



27 October 2000

Mr P Neville MP
Chairman
CTA Review Committee
C/- Parliament House
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Victorian Cricket Association

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Dear Mr Neville

ADEQUACY OF RADIO SERVICES IN REGIONAL & RURAL AUSTRALIA

I am writing on behalf of the 1273 cricket clubs in Victoria and the 170,000 regular participants in our sport, and in particular on behalf of those people involved in the game of cricket in regional and rural Victoria.

I would be very concerned if there was any reduction in the level of service currently enjoyed by regional and rural communities and, on behalf of the VCA, strongly recommend that the sports broadcasting services available to these communities at the very least be maintained at existing levels.

The broadcasting of international and interstate cricket, plus the provision of local sporting services, are critical in maintaining interest in our sport, as well as providing result services, previews and interviews, all of which form the very fabric of local sporting communities.

Any reduction in these services and consequential impact on participants, not only for our sport but sport generally, could have far wider implications for the Australian community in the areas of physical well-being and social welfare.

Aggregation or rationalisation of services also has a direct impact on local communities in terms of employment and economic impact which cannot be underestimated in today's society, given the problems that many rural communities are already experiencing.

It is recognised that regional radio in many instances is endeavouring to meet the requirements of a vast range of community groups and interests. I would therefore urge your Committee to explore all possible emerging technologies that will not only maintain existing services, but enhance those services to rural and regional communities.



MAJOR SPONSOR:

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The Victorian Cricket Association would view with deep concern any further networking of programs in regional and rural Victoria and I would be pleased to provide further information to your Committee if required.

Yours sincerely

KEN JACOBS
CHIEF EXECUTIVE OFFICER