairs and information content;
- coverage of community festivals and events, local music performance, and local sports to reinforce community identity, vitality and civic engagement;
- cultural diversity and social cohesion through multicultural and multilingual content;
- Indigenous cultural maintenance through dedicated Indigenous programs in language and English;
- innovative new forms of content that typically arise when people have genuine access in a non-commercial environment; and
- enhancement of the community broadcasting sector's content production and distribution capacity across multiple media platforms, building on our large radio and TV audiences.

Additional funding would:
- restore production capacity in the areas of Ethnic, Indigenous and RPH (Radio for the Print Handicapped) content production.
- establish a Community Radio Content Development Fund
- establish a Community Television Program Production Fund

Restore Community Radio's production capacity in Ethnic, Indigenous and RPH content production

A more realistic level of funding support for the maintenance and development of content production in our areas of acknowledged expertise – Ethnic, Indigenous and RPH programming is a major priority. Community radio's specialist content production is exceptional. The most recent sector survey revealed that in an average week the sector produced[2]:

- 2,027 hours of Ethnic language programs.
- 1,392 hours of Indigenous programs.
- 1,594 hours of RPH programs.

While this output remains substantial, and considerably higher than that of the national and commercial radio sectors, in recent years the production level of RPH content has been static while that of Indigenous and Ethnic content has declined. Ethnic program content production in particular has declined, falling by almost 18% from a peak of 2,466 hours per week in 2003-04 as shown on the 2009 CBD survey chart below[3].
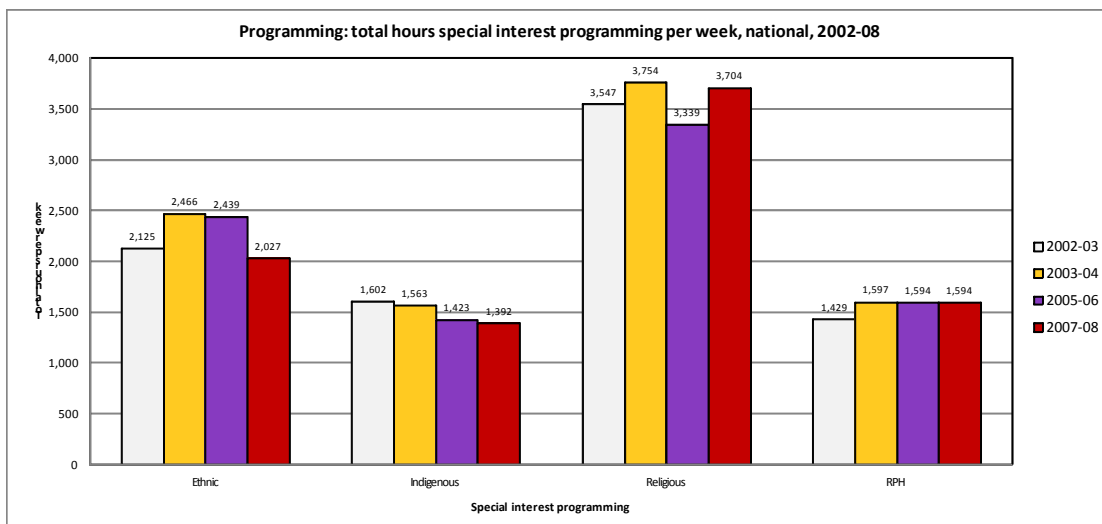
We consider declining government support levels per station a key contributory factor in this trend. Such support is essential for under-resourced communities.

The decline in the real level of this support to the sector is documented below at Appendix A - 'Recent Community Broadcasting Funding Trends'. Additional funds are urgently required to restore and further stimulate Ethnic, Indigenous and RPH content production levels.

In 2010/11 additional funding support is sought for specialist content production of
- **$2.3m for Ethnic**
- **$0.55m for Indigenous**
- **$0.4m. for RPH community broadcasting**

Community Radio Content Development Fund

A new Content Development Fund will develop other existing and emerging special content areas for local and national distribution. Other specialist needs in urgent need of support include Youth, Mature Age, Regional and Rural, Religious, Education, Arts, Health, and Specialist & Fine Music.

Community broadcasting stations will develop their capacity as community hubs.   An important aspect of this role is the support of locally relevant news and information programming. Better resourced to increase their level of engagement with local councils, community groups, schools, emergency services, migrant and refugee services, sporting and cultural organisations, our stations will actively assist local information flows, debate on community issues, and the expression of a broader range of perspectives and opinions. They will do so across the broadcasting and broadcasting-related online platforms relevant for their areas. The result: a social and cultural multiplier effect promoting stronger communities.

The creation and distribution of multimedia content (audio/text/image) that is locally relevant, or relevant to a particular community of interest, and available on demand will satisfy community demand more effectively, encourage digital media literacy, and promote broader engagement with the emerging Digital Economy.

In 2010/11 additional funding support is sought for specialist content production of
   • **$3.25m Community Radio Content Development Fund**

Community Television Program Production Fund

Amidst increasing networking and syndication by commercial and national broadcasters community television provides a platform for locally produced content focusing on local issues. Every week the sector produces 164 hours of locally produced programming, including programs for religious, ethnic, indigenous, youth, arts and sporting communities. While continuing technological development in digital media has democratised the production process, allowing people from all walks of life to actively participate in television production, the costs of production remain significant. A CTV Program Production Fund will stimulate content production at the community level.

Television production is a collective, largely team-based process that aligns well with community broadcasting's commitment to volunteerism and provides great scope for access and participation. However the process involves a base level of uncompressible costs for equipment hire and maintenance, software, travel, copyright, communication and the like. A program production fund will stimulate an expansion of this collective community-based creative process, supporting diverse content development including local News and Current Affairs, and particular acknowledged areas of need such as Disability issues, Ethnic, Indigenous, Youth, Health, Seniors, Arts, and Australian Music.

In 2010/11 additional funding support is sought for:
   • **$.5m Community Television Program Production Fund**

2. Evidence of need

**Local and specialist content is driving growing national audience reach**

While community radio necessarily seeks niche rather than mass audiences, recent research has verified that the sector's collective national reach is substantial and growing:

- 27% of Australians aged 15 or over – more than 4.5 million people – listen to community radio in an average week.
- There is a much larger occasional listenership of 57% of Australians aged 15 or over – over 9.5 million people.
- 4% or 716,000 Australians listen to community radio exclusively.
- Community radio listeners spend 7.8 hours listening in an average week.
- Since 2004 community radio listenership has increased by 20% (6% in base population growth and 14% from audience development).
- Despite the huge disparity in the resource base of the community radio sector and its national and commercial counterparts the community radio sector achieves a collective national average weekly audience that is 60% of that of the ABC & SBS combined and 42% of that of the commercial radio sector[4].
- There is considerable potential to develop community radio listenership further as only 71% of Australians aged 15 or over are aware of community radio[5].

Continuing audience growth is driven by recognition of the distinctive qualities of community radio content. Further information on community radio audience growth drawn from the 2008 McNair Ingenuity National Listener Survey is attached below at Appendices E - G.

Community radio is increasingly relevant as local media – particularly in rural, regional and remote areas

Content broadcast by community radio stations is largely locally produced and locally relevant as the chart below drawn from the latest CBD industry survey[6] demonstrates:

Program sources: percent of total broadcast hours, national, 2007-08
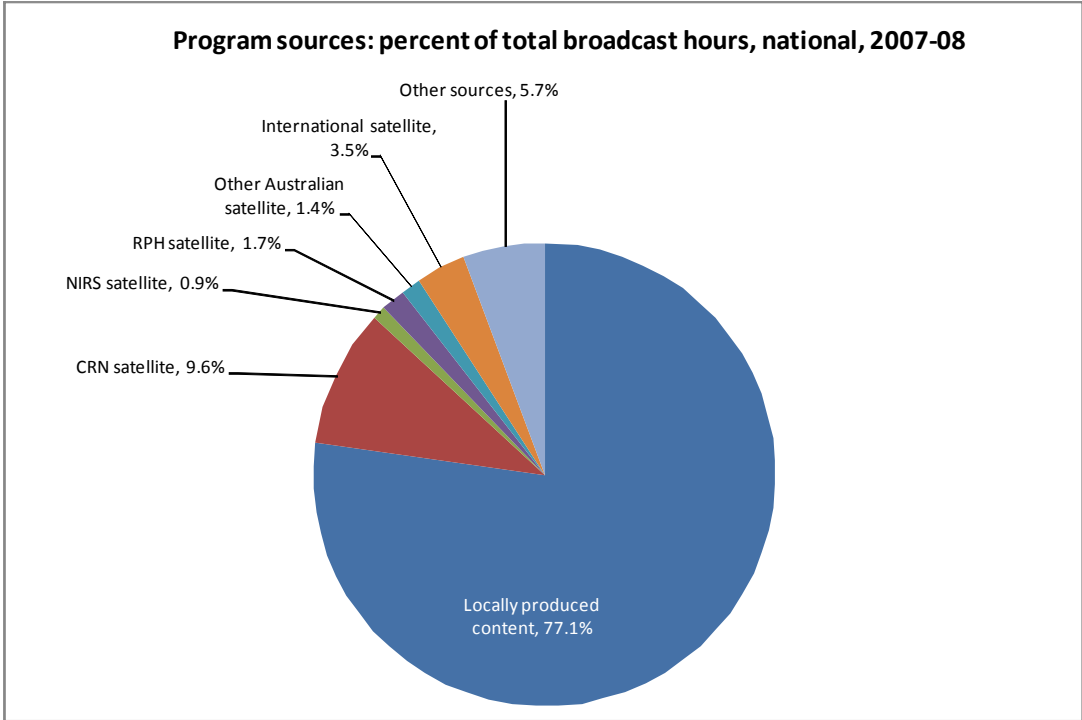
In 2007/08 local content formed 77% of all community radio broadcast content. All radio listeners consider the sector as an important source of local news and information[7]. Community radio is information rich; on average 27% of content is talks-based, including news bulletins and current affairs programs[8].

