

Secretary:.....
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 HOUSE OF REPRESENTATIVES
 STANDING COMMITTEE ON
 COMMUNICATIONS TRANSPORT AND
 THE ARTS

27 October 2000

The Committee Secretary
 House of Representatives Communications Committee
 Parliament House
 CANBERRA ACT 2600.

House of Representatives Standing
 Committee on Communications,
 Transport and the Arts
 Submission No:180.....
 Date Received:11/11/00.....
 Secretary: *Janet Holmes*

Dear Sir/Madam

Re: Regional Radio Inquiry – Adequacy of Radio Services

Thank for returning our original submission to the above inquiry. Please find enclosed our revised submission.

This submission is made on behalf of our radio stations, 2BS AM (2BS 1503 Gold) and 2BXS FM (B-Rock FM) situated at Bathurst in the Central-West of NSW.

The writer, Ron Camplin, is Executive Chairman of the licensee company, *Bathurst Broadcasters Pty. Limited* and with his wife, Stephanie, operates the company on a day-to-day basis.

Ron is also a Director of the *Federation of Australian Radio Broadcasters Limited* (FARB) and as Vice-Chairman (Regional) will chair the industry committee to prepare a separate submission on behalf of the all Australian regional stations. He is also a committee member of the *Australian Association of Independent Regional Radio Broadcasters* (IRB), having been its inaugural chairman in 1998 and 1999 and has been party to that submission also.

Yours sincerely,
 BATHURST BROADCASTERS PTY LTD

Ron Camplin, OAM
 Chairman

Enc. 1.

RADIO INDUSTRY INQUIRY

A submission to

THE HOUSE COMMITTEE ON COMMUNICATIONS

On behalf of

Bathurst Broadcasters Pty Limited



Submitted to

The Committee Secretary
House of Representatives Communications Committee
Parliament House
CANBERRA ACT 2600

27 October 2000

1. The Market: Bathurst is Australia's oldest inland City, being proclaimed in 1815. Situated 200 kilometres west of Sydney, Bathurst has a population of around 30,000. Steeped in history The City has enormous tourist potential with attractions including The Mount Panorama Racing Circuit, The Court House, King's Parade and magnificent parks. The major industry is Education, more than 3000 students attend Charles Sturt University (Mitchell Campus) which offers courses ranging from Business and Communications to Nursing, the city is also home to several fine independent schools including, St. Stanislaus, All Saints, Mackillop Colleges and the Scots School. Bathurst is also the headquarters of the NSW Government's Land and Information Centre. Secondary Industry includes Devro Teepak, Simplot and Uncle Bens. Rich grazing and farming country, with the major Primary Industries being Beef Cattle, Prime Lamb and Wool, surround the City.

2. The Licence area: Covers the city of Bathurst and the townships of Oberon and Blayney. The population of around 41,000, is a small market, ranking 26th of the 34 commercial radio markets which comprise the state of New South Wales. In commercial terms, this market is significantly eroded by "official" overlaps from Lithgow and Orange and by fortuitous reception of these stations well beyond their service area boundaries. Also, several Sydney radio stations can be received in Bathurst and research shows that these account for a significant proportion of listening. Commercial television aggregation has had a negative effect on radio advertising revenue, and there is strong competition from a local daily newspaper.

3. Variation of Licence Area: The stations, 2BS/B-Rock, currently have an application before the Australian Broadcasting Authority to vary the Bathurst Licence area to include Cowra. The basis of the application is that there is a strong affinity of interest between Cowra and Bathurst. This affinity is wide ranging, encompassing sporting and community activities, retail shopping, business, education, transport, communications, medical services and religious dioceses and is also recognised in regional arrangements applying to such things as stock sales, tourism, police district, electoral divisions and the like. In our application we submitted that the characteristics of Bathurst and Cowra - in particular the social characteristics - are so interwoven as to mandate their inclusion in the Bathurst Licence area.

4. The Licensee: Bathurst Broadcasters Pty Limited is a member of the Federation of Australian Broadcasters Ltd. (FARB) and the Australian Association of Independent Regional Radio Broadcasters (IRB). The company is the licensee of 2BS AM and 2BXS (B-Rock FM) and is locally owned and operated by the Camplin family of Bathurst. Three members of the family work for the company on a day-to-day basis; they are husband and wife, Ron and Stephanie and their son Warwick. Youngest son, James, while still at school, works part-time in the business. The holding company Camplin Broadcasters Pty Limited was formed in 1969 to acquire all the shares in Mudgee Broadcasting Company Pty Limited (2MG) and Bathurst Broadcasters Pty Limited (2BS). In 1979 this company also acquired Young Broadcasters Pty Limited (2LF). However, in 1984 (to counter a takeover bid) Camplin Holdings Pty Limited, the Camplin family company acquired all the shares it did not previously own in

Camplin Broadcasters Pty Limited and, regrettably had to sell off both Mudgee and Young broadcasting stations (2MG/2LF).

