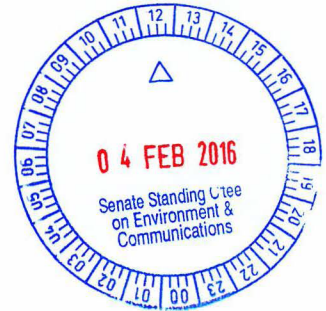




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Committee Secretary
Senate Standing Committee on Environment and Communications
PO Box 6100
Parliament House
CANBERRA ACT 2600

www.loddon.vic.gov.au



Dear Secretary

Re: Inquiry into the workings of the ABC in regional areas

This is a submission of the Loddon Shire Council to the Senate Standing Committee on Environment and Communications with respect to the inquiry into the workings of the ABC in regional areas.

The Loddon Shire has, for many years, a very positive relationship with local ABC radio which is produced out of the Bendigo studio. Council has been able to use this medium through talkback and radio interviews, along with strong relationships with the local news team, to ensure that messages of community interest and of public importance are disseminated to the wide listening audience of central Victorian ABC radio.

It is Council's submission that it strongly supports the retention of production capacity within the Bendigo studio. Having presenters and producers located in the Bendigo area, and having radio programs produced locally, allows the staff of the ABC to build strong networks and relationships with a large number of community groups including the local governments of the area. The Loddon Shire Council has used these networks to ensure that its communities are better informed on the activities of the Council and of issues of local significance.

Council believes that any loss of local production would make it more difficult and would erode Council's efforts in keeping its community informed.

Radio programming produced in regional radio stations with meaningful local content enriches the lives of all of us who live in regional Australia. There is a broad range of multimedia outlets that broadcast mass produced programming developed in our capital cities which, whilst having state-wide importance and are of interest to regional listeners and viewers, provide no local context.

It is Council's view that regional Australia will be a lesser community if it loses locally produced radio programming.

Yours sincerely,


John McLinden
Chief Executive Officer

29 January 2016