Our biennial industry community radio sector survey reveals that 30% of all community radio broadcasters were the sole providers of local radio programming in their area. 51% percent of stations in rural areas and 22% of stations in regional areas were the only source of local radio content[9]. Recent national research confirms that the local nature of community radio content is one of the major reasons that people listen[10].

Our survey also provides measures of community engagement. Nationally community radio sector broadcasts 1,734 hours of community information each week. The average station broadcasts 6.5 hours of community information on behalf of 53 groups/individuals each week [11]. With additional content funding the level of community engagement could be substantially increased.

As increased networking of commercial media reduces the sources of information and technological change broadens exposure to internationalised perspectives, community radio has an increasing relevance and value as inherently local media, generating awareness and discussion of local issues and events – a catalyst for community inclusiveness and the maintenance of community identity.

Research findings supports local and specialist content as audience motivators

Increased funding for content development and production responds directly to the latest research findings on the reasons why an increasing number of Australians are choosing to listen to community radio. An industry and government-funded national qualitative audience study, *Community Media Matters*, found that the main reasons for listening to community radio were that listeners:

- Perceive community radio to be accessible and approachable.
- Like the laidback, 'ordinary person' presentation style.
- Want to access local news and information.
- Want to access specialist and diverse music formats.
- Appreciate the diversity represented in station programming[12].

These findings have been supported by national quantitative audience research from McNair Ingenuity Research that found that important drivers were the local quality of programs and that community radio content was unavailable elsewhere:

"Another common theme for listeners is the local nature of the content, with just over half stating that "local information/local news was their reason for listening to programs…just over 4 in 10 listeners say they like the fact that the programs are not available elsewhere. I hear something that I don't hear anywhere else..." [13]

An extract from the 2008 McNair Ingenuity National Listener Survey detailing the reasons for listening to community radio is attached below at Appendix G.

Community radio is the most cost-effective means of meeting specialist content needs

The community radio sector has become a major producer of locally relevant special interest programming - Indigenous, Ethnic and RPH - that would otherwise have to be provided by the ABC and/or SBS at a much greater cost. A simple comparison of the relative cost structures in Non-English Speaking Background (NESB) radio production between the Special Broadcasting Service and the community radio sector drawn from a recent CBF report illustrates this point.

"The Australian Government provided funding of over $21 million in 2007-08 for the operations of SBS Radio. SBS Radio produces 13,500 of individual programs across 68 languages each year on its two services originating in Sydney, and Melbourne, and its national service to other major centres around Australia including Adelaide, Brisbane, Darwin and Perth. Therefore the average cost to the Australian Government per individual SBS radio program hour produced was $1,555.

With $2.81 million of Australian Government funding, $2.53 million of which was allocated for program production, the community radio sector in 2007-08 supported the production of 72,915 hours of locally relevant ethnic language programs in 87 languages used by 117 distinct ethnic/cultural groups located in over 750 distinct local ethnic communities in seventy-seven locations across Australia, as well as special ethnic broadcasting projects and support for the ethnic broadcasters representative body, the NEMBC. The average cost to the Australian Government per

individual ethnic community broadcast hour supported was therefore $34.63 or 2.2% of the average cost of each individual SBS program hour produced.

The community broadcasting sector continues to be the most cost effective and efficient means of providing ethnic and multicultural radio for Australia's culturally and linguistically diverse communities. It is also by far the most prodigious producer of such programs, providing each year more than five times as many hours of individual programs as SBS Radio." [14]

Community media promotes social inclusion, cohesion and citizenship

The Australian Government's migration program continues to support Australia's high level of cultural and linguistic diversity. We continue to be one of the most multicultural nations in the world. In 2009/10 the migration and humanitarian programs are expected to bring over 180,000 people to Australia with the majority being from non-English speaking countries. National and international research shows that community media promotes social cohesion and citizenship[15] and that community radio has the ability be more responsive to the communication needs of new and emerging communities, as well as the changing needs of established ethnic communities, than public broadcasters. Ethnic community broadcasting is a vital service for migrants and refugees as they establish themselves in a new country as exemplified in the following extract from the *Community Media Matters* Report:

> *"A Sudanese focus group participant reiterated the importance of not just hearing news from the home country, but being able to easily access local and national news from Australia through Sudanese-language programming: Because you don't have much time here to meet with all your friends… and especially when you're driving, you turn the station on and it attracts you, . . . its something in your own language and it keeps you occupied and abreast of what's happening. And again it talks about issues that are also happening in the country itself, not just overseas.*

A member of the Turkish focus group further clarified the importance of ethnic-language programming in providing essential Centrelink and government information:

> *As we're living here, we're able to hear what our responsibilities are and also our rights are here, like for example, when you hear information about Centrelink, or about taxation office, traffic infringement notices to be aware of those and what to do and what not to do. Legal, family matters, divorces, domestic violence, those kinds of things, to get those information in Turkish. To understand these matters wrongly or understand them a little bit does not, will not help you."[16]*

Such testimony underscores the value of ethnic community broadcasting as Australia's largest language laboratory – providing information, maintaining community connections, promoting linguistic diversity and cultural development.

Moreover recent international research has established that "on the question of whether third sector media contribute to social cohesion or threatens it, the evidence points to the sector being an important factor in social cohesion and citizenship, particularly for minority ethnic communities and refugee and migrant communities."[17]

CBF tracking of community broadcasting funding trends to 2007/08 shows that –

For Ethnic community broadcasting:
- The last increase in funding support for ethnic community broadcasting in real terms was fourteen years ago in 1996/97.
- Output in terms of the level of funded hours has increased by 53% since then.
- The hourly ethnic program subsidy rate as adjusted for inflation has declined by 47% over the same period.
- The value of Australian Government funding support via the CBF for ethnic community broadcasting when adjusted for inflation has declined by 11%.

For Indigenous community broadcasting:
- The last increase in funding support for Indigenous community radio via the CBF was seventeen years ago in 1993/94.
- The Indigenous community radio sector has grown by 35% since then.
- The value of Australian Government funding support via the CBF for Indigenous community broadcasting when adjusted for inflation has declined by 11%.

For RPH community broadcasting:
- The last increase in funding support for RPH community broadcasting via the CBF was seventeen years go in 1993/94.
- The number of dedicated RPH community radio services has increased by 143% since then.
- The value of Australian Government funding support via the CBF for RPH community broadcasting when adjusted for inflation has declined by 8%.

Further details on community broadcasting funding trends tracking the massive decline in the real level of funding support available per station since 1996/97 are available at Appendix A below.

3. Total funding requested for Content Production in 2010/11:
- **$7million.**

4. Forward estimates to 2015

Almost one hundred temporary community radio licensees are currently progressing toward full licence status, and a further 36 metropolitan digital community radio services will be established from early 2010. These factors will produce up to a 37% increase in the number of long term licensed community radio services over the next two years. Clearly additional funding support for communities to create their own content will be required in subsequent years.

Our five-year plan projects that total additional content support of approximately 15% would be required in 2011/12 and 30% in 2012/13 to account for continued sector growth, to maintain the real value of support levels on a per station basis, and for all licensees to move to increased production of content across multiple platforms.

Sector growth is expected to again plateau from 2013-14 0nwards. More detailed planning projections will be provided by the proposed Strategic Planning and Development Unit (SPDU) - refer below at page 25 for further details on the role of the SPDU.

5. Outcomes for your investment

By investing in community generated content, Australia can enrich unique cultural values through a bold approach to creativity not dependent on rating or commercial values.

- Community radio becomes a driver for increased media literacy and digital media literacy in local communities
- Community radio stations begin development into local community hubs providing access to cross platform media production facilities
- A social & cultural multiplier effect supports community strengthening local communities
- Respect for cultural differences and social cohesion
- Support for multiculturalism and multilingualism
- Support for Indigenous programming as a first service for Indigenous people supporting the whole of government policy imperative of 'Closing the Gap' through news, health and community information and educational content.
- Support for Indigenous language broadcasting assisting the aims of the National Indigenous Language policy.
- Support for RPH disability services
- Increased locally relevant content for Australian communities
- Increased diversity of content for Australian audiences

Investment in Training for the Digital Economy

Investment in vocational education and training via the community broadcasting sector brings multiple benefits. People can gain skills for employment, and for community connection. Just as the Government brings together Education, Employment and Social Inclusion under one portfolio, on the ground, community broadcasting does so under one roof.