5. Directors: Ronald Barry Camplin OAM Executive Chairman. Born Sydney Australia on December 18 1932. Married to Stephanie, two children, Warwick, James and four children from a previous marriage - Gay, Jane, Anne and Scott - seven grandchildren. 1946 became a ward of Legacy (Leeton branch). Shortly after, moved to Fairbridge Farm, Molong. Through Orange Legatee Guardian - Allan Ridley (GM 2GZ) became interested in radio broadcasting.

Commenced radio career with 2CH Sydney in August 1948, at the age of 15 as office boy. First announcing position was with 2XL Cooma in October 1952. Joined 2MG Mudgee February 1953. Became assistant manager 1954, manager 1955 (aged 22). In 1958 (aged 25) joined with four other local businessmen (including Legatee Cyril Blowes as Chairman) to acquire the licensee company, Mudgee Broadcasting Company Pty. Limited, was appointed to the board and became Managing Director. Celebrated 50 years in radio in 1998

Awards: 1995: Awarded Order of Australia Medal (AOM). 1993: conferred with honorary degree Charles Sturt University, i.e. Hon MA (Comm) C. Sturt. 1985: Awarded Rotary Paul Harris Fellow. 1987: was made a Friend of Legacy - No.21. 1996: Honorary Rotarian. 1995: FARB Achievement Award.

Directorships: Chairman Bathurst Broadcasters Pty Limited the licensee company of commercial broadcasting stations STEREO 2BS/B-ROCK FM 99.3. Chairman, Camplin Broadcasters Pty Limited, Camplin Holdings Pty Limited, Camplin Broadcast Services Pty Limited, CSU Mitchell Foundation Trust. Deputy Chairman (Country), Federation of Australian Radio Broadcasters Limited. Director, Charles Sturt University Foundation Limited, Ballarat Sports Radio Pty Ltd. Other positions: Past President - Australian Association Regional Radio Broadcasters, Patron - Bathurst Eisteddfod, Past President - Bathurst Division of Sydney Legacy.

Stephanie Janet Camplin Managing Director/Co. Secretary. Born Sydney 1950. Married to Ron, two children Warwick and James. Educated St. Ives High School then commenced Arts/Law Degree at Sydney University, left after 2 years to Join Camplin Broadcasters in 1970. Moved to Bathurst as PA to Managing Director. Has since been involved in most areas of broadcasting, including, secretarial, news, announcing, production, sales, copy, accounting and traffic. Appointed to the board as Director/Company secretary in 1984. Appointed Managing Director in 1999.

1993-94 served as a member of Scots School Council, Bathurst. 1998-1999 Adviser Charles Sturt University – Young Achievers program. With husband Ron – Legacy Widows.

6. Employees At 2BS/B-Rock we believe *“The Longer people are with us the more valuable they become”*. However, in the past decade, increased competition from all sections of the media, (TV, Rural Press, Cinema, Radio, etc.) have led to a substantial reduction in staff. Since 1990 staff numbers have reduced from 34 to

operate 1 AM station to 14 full time and 8 casual/part time employees to operate six local stations. Still, our stations have retained most key staff, which, with the assistance of new technology operate – 1 AM, 1 FM and 4 LP NC. Several of these employees have been with us for most of their working life, i.e.

Bob Upfold	Technician-in-Charge	48 Years
Ron Camplin	Executive Chairman	47 Years
Stephanie Camplin	Managing Director/Co. Secretary	30 Years
Noela Sikora	Traffic Manager	28 Years
Kerry Peck	Journalist/Announcer	27 Years
Philip Cole	General Manager	23 Years
Lisa Robinson	Customer Service	15 Years
Louise Manning	Marketing Consultant	9 Years
Janice McGilchrist	Announcer/Copy Chief	5 Years
Jason Davis	Technician	5 Years

7. Industry Recognition: Since the inception of “Radio Rawards” in 1989 our stations 2BS AM/B-Rock FM have won a total of 34 radio industry Rawards for excellence in the country section, these include:

