

22 March 2006

Committee Secretary  
Standing Committee on Communications, Information Technology and the Arts  
House of Representatives  
Parliament House  
Canberra ACT 2600  
AUSTRALIA

**C31 Adelaide Limited**

C31 Adelaide Limited is the holder of the community television trial licence for the Adelaide area. As The Australian Communications and Media Authority intend to issue a permanent licence within two months C31 Adelaide welcomes the opportunity to lodge a submission.

**The scope and role of Australian community broadcasting across radio, television, the internet and other broadcasting technologies.**

C31 Adelaide transmits to the greater Adelaide area. C31's footprint covers an area with a potential reach of 1.2 million.

C31 provides access to the whole community, encouraging participation at the channel by volunteering, producing programs and support through membership. C31 supports all areas of the community. Currently programs on air include arts, sport, multicultural, music, travel, current affairs, news, religion, indigenous plus programming from secondary and tertiary students.

C31 is completely operated by volunteers. Currently our volunteers cover all age groups, students, unemployed and ethnic backgrounds are valued members of our team.

C31 has approximately 190 members. C31 provides volunteers the opportunity to improve their skills and receive training in all areas of television. In two years of operation ten volunteers have gained employment in the video/television industry in S.A.

**Content and program requirements that reflect the character of Australia and its cultural diversity.**

C31 supports the arts in S.A. During the recent world recognised Fringe Festival C31 volunteers produced both a pre Fringe and post Fringe program. In addition on each of the twenty one nights during the Fringe C31 aired a nightly 5-10 minute segment.

C31 supports local fundraisers. In addition to providing free airtime C31 becomes involved. As well as promoting the upcoming "Relay for Life" C31 is entering a sponsored team.

C31 continues to support the local interest of the community by screening local football, soccer, indoor sports, motor sport, local and multicultural lifestyle programs plus productions from students. Currently C31 shows 7 multicultural, 2 indigenous and 2 programs for people with a disability.

C31 airs 19 hours of locally produced programs per week. As the commercial channels combined show less than 8 hours per week (not including news) of local production C31 presents more opportunity for established and aspiring members of the industry to ply their trade.

C31 supports local and Australian music with six programs aired weekly.

**Technological opportunities, including digital, to expand community broadcasting**

C31 looks forward to gaining a permanent licence and subject finance increasing transmitter power to enable all viewers within our footprint to have the choice of watching locally produced television. The availability of Digital to community television obviously would benefit the community channels and viewers alike.

**Opportunities and threats to achieving a diverse and robust network of community broadcasters**

As a community broadcaster C31's main sources of income are sponsorship announcements and sale of airtime to program providers. With the cost of transmitters and transmitter site rental approaching half a million dollars it will be a struggle to adequately finance the standard of service we desire. With more funding available C31 would upgrade the transmitter and install a "play box" computer presentation system. This would enable C31 similar transmission quality to other television stations.

Currently the greatest threat to C31 is the problem created by pay television installing digital and removing analogue, thereby taking C31 from the viewers channel selector.

Brian Dutton

Secretary  
C31 Adelaide Limited