1. Scope

Community broadcasting is already a significant skill building forum, providing training to over 7500 people each year. This training includes the broad range of media, management and IT/technology skills. Strategic investment in training is a key way in which the government can leverage the infrastructure and connections of community broadcasting.

Additional funding is sought to increase the amount of quality accredited training in the sector, to ensure tailored training and prioritisation of training delivery for specific groups, to extend accredited training to community television licensees, to address the identified need for technologist training and to continue to develop curricula and training programs to meet the needs of our communities.

With key media qualifications being delivered in the sector including the Certificate II in Creative Industries (Media), Certificate III in Media and Certificate IV in Screen and Media, our training is already cross platform. The collective effect of access to training, cross-platform media facilities and the opportunity to broadcast and publish, will be to raise media literacy and digital media literacy levels within local communities, supporting broader community engagement with the emerging digital economy.

In this way community stations evolve into community digital hubs where community members can, at very little cost, gain skills and experience that will assist them to exploit the opportunities and efficiencies offered by the emerging digital economy in other areas of their lives.

Extension of eligibility to the Community Television Sector

As the community television sector will now have access to funding support to provide accredited training, there is a pressing need to develop dedicated training materials in community television broadcast skills. Scoping of this task, and creation of CTV resources paralleling those recently developed for the radio sector via the National Training Project, should commence in 2010/11.

The provisions of the Broadcasting Services Act 1992 require all community television licence holders to be companies limited by guarantee. This creates a high level of corporate responsibility on

directors and officers of the licensees. Additionally, the expenses involved in operating a television service mean that the financial turnover of companies operating a community television service is significant. These factors combine to create a daunting challenge for members of the community who wish to be involved in the operations of their local community television service, even if they have had experience in other, smaller, community organisations.

Funding is sought for appropriate accredited governance training for volunteer Board members in order to encourage community participation in decision-making processes. The cost to implement this training would be $21,000 per licensee.

While a common sector planning strategy will be employed, we feel that it would be more beneficial to the community broadcasting sector as a whole if funding allocations for the maintenance and development of the community television sector were made as discrete allocations within the overall support provided for community broadcasting.

In 2010/11 additional funding support is sought for:
  - **$1.8m Expansion of National Training Project**
  - **$.2 m CTV accredited governance and broadcast training and resources**

2. Evidence of Need

The community media sector originally sought support funding of $2.4m. per annum to establish and conduct accredited training in broadcast skills and management skills throughout the community radio sector. Recognising the pervasive training culture within community radio, and the sector's role as the principal practical training ground for other Australian broadcast media, the Australian Government committed an amount of $2.4m. over four years in the 2009/10 Federal Budget.

The allocation of these funds was greatly appreciated. However given the scale of the task and the number of special needs to be addressed, the significantly reduced quantum has posed some major challenges for the National Training Project (NTP). As elements of NTP operations such as the development of training resources, trainer training and national administration could only be compressed to a certain level without limiting effective national operation, the scope of training delivery has been restricted by the level of funds available.

The Community Broadcasting Database tracks community radio training data. The latest CBD industry survey clearly indicates the NTP is having an impact across the sector.   In 2007/08, across the sector, 708 community broadcasters participated in accredited training programs – a 21% increase on the level shown in the previous survey period in 2005/06[18]. However accredited training remains just 10% of the total sector training profile and the last CBD industry survey revealed that only 33% of community radio stations participated in accredited trained programs in 2007/08[19]. NTP resources are currently able to only meet a fraction of the demand.

Many specific training needs of particular specialist areas of community broadcasting cannot be met given the confines of the existing funding level. For example in the area of Ethnic community radio

broadcasting accredited training, resources have actually decreased since Australian Government funding for the Australian Ethnic Radio Training Project was exhausted in 2004. The sector's capacity to provide Non English Speaking Broadcast (NESB) training materials and the delivery of training in culturally sensitive modes where required (e.g. gender separation, cultural understanding) by NESB trainers has been significantly eroded.

The NEMBC estimates that an amount of $250,000 per annum from an increased Training Fund would be required for the NEMBC to develop and deliver dedicated Ethnic trainer training and culturally appropriate training for Ethnic community broadcasters.

While departmental permission has been received to extend the application of training funds to the community television sector from 2009/10, no additional funding was provided for this purpose. The CTV sector has estimated its initial management training needs at $105,000 or 17.5% of the current funding level. The NTP will be under significant pressure as a result.

In 2007/08 the NTP facilitated the delivery of 2,728 accredited broadcast training hours to 491 people – around 70% of those who participated in accredited community radio training programs in that year[20]. Specialist broadcast training materials were completed for the RPH community broadcasting sector. A key reason for a national approach is the complexity of engaging with the national training framework in a technology-based industry. Such is the pace of change that Broadcast Training materials developed in the first two years of the NTP are now being completely revised to meet the needs of the new Screen and Media Training Package.

To date under the National Training Project, about 250 community radio volunteers and staff have been funded to undertake accredited management training units (including by distance delivery). With the competing priorities for limited training funds there is only sufficient capacity to deliver management training to a small proportion of the sector. In 2009/10 it is estimated that just 50 training places will be funded - at most, current resources will allow for partial management training delivery to approximately 3% of the community radio volunteers and staff who would ideally undertake it.   Pressure on existing funds has limited the sector's capacity to deliver management skills training. Increased support will allow management training to be expanded to fully meet current needs.

Access to trained technicians has become a critical issue within the broadcasting industry in recent years. The community media sector wishes to address this skills shortage within our sector through the provision of an entry level accredited technical qualification – the recently introduced Certificate III in Broadcast Technology. Traineeships with particular stations or groups of stations could be fostered via the NTP as a means of providing a secure employment path.

The findings of the HRSCITA Inquiry into community broadcasting recommended that the Australian Government provide an additional $500,000 per year for a further four years for the delivery of management training. Based on experience of operating the NTP such an increase would not be adequate to meet sector needs. The funding level for accredited training should be increased to that originally sought in order to meet sector demand for broadcast, management and broadcast technology skills fully.

3. Total funding support requested for Training in 2010/11
- **$2m.**

4. Forward estimates to 2015

Accredited training through the NTP currently forms just 6.5% of total training undertaken. Accredited training is currently delivered at only one third of community radio stations. Given the significant value of accredited training both within the community broadcasting sector, the Australian broadcast media industry, and as a catalyst for building community capacity to engage with the emerging digital economy, the community broadcasting sector seeks a significant increase in funding over the next five years to expand its National Training Project.

$2m in 2010/11 and 2011/12 will increase the level of accredited training within the sector's total training profile from 6.5% to 25%, increase station engagement with accredited training from 33% to 50%, It will allow planning for the implementation of accredited training for community television and planning for training pathways for broadcast technologists.

An additional $1m in each of the subsequent two financial years ($3m. in 2012/13; $4m. in 2013/14) will assist the further extension of accredited training and the transition to multi-modal training models, the implementation of community television broadcast skills training and broadcast technology training. Detailed planning and performance monitoring will be undertaken by the proposed Strategic Planning and Development Unit (SPDU). For further information on the SPDU refer below at page 25.

5. Outcomes for your Investment

By investing in training, people can take responsibility, build sustainable enterprises and communities and gain skills so they can work and connect -
- Increased media literacy and digital media literacy through training within local communities in regional, rural and remote areas using existing community-owned and operated facilities
- Support for School-to-work and employment pathways
- Building the capacity of individuals and groups within local communities through direct access to training, facilities and multi-modal mass communication platforms
- Social, cultural and economic multiplier effects through skill acquisition and transference
- Reduction of Indigenous disadvantage through prioritisation of Indigenous trainees
- Delivery of accredited training to support disadvantaged groups such as new and emerging migrant communities and refugees
- Delivery of culturally appropriate accredited training for broadcasters from non-English speaking backgrounds
- Development of curricula and resources to meet the evolving media environment
- Improved CTV governance and broadcast skills through accredited training extension
- Expansion of accredited training to address the industry-wide shortage of trained Broadcast Technologists

Investment in Infrastructure to build community digital hubs

There are many places people learn to use new communications technologies. Employment allows and requires them to learn these skills, or they pick them up from friends. But many don't have these options. Various government programs have created training sites and ICT centres, but community broadcasting links digital literacy to digital media, through our broadcast and online services. We have established connection to community, skills in engaging and supporting diverse communities to participate and a large number of sites already operating in large and small communities right across the country. Community Broadcasting stations provide the ideal site for investment.

1. Scope

The thrust of this capital development is to increase and expand the capacity of stations to provide access to facilities and training. While radio and television production remain core functions, expanded facilities will support content production for new and emerging digital media platforms.