- 1989 Best Music Personality
- 1990 Best News Presenter
Best General Announcer
- 1991 Best News Presenter
Best Program Director
Best Sports Events Coverage
Best Station Promotion
- 1992 Best Sports Events Coverage
Best Talk Personality
- 1993 Best News Presenter
Best Full Years Community Service
- 1994 Best Music Special
Best Sports presenter
Brian White Memorial Raward/Journalism
- 1995 Nil
- 1996 Best Music Special
Best Program Director
Brian White Memorial Raward/Journalism
Engineering Excellence Raward
- 1997 Best Current Affairs Commentator
Best On Air Team
Best Talk Personality
- 1998 Best Music Director
Best Sports Presenter
- 1999 Best Music Director
Best Newcomer On Air
Best Sports Presenter
Best Station Promotion

Best Talk Personality

In this year's Rawards, held in Melbourne on Saturday, October 21, 2000 our stations were again strongly represented with seven (7) finalists. In our best result ever, we took out the following **RAWARDS**:

- 2000 Best Community Service Project – Christmas Miracle Appeal
- Best Community Service – Full Year
- Best Sporting Coverage Event – Bathurst Tourers 300
- Best Sports Presenter – Phil Cole
- Best Sales Promotion – You Can Bank On Giropost
- Best Talk Personality – Janice McGilchrist.

Prior to the commencement of the Radio Rawards in 1989, 2BS won several "Wales Awards" given for excellence of community service. The first was in 1969. In 1987 2BS also won a Golden Stylus Award for excellence in copywriting and production and the Keep Australia Beautiful "Tidy Towns" Media Award.

8. Localism: The preservation of localism in smaller regional markets like Bathurst is very dependent on commercial radio broadcasters and on the commercial viability of those broadcasters. Recognition of this is tacit in the Broadcasting Services Act 1992 (the BSA) in the application of section 39, whereby "solos" licensees are granted an additional licence on application (and on certain conditions). In virtually all of those markets (in excess of 50) the effect of competition would lead to degradation of services in which the first victim would be localism.

While the growth of networking, may or may not pose a potential threat to localism, it must be recognised that many regional operators have been forced into this position by increased competition within their markets. The 1984 Oswin Report on Broadcasting Policy, warned,

"New services in the form of independent licences may have a noticeable effect on localism through the effect on the overall general programme service, that is, if revenues are reduced sufficiently so that neither the 'old' or the 'new' station is profitable, programme expenditure will invariably suffer and employment will be curtailed."

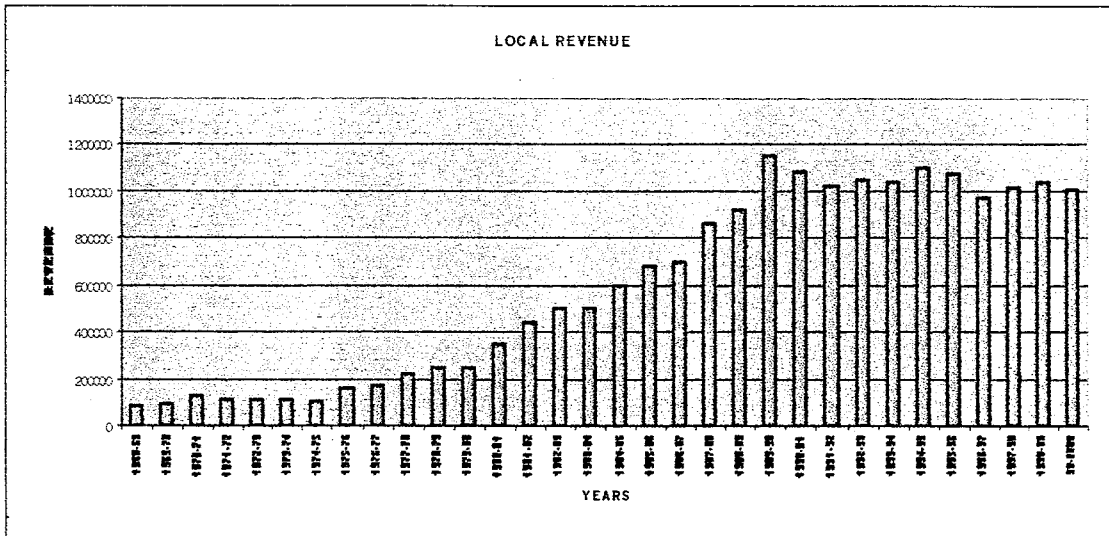
Some networks operate quite differently from us, and may have different views on this issue. However, it must be understood that as a small stand-alone operation, serving one regional Licence Area - **we are obliged to operate very "locally"**.

