



Upper Goulburn Community Radio Inc.

Submission 44.1

6th June, 2006

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

**Re: Submission by Upper Goulburn Community Radio Inc. to Inquiry into
Community Broadcasting. (Supplementary)**

Dear Sir/Madam

Please find herewith supplementary to our initial response to the terms of reference in relation to the Governments inquiry into Community Broadcasting.

UGFM - Upper Goulburn Community Radio Inc. (3UGE) based in Alexandra, services the towns of Yea, Eildon, Lake Eildon, Marysville, Buxton, Taggerty, Molesworth, Yarck, Narbethong, Thornton and Lake Mountain. All within the Shire of Murrindindi, 120km North East of Melbourne in a mountainous area north of the Great Dividing Range in Victoria.

To Secretary of Committee

(Supplemental) Submission into Community Broadcasting from UGFM - Upper Goulburn Community Radio Inc. (3UGE) Alexandra, Victoria.

Terms of Reference

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

Further, the need to establish (3UGE) UG FM in 1994 was for two reasons, one being the frustration of having very poor radio reception in the area via AM radio by day and the inability able to receive local (Shepparton & Melbourne 120km distant) at night. Signals from Sydney were more stable at night on AM.

Since that time FM services have been established improving reception in some areas.

Primarily, establishment of a local Community Radio station meant local news, local weather, coverage and promotion of community events, a link to the whole community for everyone, help bond the people of our district together and remove the isolation of being a forgotten part of the world, to provide vital information in times of emergency and a more diverse range of programs and music for all.

TV & Radio both commercial and public broadcasters past & present still don't know this area exists when it comes to news and information.

- *Content and programming requirements that reflect the character of Australia and its cultural diversity;*

Further, we provide programs & services to our community at a level that no other broadcaster does, because we are local, we are live to air 16 hours a day and have the ability to provide live services 24 hours a day in times of need. We have local knowledge and the ability to react when needed, due to our many volunteers.

- ***Technological opportunities, including digital, to expand community broadcasting networks;***

Further, we would be keen to see some digital services, but not at the detriment of current FM Band services, as the Minister for Communications has said, Digital Radio Broadcasting is not designed to replace existing FM Band services.

We are keen to be part of Digital Radio on a level playing field with other services, as it is being forced upon us, appropriate funding should be made available for the community sector to have its place on Digital Radio.

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

Further to the opportunities and threats that can be seen to affect the community broadcasting sector.

Opportunities are as follows:-

- The Community sector is a strong advocate of Australian Music and we must be given the ability to promote it without constraints of incidental promotion of venues and record stores that Artists have their products available, being classified as advertising of which we receive no return.
- Similarly, Community events that are held at a commercial venue should be able to be publicized as a community announcement and not an advertisement just because the venue has a mention, and we receive no return.
- ***We need more flexibility in the way we are allowed to promote activities and items of interest for which we receive no return, remuneration, or kickbacks. The line between advertising and information needs to be black and white. If we are receiving nothing in return for it, then it's not a Sponsor and not classified as advertising.***
- The word "Sponsor" should remain if only to indicate the current announcement is a paid announcement of which the station is receiving a return, remuneration or kickback. ***Everything else not 'tagged' "Sponsor" then the station is not receiving a return, remuneration or kickback.***
- The word "Sponsor" should also be able to be used for a group of sponsor's announcements when they are aired as a group, instead of having to 'tag' each announcement in the group. They should be able to be 'tagged' at the start or the end of the group.

Threats:-

- The Commercial sector needs to be more local and involved with the community they serve, in all aspects, but at present this is not a reality with programming from who knows where.

Peter Weeks
UGFM President/Technical Officer
6-6-2006