This infrastructure renewal and development program would address current deficiencies and support increased engagement between stations and the local communities they serve. It would reposition community broadcasting stations to be key providers of low-cost training and access to media facilities supporting greater media literacy and digital media literacy in hundreds of communities across Australia at a crucial time in the development of the digital economy. The program would focus on infrastructure for:

- Training facilities suitable for Audio, Video and Web skills
- Multipurpose meeting, training and performance rooms for local community use
- Audio, Video and Web production equipment and software
- Outside/On location recording and broadcasting equipment
- Equipment redundancy to support an active role in emergency service information provision
- Progressive sector-wide transition to high speed broadband and the creation of a national IP network to support publication, distribution and exchange of content
- Raising existing sector infrastructure to a basic industry standard
- Facilities to support local arts, culture and music
- Installation of sustainable and energy efficient facilities, ie solar power, water tanks etc.

The Community Radio Infrastructure Renewal and Development Fund

A new community broadcasting Infrastructure development fund is required. The Fund will initially focus on infrastructure areas identified by research as high priorities – facilities for training, Information and Communication Technologies (ICT) development and outside broadcasting.

As community media hubs, stations need spaces that can serve as meeting rooms, training rooms, workstation-based production areas and performance spaces. The size and capabilities of such infrastructure can be scaled to the needs, interests and capacity of each station and their community. Later development will cover multi-purpose infrastructure training, recording and performance.

2. Evidence of need

Investment in community broadcasting infrastructure is both timely and urgent.

- rapid sector expansion means many new licences with establishment infrastructure needs.
- the number of long-term licensed services has grown by almost 50% (from 289 to 432) since the last major funding increase in 1996/97.
- stations now in their second or third decade of operation require recapitalisation (more than 210 community radio services more than ten years in operation, with over 70 more than twenty years).
- new opportunities for broadcast-related content distribution based on the replacement of analogue with more cost-effective and flexible digital production infrastructure.
- engagement with the Australian Government's Digital Radio Framework and the prospect of maintaining existing analogue services while developing new digital services will place further pressure on the studio facilities at the close to forty stations soon to launch digital free-to-air services.
- Conversion to digital transmission will require TV licensees to upgrade production and play-out equipment to meet digital standards.
- Increasing community participation in TV production requires expansion of production facilities to ensure adequate levels of community engagement.

Community broadcasting stations are lean operations. The sector's cooperative, volunteer-based ethos assists the containment of operational costs. However capital development and recapitalisation costs for broadcast, ICT and training infrastructure cannot be similarly minimised.

The CBD industry survey of community radio stations collects data on basic technical infrastructure. The survey gathers information on transmission infrastructure, studio or content production infrastructure, and broadcast-related information technology infrastructure (computer-based digital audio production, scheduling and play-out having become the basic tool of radio production over the past decade).

In relation to transmission infrastructure, the latest survey showed that only 66% of stations considered that their existing transmission facilities provided adequate reception across their service area. One third of stations possess transmission facilities that are less than adequate[21]. Sixty-one percent of stations now lease their transmission site and/or transmission facilities from a third party[22]. Transmission operational costs and transmission equipment costs form a significant part of station expenditure – over 12% on average[23].

The survey results for studio and broadcast-related IT infrastructure were considered against a minimum benchmark for studio infrastructure. Typically that would be defined as a station that has at least:

- Two studios to enable simultaneous broadcast and production, and preferably a third studio for training and back-up.
- Two microphones and two CD playback machines in each studio, preferably augmented with a range of other audio source equipment.
- One broadcast/production-capable computer system available for use in each studio, and preferably networked to a server system for storage of programs, music, sponsorship announcements, community service announcements, station ID's and promotional messages.
- Interview facilities:
   o Studio-based interview facilities.
   o Telephone-based interview facilities.
   o Talk-back interview facilities.
   o Portable interview facilities to allow interviews to be conducted in the field.
- Onsite internet access for communication and program research purposes.
- Outside broadcast facilities to allow community engagement through on-site coverage of community, sporting and other events.

In brief the results of the latest CBD sector survey showed that[24]:

- 32% of stations were operating below the minimum studio infrastructure benchmark of two broadcast capable studios.
- 43% of stations had no studio suitable for training separate from their main broadcast/production studios.
- 28% of stations do not have a dedicated production studio.

It is significant that the above measures have not improved since industry surveys began in 2002/03.

- 7% of stations do not have audio production computers.
- 10% of stations do not have an audio production computer as a playback device in a studio.
- 14% are not networked.
- 21% make no use of specialist media software.
- 42% of stations do not have their computers fully networked.
- 3% of community radio stations still operate without the benefit of any computers (administrative or broadcast).
- 16% of stations do not have the necessary facilities to conduct off-air interviews by telephone.
- 73% did not have telephone talk-back and program delay facilities.
- 21% of stations did not have portable recorders to conduct interviews in the field.
- 42% of stations do not have outside broadcast facilities.
- 4% of stations do not have any on-site internet access.

Clearly many community radio stations still do not meet the modest baseline technical infrastructure requirements outlined above. The community broadcasting sector believes there is a compelling need for a much higher level of Australian Government funding to ensure that basic technical infrastructure levels are achieved and maintained. Such funding should be available for community radio, community television and the extension of community broadcasting program production and distribution processes across new and emerging digital delivery platforms. An investment in adequate infrastructure is a necessary pre-condition for the development of community broadcasting stations into community digital hubs.

Facilities for Training

Infrastructure must support our ongoing role in the national provision of accredited broadcast skills training. Many community broadcasting stations do not currently possess suitable training facilities. The last sector survey showed that 43% of stations do not have a dedicated training studio or networked IT facilities suitable for training and for online education.

In radio broadcasting the minimum equipment necessary for efficient training is to have a training studio that mirrors the equipment in the station's principal broadcast studio and that is of sufficient size to allow training to be conducted in small groups. Such a facility would ideally be supplemented by networked digital audio workstations and software so trainees can develop skills, create content without the need for access to a fully-equipped production studio and access online training resources. These facilities are critical for equitable access for all stations to the National Training Project.

ICT Development and Integration

Converging broadcast, information and communication technologies have created a new paradigm for media infrastructure through dedicated digital hardware and software. Networked computers with integrated software are now at the core of station operations providing training, production, scheduling and play-out functions. Integrated ICT facilities also mean content can be repurposed for online delivery, accessible through a range of devises from desktops to hand-held. Increasing the sector's capacity to provide content via the internet supports recent research findings that community radio listeners make more use of such facilities than the general population[25].

The CBD survey shows that the community radio sector is lagging behind in developing this vital infrastructure. 58% of stations require additional ICT networking resources. 14% have no IT networking at all. 10% do not utilise a computerised broadcast play-out source; and 4% do not have onsite internet access. Conversely stations are strong users of fast broadband where it is available with 63% of stations accessing standard ADSL and 30% using ADSL2 facilities[26]. The Community broadcasting sector can be expected to be a high user of the National Broadband Network.

This transition must be made and supported so stations can fulfil their broad role in their communities and respond to the changing content consumption preferences of their audiences.

Outside Broadcasting

Outside broadcasting should be a key activity for all community radio stations. It offers direct community engagement and a potent way to support cultural, sporting, democratic and other community activities. It allows stations to directly support other community organisations in their public activities and to develop their own income sources through event-related sponsorship.

Low resource levels preclude community radio from undertaking the many promotional avenues used by commercial and national broadcasters to raise their public profile.

In the past outside broadcasting required investment in costly dedicated mobile facilities – purpose-fitted trucks or caravans, and the hiring of expensive dedicated landlines or microwave links. New technologies have reduced costs, via portable hardware or software based codecs that use standard telephone infrastructure. Portable OB kits featuring microphones, headsets, codecs, a small audio mixer and a lap-top can be easily assembled onsite at a sports event, public rally, local show or town festival. However the cost remains prohibitive for many stations.

When last surveyed 42% of community radio stations lacked outside broadcast facilities[27]. Additional funds for infrastructure renewal and development would prioritise the provision and regular use of such facilities to increase community engagement.

Multi-purpose Facilities for Training, Recording and Performance

Community broadcasting has played a strong role in the support of Australian music and musicians. The diversity and flexibility of our programming allows broad engagement with all genres of music, a particular ability to foster local music production and support of musicians - both those in early career development and of established reputation. Our success to date and future potential in this respect has been recognised through renewed support for the Australian Music Radio Airplay Project.

Larger stations have been able to take this role a step further through the creation of music recording and performance spaces that allow frequent live broadcast and recording of in-station musical performance. These facilities play a critical role in supporting local musicians and touring artists. Dedicated support for broader development of this infrastructure would greatly enhance the level of assistance that community broadcasting can provide to Australian music and musicians and other aspects of our cultural life such as poetry and drama.

Integration of such facilities with video recording and online streaming will create new opportunities for multimedia content production and multi-platform distribution.

The House of Representatives Standing Committee on Information Technology and the Arts (HRSCITA) Inquiry into Community Broadcasting strongly supported substantial additional funding for community broadcasting infrastructure upgrades. The Committee recommended an indexed increase in the annual level of targeted funding over a four-year period from $1.732 m. to $5m. to

address this need – an increase of $3.268m. The Committee urged broadcasters to implement better business and financial planning that factors in the replacement of ageing and redundant equipment in future years.