9. Local Emergency Management: General Manager, Philip Cole is the Media liaison officer with the Local Emergency Management committee. 2BS/B-Rock is the focal point for all local agencies (Police, Ambulance, Fire Brigade, SES, Department of Community Services, Councils, etc.) needing to communicate urgent messages in the event of major road closures, flooding, storms, fires, and other emergencies. The committee meets at least every quarter to review procedures.

Whenever an incident occurs in Bathurst, our radio stations are called on to broadcast appropriate radio messages by the Local Emergency Management Officer (LEMO) or by Bathurst Police. In an out of hours emergency, on call is as follows:

1 st Call	Philip Cole	6332 2933	0419 437 329
2 nd Call	Kerry Peck	6332 1550	0418 459 611
3 rd Call	Janice McGilchrist	6332 9097	
4 th Call	Ben Hope		0419 925 453
5 th Call	Jason Davis	6337 1250	0408 400 552

10. Revenue Trends: The following chart maps the growth of local revenue over the past 30 years or since the company has been operated by Camplin Broadcasters Pty Limited. The graph clearly demonstrates the effect of increased competition in the market over the past decade. Local revenue for the first quarter of the current year – July/September 2000 continues to decline, being 15% down on the previous year. However, this steep decline could be as a result of the Executive Chairman, Ron Camplin being out of action – due to a motor vehicle accident – during this period. Note: These figures do not include “Contra” advertising.



11. Commercial Viability: In his address late last year (November 4, 1999) to the Communication and Law Association, FARB’s CEO, David Bacon in commenting on the Productivity Commission’s draft report, stated

“ the difference in economic circumstances between the major population centers of Sydney and Melbourne (and probably the other capital cities) and regional and rural Australia. This difference was highlighted at the regional summit held in Canberra during the past week. The point I’d like you to think about is can Australia anymore be considered as one market in policy formulation and shouldn’t the increasingly differing circumstances between the cities and the regions be taken into account in policy formulation? The present model of one-size fits all may be no longer appropriate. ”

Mr. Bacon went on to say " *The Commission proceeds on the premise that freeing up spectrum will enable more services to be provided I don't think it's likely that the availability of additional spectrum will result in the entry of new Australian operators in the mainstream mass media, although the experience of the commercial radio industry since the lifting of foreign investment restrictions In 1992 suggests it could provide further opportunities for international media companies to invest in Australia Broadcasting Services.*"

And "*Secondly, while the social and cultural objectives of the Broadcasting Service Act 1992 have been considered by the Commission, it appears to have regarded such criteria as relevant only to the issue of program content. It is my view, consideration of program content cannot take place in isolation because service viability (as distinct from profitability) has a direct impact on program content*"

12. Changing nature of broadcasting: The most significant developments in regional radio in recent years have been:

- Aggregated Television
- the proliferation of national, community and narrowcast services
- the creation of "section 39" licences (second licences granted to existing solos licensees)
- additional commercial licences in some regional markets, i.e. Orange, Dubbo, Albury, Shepparton, Cairns, Townsville, Mackay, Bundaberg, Maryborough, etc.
- the removal of restrictions on foreign ownership and control
- the removal of restrictions on the number of licences a person may control within a state or nationally
- pay TV
- the "downgrading" of many regional areas by both the public and private sectors.

13. Competition: In the past decade or so, competition in regional markets has increased markedly. Bathurst is no exception. Initially, the market was served by a total of three (3) radio stations; two (2) commercials (2BS Bathurst and 2GZ Orange), one (1) ABC (2CR Orange), two (2) local TV stations (CBN Channel 8 Orange) and ABC TV and one locally owned newspaper, Bathurst's Western Advocate. Today, the Bathurst market is served by:

Nineteen (19) radio stations

- Seven (7) commercial - 2BS AM, B-Rock FM, 2LT AM, Kiss FM, Star FM, 2GZ FM and 1089 AM.
- Four (4) ABC - 2CR(local), 2JJJ, Classic FM and Radio National.
- Two (2) Community - 2MCE FM, Radio Rhema.
- Five (5) LP Narrowcast services - FM88 "Our Time" Bathurst, FM86.7 "Tiny Tots" Bathurst, FM88 "Tourist" Oberon, FM88 "Tourist" Blayney, FM86.7 "2KY Racing" Blayney.

- One (1) HP Narrowcast service – FM 100.9 “2KY Racing” Bathurst.

In addition, several other stations, including Sydney, are listened to each week. Research has indicated that more than thirty (30) stations are listened to in Bathurst each week.

Five (5) Free-to-air TV Stations

- Win TV
- Prime TV
- Capital TV
- ABC TV
- SBS TV

Pay TV

- Austar presents 34 pay TV channels in the Bathurst Market.

Rural Press Ltd

- Now owns most of the newspapers in the region (Bathurst, Orange, Dubbo, Lithgow, etc.) with strong networking and group marketing capability.

14. Regional Television: In 1990 local television stations in Orange, Wagga Wagga and Canberra were aggregated into one large regional market. Following aggregation all programs, including advertising windows, were networked from the metropolitan majors. 7, 9 and 10, TV advertising time increased from a maximum of 9 minutes an hour to 39 minutes an hour. The net effect, as far as we can estimate, was the number of TV ads (15secs) to be sold each day increased from around 700 to over 3000. Given the high TV rates at that time, small regional markets were unable to absorb this huge increase in availabilities. However, as the advertising windows had to be filled, the cost of local TV advertising was reduced dramatically – often as low as \$10 an ad. Local commercial radio stations, like 2BS in Bathurst, which historically had been the most economical advertising medium, found it could not compete in price with “cheap” TV rates.

15. S39 Licences: In the late 90’s most commercial AM broadcasting stations in regional markets were granted an additional FM licence to serve their current Licence Area. In effect, the number of commercial stations doubled almost overnight in most regional markets in Australia. In our local markets these stations became B-Rock FM in Bathurst, Star FM in Orange and Kiss FM in Lithgow. While the new services have been well accepted by the listening public, there has been little or no increase in revenue to sustain these additional services. In fact, in some markets - Bathurst included, local revenue has actually declined.

16. New Commercial Licences: In addition to s39 licences, several regional markets also received new commercial licences. In the Central-West of NSW new licences were auctioned and granted for Orange and Dubbo. As a result of the transmitter being sited on Mt. Canoblas, the new Orange station is clearly heard and listened to in Bathurst.

17. Community Radio: Section 15(a) of the Broadcasting Services Act states that community broadcasting services are broadcasting services that are “provided for community purposes.” In recent years community stations in regional markets have become more competitive in their programming and promotion. Bathurst has two (2) community stations – 2MCE operated by Charles Sturt University, was one of the first community stations licensed in the late 70’s and Radio Rhema, a recent addition to Bathurst. Both stations are able to sell 5 minutes of advertising (sponsorship announcements) each hour.

We believe it is important to stress that community broadcasting cannot be a substitute for local commercial radio. The most recent (1999) ACNielsen survey of radio listening in Central West of NSW provided powerful evidence of this.

18. Narrowcast Licences: There are now six (6) narrowcast broadcasters in the Bathurst licence area – five (5) low-power LP and one (1) high-power HP. Four (4) of the LP licenses, FM88 Bathurst (Tourist/Our-Time FM - Music prior 1950 for the elderly), FM88 Oberon (Tourist/no music) and FM88 Blayney (Tourist/no music) and FM86.7 (Tiny-Tots Kidz FM - Music U’6) are held by Bathurst Broadcasters Pty Limited, Licensee of 2BS and 2BXS (B-Rock FM). Both music formats were the subject to “Opinions” from the ABA and are strictly format specific. Both stations are run as a service to the community and are programmed by the students of the new Commercial Radio Degree course at Charles Sturt University. Neither generates any revenue. The others, one (1) LP (Blayney) and one (1) HP (Bathurst) are held by 2KY Racing Radio.

Regional Commercial Broadcasters, including our stations, have serious concerns about narrowcasters breaching the Act by providing commercial broadcasting services, and the length of time taken to bring about compliance. We have two basic concerns with narrowcasters, they are:

1. Formats along commercial lines by some licensees. In this case the ABA appears to have serious difficulties, because of problems relating to preparing a case for prosecution.
2. Part-time popular programming. Submissions are currently before the ABA to the effect that the broadcast of “mainstream” programming by a narrowcaster, even for short periods, should not be permitted.

19. Regional Press: As mentioned previously, Rural Press Limited now owns most of the newspapers in the region, they include, the Western Advocate-Bathurst, Central Western Daily-Orange, Dubbo Liberal, Lithgow Mercury and numerous other publications in NSW and Australia. It is our understanding that all printing – including local daily newspapers - has been centralized at the company’s headquarters at Windsor, near Sydney. Rural Press demonstrates a strong networking and marketing capability throughout the region.