We agree with the HRSCITA Committee that planned recapitalisation represents best practice. However for many community broadcasting stations, particularly those in rural and remote areas, the reality is that recapitalisation and development of infrastructure will always need a degree of assistance. Since the Inquiry the community broadcasting sector's infrastructure renewal needs have been expanded through the ongoing process of technological change. We must now equip for multi-platform operation as well as renewing traditional broadcasting infrastructure.

Investing in Infrastructure will return benefits to the communities we serve many times over.

A note re CTV Digital Infrastructure Funding

This policy proposal has not included a funding pitch for the capital and operational requirements for the digital conversion of community television. The CTV sector is engaged in ongoing discussions with the office of Minister Conroy in this regard. The sector understands that policy development for digital conversion is proceeding and that funding for digital infrastructure will be delivered as a discrete measure by the Department of Broadband, Communications and the Digital Economy.

3. Total Funding support requested for Infrastructure in 2010/11.
- **$4m.**

4. Forward estimates to 2015

The infrastructure needed to effect the transition of community broadcasting stations to community digital hubs is significant. Initial estimates suggest that with a phased introduction the additional funding level required in 2010/11 would rise to $8m. in 2011/12 and $11m. annually (indexed) thereafter. Detailed planning for local community station upgrades to community digital hubs would be undertaken by the Strategic Planning and Development Unit from 2011. Infrastructure development will to be aligned with the targeted staff development to be accomplished via new Operational funding to ensure that access and engagement with local communities is maximised. Refer to the *Co-ordination* section below for further details.

5. Outcomes for your Investment

By investing in infrastructure the capacity of people and communities is increased in as many ways as new technologies allow.

- Improved local community access to industry standard media production facilities
- Improved local community access to media training facilities

- Improved ability to support media literacy and digital media literacy within local communities
- Increased capacity for the integration of stations with their local community
- Improved radio reception qualities for local communities through upgrade of radio transmission facilities
- Improved engagement of stations with local communities through access to outside/ on location broadcasting facilities
- Increased interaction with local audiences on local issues through access to adequate telephone interview and talkback facilities
- Improved community vitality and sense of identity and cohesion as a result of the above

Coordination for volunteer involvement and community access

1. Scope

The Australian community broadcasting sector is a substantial industry in its own right, comprised of almost 530 independent, community media services owned and operated by over 460 independent not for profit community organisations.   It is a service oriented, not-for profit, largely volunteer-based industry. Over 23,000 Australians actively participate, developing skills and contributing their time to provide services for their communities. Community broadcasting also provides employment for almost 1000 Australians[28].

Community demand has led to massive growth in our industry over the past thirty years. The sheer size and complexity of community broadcasting is extraordinary, but to fully realise its potential to benefit Australian society, people with skills in key areas are needed. The introduction of funding for coordination of community access will broaden access and participation. Funding for IT and training personnel will enable to sector to move to a multi-platform digital environment, and support its community engagement role within the emerging Digital Economy. Operational support is required at both individual station level and at sector level for effective planning and coordination.

Station level coordination support

A new funding program providing coordination support through staffing is the essential partner to investment in infrastructure, training and content. Community and volunteer involvement needs support to be efficient, effective and sustainable.

Funding for staff support was a key recommendation of the HRSCITA Inquiry into Community Broadcasting. The Committee recommended that indexed annual funding of $10m. be provided to the community broadcasting sector for station manager staff positions[29]. The Committee recognised that the creation of a base staffing level was necessary to achieve operational consistency and good management practices.

We fully agree with the need for ongoing operational funding for staff support. Our approach would be broader and geared to not only achieving operational consistency and good management practice but to actively supporting the development of each station into a digital community hub. A more flexible staffing support approach would be taken focussing on the circumstances of each station. The positions created would focus on the effective coordination of volunteers, access to training programs, general community access, and the maintenance and development of facilities. The positions created may be as diverse as Community Participation Coordinator, Technical Facilities Manager, or Training Manager, with funding linked to outcomes in these key areas.

With an indicative all inclusive average staff position cost of $75,000 per annum an initial funding allocation of $10m. will support between 130-160 ongoing positions. Assistance will be scaled to the means of the station involved; stations in a position to provide it will contribute their own funds to maximise the effectiveness of the funding. Priority would be given to stations where additional coordination support and infrastructure support would accelerate its level of engagement with its local community; and to the 39% of stations that are currently operated without any permanent paid staff.

In 2010/11 additional funding support is sought for:
- **$10m. station level co-ordination**

Sector Planning & Coordination

The community broadcasting sector contains levels of complexity that create a continuous challenge in terms of coordination and strategic planning. Committed to diversity, and providing necessary diversity to Australian media, our sector encompasses the values and aspirations of many distinct interest groups. These include Ethnic, Indigenous and print disabled communities, religious groups, educational institutions, Youth and Mature Age groups, and Australian, Specialist and Fine Music lovers. Sector coordination is presently undertaken collectively across both the radio and television platforms and is expected to extend into new delivery platforms in the foreseeable future.

While much has been achieved through goodwill, mutual respect and cooperation, the maintenance and development of our multi-faceted sector has been seriously hampered by the scarcity of resources available for coordination and planning at both interest group and sector level. Simply put, this lack of support is preventing the sector from more efficient and effective self-development.

Under the current funding model peak sector organisations must compete directly with licensed community radio stations for the limited funding support available.

Sector level planning needs have to be considered against pressing individual station demand for recapitalisation and development. Poorly funded areas such as the RPH sector have had to make some extremely difficult choices. In recent years RPH Australia has had to relinquish its office accommodation and forego employment of an Executive Officer - its only full-time employee.

The General Grant Fund (allocation for general community broadcasting), which has not been increased other than through partial indexation since 1993/94, must support the operations of the CBAA, the CBF, provide very limited support for the activities of state, regional and specialist broadcasting bodies and meet the needs of several hundred community radio stations.

The community radio sector in metropolitan, regional and rural areas has grown by 116% since the Australian Government's level of funding support for general community broadcasting was last increased in 1993/94[30]. A separate Sector Coordination and Strategic Planning Fund will remove the need for stations and their representative organisations to compete directly for funding support.

The Sector Coordination and Strategic Planning Fund will address the resource development needs of the community broadcasting sector through the establishment of a Strategic Planning and Development Unit (SPDU)[31] within the CBF. It will undertake sector level strategic planning and assist the sector to build its capacity and long-term sustainability. It will closely focus on the optimal path for the development of stations into fully effective community digital hubs.

The functions of the SPDU would include:
- Increasing an understanding of the value/benefit the community broadcasting sector can offer among funding bodies through the development of well-targeted promotional materials and meetings with funding bodies.
- Working with sector peak bodies and sub-sectors to build their capacity to access new and greater sources of funding.
- Analysis of community broadcasting research and provision of policy advice on community broadcasting resource development issues.
- Analysis of industry research at station level to track development needs in the transition to community digital hubs.
- Identifying key areas for capacity building within the sector and the development of programs to address these.
- Operating as a secretariat to a council of peak sector organisations that would focus on strategic planning for further resource development.

Both the development of the Community Television broadcasting sector and the recent rise of the Christian community broadcasting sub-sector provide potent examples of the need for additional sector coordination funding.

Christian community broadcasting now makes up around 9% of the community radio sector with 34 stations located mostly in regional and rural areas and an audience reach of over 1,000,000 Australians in an average week[23]. Considerable scope exists for Christian community broadcasters to benefit from a better-resourced peak Christian broadcasting body through the development of specific Christian broadcasting resources, provision of accredited training and the formation of collective marketing, sponsorship and fundraising initiatives. Yet, Christian Media Australia is presently unable to access the level of support funding required to support its core activities through a basic secretariat that could drive such national projects.

The Community Television sector, while mirroring many of the special interests that have developed within the community radio sector, must also cope with very different policy and strategic issues arising from a technologically distinct and more influential media platform. CTV coordination needs are becoming increasingly complex as the sector and its audience expands and embraces the challenges of a digital future.

Should a Sector Coordination and Planning Fund not be supported the pressure on the present allocation for the support of general community broadcasting (known as the General Grant Fund) must be addressed. Massive sector growth and diversification in recent years has altered the degree of accessibility to the funding support currently provided. There are now ten major sub-sectors

within the community radio sector – General, Religious, Indigenous, RPH, Ethnic, Educational, Youth, Seniors, Specialist Music and Fine Music. Despite the introduction of generally accessible Transmission Support funding and National Training funding in recent years, almost half of the funding support provided via the CBF is committed to specialist purposes. There are now one hundred and forty-three more long-term radio and television services than when the funding allocation for general community broadcasting was last increased. A further ninety-five community groups currently hold temporary community radio licences, while two groups are seeking community television licences.   Thirty-four of these temporary licenses have been issued since the beginning of this financial year.