20. Preferred Outcomes: The forgoing information is intended to provide the committee with an authentic picture into a small, stand-alone, regional radio operation and to highlight the increase in competition and its effect local independent stations like ours. We have not expressed a view on the pros or cons of networking, as, with the exception of Macquarie National News and a few syndications, we produce all our own programs. However, it would be of great concern to us, if as a result of this inquiry, we were to be faced with added regulation that would place us at further disadvantage with our TV and Press competitors. Accordingly, we respectfully request that in your deliberations you give consideration of the following:

- **The re-introduction of the concept of “*economic viability*” into the BSA for the allocation of new licences.**
- **No new licences in already planned markets.**
- **Clearer definition of the role of community and narrowcasting licensee operations.**
- **Tougher enforcement of regulations regarding narrowcasting licensee operations.**

21. Letters of support: We are pleased to include some recent letters received from members of our local community in regard to the support we provide, namely:

- Bathurst City Council
- Evans Shire Council
- Bathurst Business Enterprise Centre
- Charles Sturt University
- Rotary Club of Bathurst
- Bathurst Legacy
- Eglinton Hall & Park Committee
- Bathurst Daybreak Rotary Club
- Quota International of Bathurst
- Bathurst High School
- Bathurst Rally
- Turondale Bushfire Brigade
- Oberon High School (2)

Some of these letters were as a request for support for our submission to this inquiry, however, most are unsolicited. We believe these letters demonstrate, in the best way, the strong relationship we share with our community.

For further information please contact Ron Camplin, telephone 6332 2911



Bathurst City Council

CIVIC CENTRE
Corner Russell & William Streets
Bathurst New South Wales

Private Mail Bag 17
Bathurst NSW 2795

Telephone 02 6331 1622
Facsimile 02 6331 7211

The Committee Secretary
House of Representations Communications Committee
Parliament House
CANBERRA ACT 2600

18 October 2000

Dear Sir/Madam

Radio Industry Inquiry

I refer to the above inquiry and provide the following submission.

Bathurst City Council supports any ongoing efforts to improve and enhance radio services in regional Australia. Bathurst is a growing and vibrant regional centre. Thus radio services remain an important cultural and community service within the city.

The local radio stations 2BS and B-Rock provide invaluable support to the local communities specifically in relation to:

- community service announcements, including announcements in times of emergency (e.g. flooding);
- support to local community/business groups in sponsorship and award programs; and
- access to local, national and international news broadcasts.

Council very much recognises the important community service obligations which are being met by these Stations. Opportunities to enhance or improve local radio stations are therefore strongly supported by Council.

Yours faithfully

P Perram
GENERAL MANAGER

235 Russell Street
P.O. Box 160
Bathurst NSW 2795

Tel: (02) 6332 1077
Fax: (02) 6332 1129



Bathurst
Business
Enterprise
Centre

11th October 2000.

The Committee Secretary
House of Representatives Communications Committee.
Parliament House
Canberra.ACT.2600.

Dear Sir / Madam,

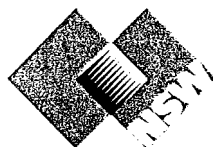
I write you in relation to the Inquiry and Report currently being undertaken on the adequacy of Radio services in non-metropolitan Australia.

In particular, I would very much like to draw your attention to the unique standard of service that is provided to the Western Region of New South Wales by Bathurst Broadcasters Pty. Ltd.

The impact of radio broadcasting in Regional areas is substantial and plays an integral part of the social and economic structure of the Communities that are serviced. Taking into consideration the diverse range of information that at times is imperative to disseminate to the Community, the radio network is the most efficient method in which this can be undertaken. Ideally, in any matter of urgency it is also the Radio network that is primarily charged with this communication responsibility as they have the capacity to be immediately responsive and to reach at an instant the largest number of Citizens. Further, I have been involved in the delivery of Business support services to this Region for a period of eleven years. During this time I have found that the most effective and appropriate manner in which I can access the Community with information in key areas of Business relevant to both State and Federal Government requirements is Radio.

Complimentary to this situation, are all areas of need and demand that impact not only on the daily life of all Australians but on their quality of life in areas of social need, community contact, education and awareness and this diversification of information is addressed through Regional Radio. The dependence on this form of Media and communication is overwhelming and there are neither boundaries nor limitations for access at any time in a 24-hour period. Radio is the most effective and non-discriminatory medium in today's society.

To professionally undertake this degree of responsibility and to maintain the highest possible standards and ethics whilst ensuring that current technology underpins all areas of service and delivery requires a remarkable commitment to the Community. Over a period of time Bathurst Broadcasters Pty Ltd. have demonstrated an outstanding level of service to the Western Area of New South Wales and have responded in a

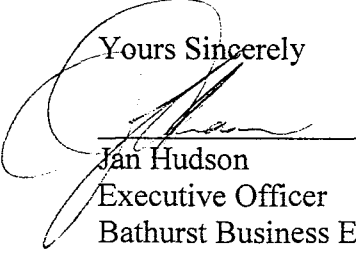


manner that is to a standard of the highest level and which is broadly acknowledged by the consumers they serve as being exceptional and unique.

Bathurst Broadcasters are an invaluable resource within our Community structure and are pivotal in sustaining what is possibly one of the most desirable human rights – Knowledge, education and awareness through communication.

Should you require further statements in regards to this matter please do not hesitate to contact me.

Yours Sincerely



Jan Hudson
Executive Officer
Bathurst Business Enterprise Centre
Western Region Business Innovation Centre

EVANS SHIRE COUNCIL

26 October, 2000.

Councils Ref:4267:GET.

BOX 703, BATHURST. 2795
TELEPHONE: (02) 6331 4200
FACSIMILE: (02) 6331 2121

The Committee Secretary,
House of Representatives
Communications Committee,
Parliament House,
CANBERRA. ACT. 2600

FAXED

Dear Committee Secretary,

I write in response to the Radio Industry Enquiry which has been established to enquire into and report on the adequacy of radio services in Regional and Rural Australia and the extent to which there is a need for the government to take action in relation to the quantity and quality of radio services in Regional and Rural Australia.

Council wishes to comment on the standard of service that is presently provided in the Bathurst region by Bathurst Broadcasters Pty. Ltd.

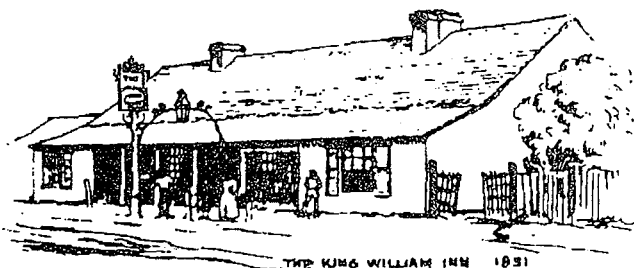
There is no doubt that Bathurst Broadcasters Pty. Ltd. have provided a responsive and important means of communication within the rural community. In particular Council wishes to comment on the invaluable assistance provided in times of emergency which, from time to time, has an enormous effect on the Evans Shire rural community. In times of bush fire and flood Bathurst Broadcasters Pty. Ltd. have provided a valuable resource which complements and assists the emergency services in a significant manner. The ready co-operation of the local radio station takes a great load off the emergency controllers who are required to make important tactical decisions to accommodate the respective emergencies. The ready assistance of Bathurst Broadcasters, particularly in supplying updated information for the community takes an enormous load off the emergency controllers which allows them to do their job more effectively and efficiently.

Council enjoys a particularly warm relationship with Bathurst Broadcasters Pty. Ltd. and is always ready to provide assistance in the dissemination of community service announcements and with special events such as Local Government Week.

Please do not hesitate to contact me should you require any further information.

Yours faithfully,


Graeme Taylor,
General Manager.



THE KING WILLIAM INN 1831

COUNCIL CHAMBERS, 7 LEE STREET, KELSO. 2795
(Formerly the King William Inn - 1831)

CHARLES STURT UNIVERSITY



The Grange
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OFFICE OF THE
PRO-VICE-CHANCELLOR (PUBLIC AFFAIRS)

The Committee Secretary
House of Representatives Communications
Committee
Parliament House
Canberra ACT 2600

19 October 2000

Dear Committee Secretary

Charles Sturt University wishes to make a submission to the Parliamentary Committee that has been established to inquire into and report on the adequacy of radio services in regional and rural Australia and the extent to which there is a need for the Government to take action in relation to the quantity and the quality of radio services in regional and rural Australia.

In summary, this submission will demonstrate the significant level of support that Bathurst Broadcasters Pty Limited has given to Charles Sturt University and, in particular, the Charles Sturt University Foundation which provides *inter alia* the Bathurst Campus of Charles Sturt University and its students with support from industry, the professions and individuals.