Many stations cannot access the specialist Ethnic, Indigenous and RPH grant funds and must compete for the limited general funding available. The 2005/06 CBD sector survey provides an indication of this disparity. While stations on average received 9% of their income from CBF grants, Youth Stations received only 7.5% and Religious stations 2.5%[32]. While Transmission Support and Training funds have ameliorated the pressure in their specific areas the General Grant Fund must meet all broader sector needs while also dealing with increasing sector coordination resource requirements. As a matter of basic equity an increase in the General Grant Fund should be implemented, at least commensurate to sector growth since the adequacy of this funding element was last addressed.

In 2010/11 additional funding support is sought for:
- **$1.95m community radio sector level planning and co-ordination**

CTV - Sector Coordination

The Australian Community Television Alliance (ACTA) was established in February 2008 to directly address the sector's coordination needs. ACTA is committed to promoting and supporting the cause of community television broadcasting, ensuring that community television is included in decision-making regarding the television industry, and encouraging the establishment of community television services across Australia.

With the current small number of members, the costs of coordinating the community television sector are not large; but are still significant when many community television services are struggling to remain viable in the current broadcasting environment.

Funding for Community Television Sector Coordination will enable face to face meetings and teleconferences, employment of a part-time Executive Officer and a technical consultancy to assist in the transition to digital broadcasting.

In 2010/11 additional funding support is sought for:
- **$.05m Community Television Sector Coordination**

2. Evidence of Need

Strong community demand has led to sustained growth of the community broadcasting sector. It is Australia's largest, most diverse and complex broadcasting sector. With around 530 individual broadcasting services , almost 1000 staff and 23,000 volunteers, optimal coordination at both station and sector level for maximum local community benefit is a significant challenge. Both a detailed Parliamentary Inquiry and the weight of industry experience and research suggest that additional investment in staff support and sector level planning and coordination will reap significant benefit for local Australian communities. The commitment of these resources is particularly necessary given the need to chart the most effective and cost-efficient development path for the transition of community broadcasting stations to community digital hubs for the benefit of local communities engaging with the emerging digital economy.

3. Total Funding support of 12m. is requested for Co-ordination in 2010/11

4. Forward estimates to 2015

The latest CBD industry survey found that there were 936 staff employed in the community radio sector, of whom only 462 were employed full-time[33]. However staffing is heavily skewed as 39% of stations are totally volunteer operated. The additional $10m. in funding support sought for staff support in 2010/11 will add a further estimated 145 full-time positions – producing a 21% increase in EFT staff levels. A further progressive increase of $4m. in each of the following two financial years (15.95m. in 2011/12 and 19.95m. in 2012/13) would support an estimated additional 60 ongoing positions in each year. In total an estimated minimum of 265 ongoing positions would be created – producing an overall increase of 39% in the current base level of EFT employment within the community radio sector over a three-year period. The majority of these positions will be in regional and rural areas where the bulk of stations and the lowest station employment levels are found. The complexion and distribution of all positions would be based on further research conducted by the Strategic Planning and Development Unit. This concentrated employment boost will have a multiplier effect within stations through more efficient and effective operation of stations and related income generation.

3. Outcomes for your Investment

By investing in co-ordination, people from all backgrounds are supported to participate, have their voice heard and take responsibility in their communities

- Employment creation outcomes in regional and rural areas
- More effective connections between community broadcasting stations and the local communities they serve

- Additional support for social, civic and economic participation within local communities through better resourced and managed community radio stations
- Additional capacity within community broadcasting stations to coordinate the involvement of disadvantaged and marginalised group
- Additional capacity within community broadcasting stations to facilitate the provision of accredited training and increased media literacy and digital media literacy within local communities
- More efficient and effective sector level planning and coordination
- Research capacity to determine the optimal development path for the transition of community broadcasting stations to community digital hubs

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Appendix G – Reasons for Listening to Community Radio.

Appendix A – Chart of community broadcasting funding trends 1996/97 – 2008/09
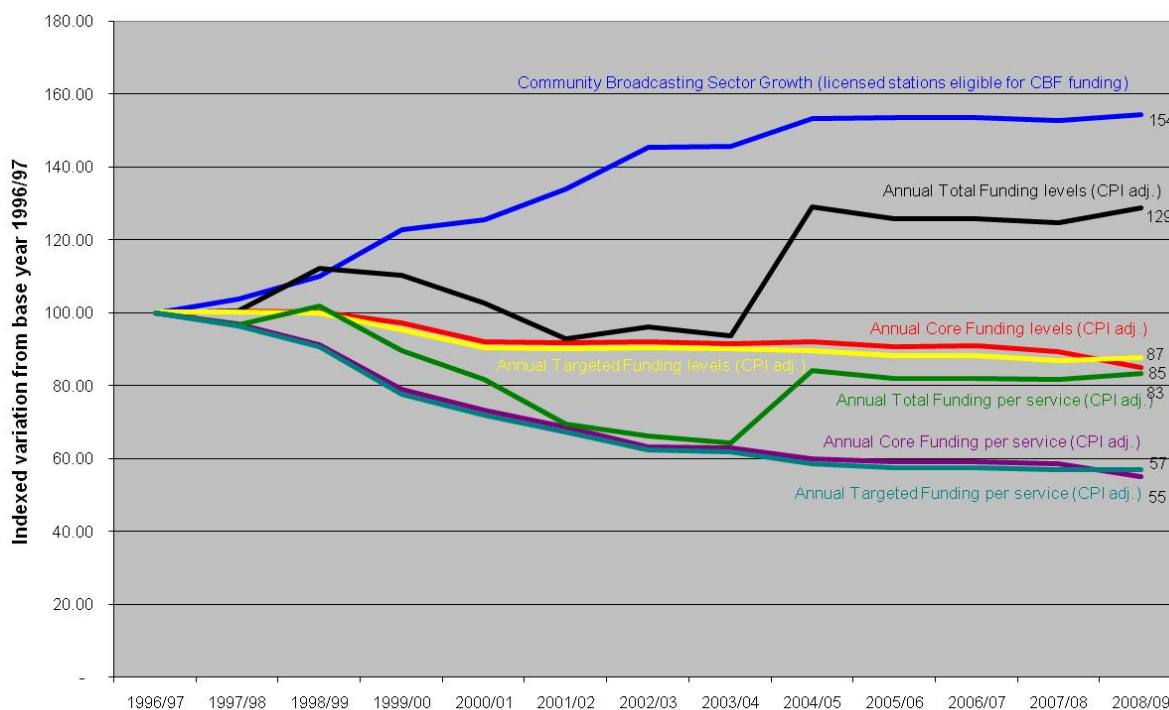
This chart shows that in CPI adjusted dollars since 1996/97:

- the total level of Australian Government support[1] has risen by 29%.
- the number of community broadcasting services eligible for CBF support has grown by 54%.
- annual core funding (annual recurrent funding) declined in real terms by 15%.
- annual targeted funding declined in real terms by 13%.
- the notional[2] level of annual total funding per service declined by 17% due to strong sector growth and diversification.
- the notional level of annual core funding per service declined by 43% over the period due to strong sector growth and diversification.
- the notional level of annual targeted funding per service declined by 45% over the period also due to strong sector growth and diversification.

1 *Funding provided for remote Indigenous broadcasting recapitalisation and development projects (the RIBS TV Transmitter Rollout and Indigenous Remote Radio Replacement Projects) and the Digital Radio Project have been excluded as the these funds are not ongoing and inclusion of such data would obscure trend analysis.*

2 *This measure is described as notional as it is based on the premise that funds would be distributed equally. CBF funds are not equally distributed but are disbursed according to broad criteria determined by the Australian Government as the funding source and more detailed criteria determined by the Foundation in consultation with the relevant peak sector representative organisations.*

Appendix B – Current Australian Government funding support via the CBF

Current Community Radio Core Funding:	2009/10
• Ethnic	1.732m.
• Indigenous	0.731m.
• RPH	0.344m.
• General (incl. CBF operations & sector coordination)	1.414m.
Total Core Funding:	**$4.22m.**

Current Community Radio Targeted Funding:	
• CBOnline	0.568m.
• Satellite	0.063m.
• Ethnic	1.263m.
Total Targeted Funding: `	**$1.894m.**

Current Other Community Radio Funding:	
• Transmission Support (infrastructure & operational)	1.5m.
• Transmission Support (BA site access subsidy)	0.104m.
• Training	0.6m.
Total Other Community Radio Funding:	**$2.204m.**

Total ongoing Community Radio Funding	**$8.318m.**

Other Project Funding	
• Australian Music Radio Airplay Project	0.6m.
• Digital Radio Project	6.9m.
Total Other Project Funding:	**$7.5m.**

Total current community media funding:	**$15.418m.**

Appendix C – Summary of additional funding support sought in 2010/11

New Community Radio Funding in 2010/11

- Content
  - o   New content production – 3.25m.
  - o   Ethnic content production – 2.3m.
  - o   Indigenous content production – 0.55m.
  - o   RPH content production – 0.4m.   6.5m.

- Infrastructure
  - o   Infrastructure Renewal & Development Fund   4m.

- Training   1.8m.

- Operations   11.95m.

New Community Television funding

- Content   0.5m.

- Training – Governance & Broadcast Skills   0.2m.

- Operations - Sector Coordination   0.05m.

**Total additional Community Broadcasting and Media
funding sought in 2010/11:**   **$25m.**

Appendix D – Community Broadcasting and Media – 2015: Additional Funding Overview

Year 1 - Additional community media funding in 2010/11

Content	**7m.**		
Infrastructure	**4m.**		
Training	**2m.**		
Coordination	**12m.**	**Total**	**$25m.**

Year 2 - Additional community media funding in 2011/12

Content	**8m.**		
Infrastructure	**8m.**		
Training	**3m.**		
Coordination	**16m.**	**Total**	**$35m.**

Year 3 - Additional community media funding in 2012/13

Content	**10m.**		
Infrastructure	**11m.**		
Training	**4m.**		
Coordination	**20m.**	**Total**	**$45m.**

Year 4 - Additional community media funding in 2013/14

Content	**10m.**		
Infrastructure	**11m.**		
Training	**4m.**		
Coordination	**20m.**	**Total**	**$45m.**

Year 5 - Additional community media funding in 2014/15

Content	**10m.**		
Infrastructure	**11m.**		
Training	**4m.**		
Coordination	**20m.**	**Total**	**$45m.**

Appendix E – Overall Radio Listening – Australia

• 13,940,000 people aged 15+, or 84% of Australia's population of 16,650,000 people aged 15+, listen to radio in an average week. 4,519,000 people aged 15+ (27%) listen to community radio in an average week. 64% listen to commercial radio and 45% listen to ABC and/or SBS radio in an average week.

Fig 4. Overall Radio Listening in an Average Week - Australia ('000)

| Category	Value
Listeners to radio	13940 (84%)
Listeners to community radio	4519 (27%)
Listeners to commercial radio	10704 (64%)
Listeners to ABC and/or SBS radio	7458 (45%)
Listeners to community radio who:	
do not listen to commercial radio	1423 (9%)
do not listen to ABC/SBS radio	2138 (13%)
do not listen to commercial radio or ABC/SBS radio	716 (4%)
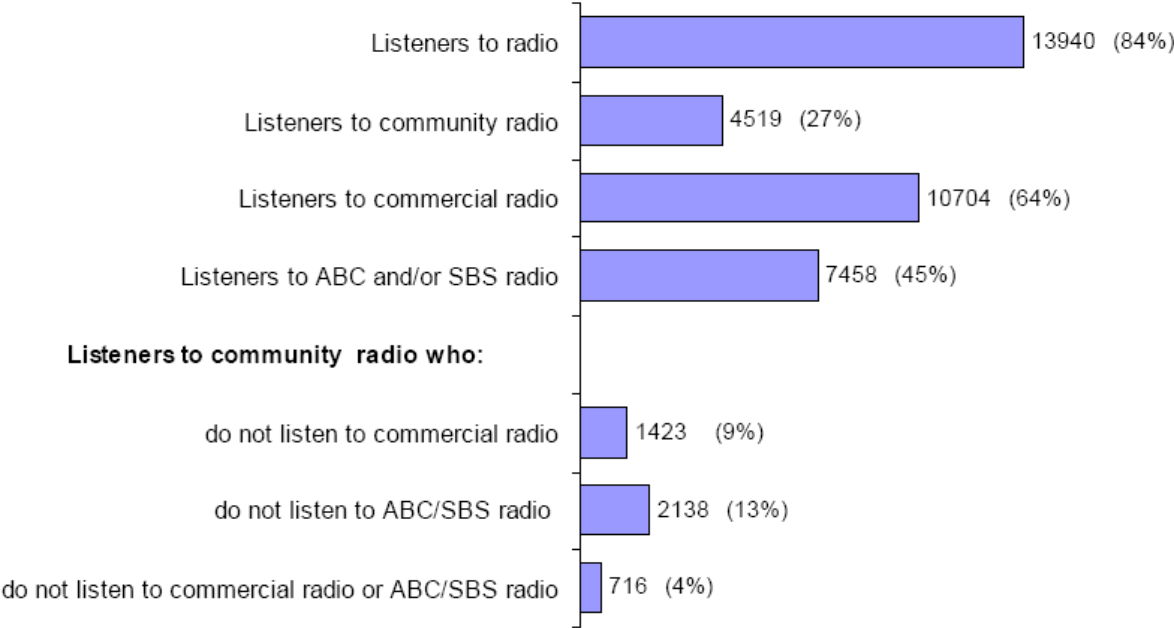
• In an average week, of all people aged 15+ throughout Australia (16,650,000 people):

   - 1,423,000 people, or 9%, listen to community radio but not commercial radio
   - 2,138,000 people, or 13%, listen to community radio but not ABC/SBS radio
   - 716,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

• In an average month, 93% of Australians aged 15+ listen to any radio stations, with 57% listening to community radio, 72% listening to commercial radio, and 54% listening to ABC and/or SBS radio.

Source: Community Radio National Listener Survey, McNair Ingenuity Research, July 2008 at p.12.

Appendix F – Overlapping Radio Audiences – Australia.

Many people listen to a mix of community, commercial and /or government radio stations:
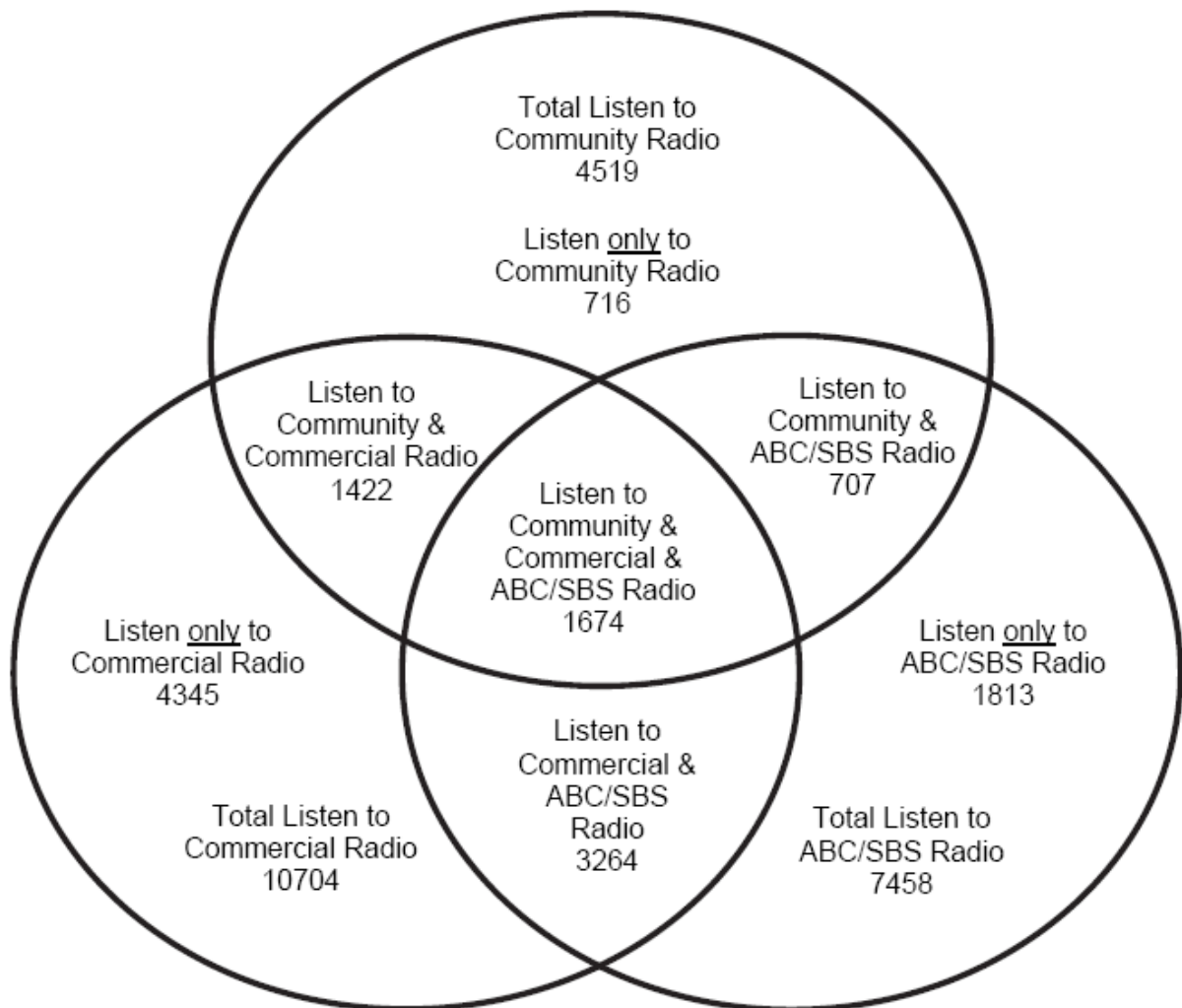
The concentric circles above (not to scale) diagrammatically depict how radio audiences overlap for Australians aged 15+ as a whole. The top circle depicts Australia's 4,519,000 community radio listeners aged 15+ in an average week, and shows how these consist of:

- 1,422,000 people who listen to community radio and commercial radio but not ABC/SBS radio.
- 707,000 people who listen to community radio and ABC/SBS radio but not commercial radio.
- 1,674,000 people who listen to community radio, commercial radio and ABC/SBS radio.
- 716,000 people who listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio.
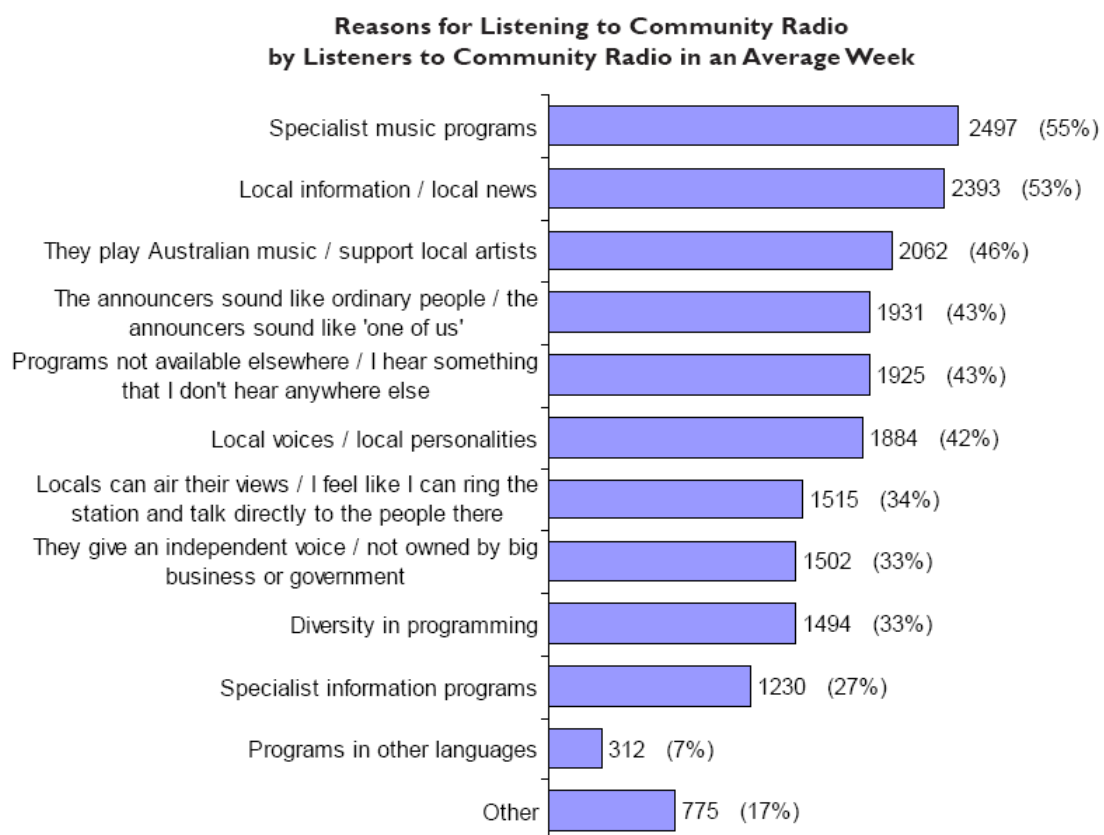
Source: Community Radio National Listener Survey, McNair Ingenuity Research, July 2008 at p.15.

Appendix G – Reasons for Listening to Community Radio.

The most cited reason for listening to community radio is because they listen for "specialist music programs". More than half of all community radio listeners provided this response.

Another common theme for listeners is the local nature of the content, with just over half stating that "local information / local news" was their reason for listening. 46% say that they listen because "they play Australian music/ support local artists" and just over 4 in 10 cite "local voices/ local personalities" as their reason for listening. Three in ten listeners say they like the fact that "locals can air their views. I feel like I can ring the station and talk directly to the people there."

Community radio listeners also relish the fact that the stations have independence and don't have to follow a corporate culture. Just over 4 in 10 listeners say they like the fact that the "programs are not available elsewhere/I hear something that I don't hear anywhere else" and the fact that "the announcers sound like ordinary people/ the announcers sound like 'one of us'" as their reason for listening. 3 in 10 listeners say that the "diversity in the programming" and the fact that the stations "give an independent voice and are not owned by big business or government" as one of their reasons and almost 3 in 10 listeners say that they listened because of "specialist information programs". 7% of the community radio audience say they listen to hear "programs in other languages".

**Reasons for Listening to Community Radio
by Listeners to Community Radio in an Average Week**

Reason	Value	Percent
Specialist music programs	2497	(55%)
Local information / local news	2393	(53%)
They play Australian music / support local artists	2062	(46%)
The announcers sound like ordinary people / the announcers sound like 'one of us'	1931	(43%)
Programs not available elsewhere / I hear something that I don't hear anywhere else	1925	(43%)
Local voices / local personalities	1884	(42%)
Locals can air their views / I feel like I can ring the station and talk directly to the people there	1515	(34%)
They give an independent voice / not owned by big business or government	1502	(33%)
Diversity in programming	1494	(33%)
Specialist information programs	1230	(27%)
Programs in other languages	312	(7%)
Other	775	(17%)

Source: Community Radio National Listener Survey, McNair Ingenuity Research, July 2008 at p.25.

Notes

[1]Community Radio National Listener Survey, McNair Ingenuity Research, Sydney, July 2008 at p.35.
[2] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.12.
[3] Loc.cit.
[4] Community Radio National Listener Survey, McNair Ingenuity, Sydney, July 2008 at p.15 – 'Overlapping Radio Audiences'. Included here as Appendix F.
[5] Ibid at p.10 – 'Overall Awareness of Community Radio'.
[6] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.13.
[7] 22% of all radio listeners considered community radio an extremely important or very important source of local news and information. Australian Broadcasting Authority (now ACMA), "Understanding community attitudes to radio content", 2003 at p.38.
[8] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.5.
[9] Ibid at p.4.
[10] Community Radio National Listener Survey, McNair Ingenuity, Sydney, July 2008 at p.8.
[11] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.7.
[12] Community Media Matters, Meadows, Forde, Ewart & Foxwell, Griffith University, Brisbane, March 2007 at p.1.
[13] Community Radio National Listener Survey, McNair Ingenuity, Sydney, July 2008 at p.25.
[14] Report to DBCDE on funding allocated to support community broadcasting in 2007/08, CBF, Melbourne, February 2009 at p. 58.
[15]Refer Community Media Matters, Meadows, Forde, Ewart & Foxwell, Griffith University, Brisbane, March 2007 and Promoting social cohesion: the role of community media, Peter Maynard Lewis, Council of Europe, July 2008.
[16] Community Media Matters, Meadows, Forde, Ewart & Foxwell, Griffith University, Brisbane, March 2007 at p. 83.
[17] Promoting social cohesion: the role of community media, Peter Maynard Lewis. A report prepared for the Council of Europe's Group of Specialists on Media Diversity, Council of Europe, July 2008 at p.5. Report available from http://www.coe.int/t/dghl/standardsetting/media/MC-S-MD/H-Inf(2008)013_en.pdf
[18] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.31.
[19] Ibid. at p.32.
[20] Source: Community Broadcasting Foundation. The CBF tracks National Training Project progress and provides regular reports to the DBCDE.
[21] Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at p.23.
[22] Ibid. at p.25.
[23] Community Broadcasting Database: Survey of the Community Radio Sector 2005-06 Financial Period, CBOnline, CBAA, Sydney Australia, 2009 December 2007. Data for 2007-08 will be available in November.

[24] *Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period,* CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at pp.25-29.

[25] *Community Radio National Listener Survey,* McNair Ingenuity, Sydney, July 2008 at p.9 and p.30.

[26] *Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period,* CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at pp.29-30.

[27] Ibid. at p.27.

[28] Ibid at pp.17- 18. In 2007/08 there were 936 staff employed in the community radio sector equivalent to 676 EFT positions. The community television sector employs around another fifty people

[29] *Tuning in to Community Broadcasting,* House of Representatives Standing Committee on Communications, Information Technology and the Arts, Commonwealth of Australia, June 2007 at p.58.

[30] In 1993/94 there were 206 community radio services including 80 Remote Indigenous Broadcasting Services (RIBS); by 2008/09 there were 445 community radio services (272 long term services, 78 RIBS and 95 temporary community radio licensees.

[31] This initiative was originally based on a key finding of a consultancy commissioned in 2005 by the CBF to provide an independent assessment of the options available to the CBF to establish new funding sources to support Australian community broadcasting development. The MC Media report, 'Strategic Directions 2006-09', found that potential additional sources of funds for the CBF to redistribute to the sector are very limited. On the basis of the research findings five main strategic options were canvassed with the establishment of a Strategic Planning and Development Unit being one of the recommended courses of action.

[32] Comparable data for the 2007-08 financial year will be available in November.

[33] *Community Broadcasting Database: Survey of the Community Radio Sector 2007-08 Financial Period,* CBOnline, CBAA, Sydney Australia, 2009 (draft report due for publication in November) at pp.17 -19.