Mr Ron Camplin OAM is the Chairman of Bathurst Broadcasters Pty Ltd. He is also the Chair of the Mitchell Foundation Trust that is administered by the Charles Sturt University Foundation. The contribution of Bathurst Broadcasters has enormously benefited both the University and the local community in the following ways:

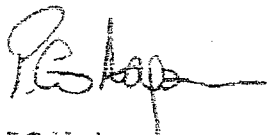
- On the initiative of Mr Camplin, the Board of the Federation of Radio Broadcasters (FARB) agreed to provide input to the development of a new course in commercial radio that will meet the demands of the industry. Consequently, the Education Committee of FARB provided important input to the curriculum of a new Commercial Radio course that commenced in 2000.
- At the instigation of Mr Camplin, FARB also pledged \$15,000 a year to the University's School of Communication towards the infrastructure costs for the establishment of the new Commercial Radio course in addition to \$4,000 for an ongoing annual scholarship to support a Commercial Radio student.
- Mr Camplin persuaded a significant number of his colleagues in FARB to support a number of ongoing industry scholarships for the new Commercial Radio course valued at \$4,000pa. These include the following:

Southern Cross Broadcasters
Austereo Pty Ltd
Radio 2UE Pty Ltd
Australian Radio Network
DMG Radio Australia
R G Capital
Australian Association of Regional Radio Broadcasters
Quarter Century Club
International Media Management
Macquarie Radio Network

- Recently, Bathurst Broadcasters donated \$10,000 worth of advertising to the University's Village Fair, an annual event organised by the student association. The Village Fair aims to bring the University and local Bathurst communities together; to raise money for a worthy charity; and to serve as an opportunity for students to gain experience in events management. For the first time in its twenty eight year history, the Village Fair held in 2000 will be documented on the internet which will allow access by a new international audience.
- Bathurst Broadcasters has donated up to \$60,000 worth of free radio advertising to be used solely for the purposes of publicising the activities of the Charles Sturt University Foundation and, in particular, to highlight the involvement of community organisations, business and individuals who support the Foundation or who have benefited from the Foundation.
- For at least 20 years Bathurst Broadcasters has provided a significant number of University students with work experience and internships.
- Over this period, Bathurst Broadcasters has funded up to \$70,000 worth of scholarships to young Australian students studying at the Bathurst Campus of Charles Sturt University. Selection for the scholarships is based on high levels of academic performance, leadership and motivation - principles that are demonstrated by contribution to community, to school or university life.

You will see from the above that Bathurst Broadcasters is an important partner in the University's commitment to the media industry and to the regional communities that we share. Radio 2BS is an integral part of community life in Bathurst.

Yours sincerely



PG Hodgson
Pro-Vice-Chancellor (Public Affairs)
and Foundation Secretary

"SERVICE ABOVE SELF"



ROTARY CLUB OF BATHURST INC

DISTRICT 9700, N.S.W., AUSTRALIA

PRESIDENT: Jack Aubin.

P.O. Box 110,
BATHURST. N.S.W. 2795

SECRETARY: Robert Pardey.

10th October 2000.

The Manager,
Bathurst Broadcasters,
Stereo 2BS,
109 George Street,
Bathurst. 2795.

Attention: Mr. Phil Cole,

Dear Phil,

The President and Members of the Rotary Club of Bathurst wish to thank you for the tremendous media coverage your radio station provided for the running of the 'Olympic Games 2000 Charity Dinner'.

The dinner was a great success. Total money raised for the evening was in the vicinity of \$4,500.00.

We will be dividing this amount between the Australian Rotary Health Research Fund, Camp Quality and a Perpetual Fund for a Young Bathurst Sportsperson.

If possible, we would like to advise the Community of Bathurst through your station the outcome of this evening.

Thank you again.

Kindest regards,

John Campbell.

Public Relations Director.



SYDNEY LEGACY
APPALS FUND
ACN 000 048 868

BATHURST LEGACY

A DIVISION OF SYDNEY LEGACY

Patron: His Excellency the Honorable Gordon Samuels Governor of New South Wales

PO Box 150
BATHURST NSW 2795

Tel: (02) 6337 2606
Fax: (02) 6332 2031

ABN 22 000 048 868

5 September 2000

The Manager
Radio Station 2BS
George Street
BATHURST NSW 2795

Dear Sir

Legacy Badge Day

On behalf of Bathurst Legacy I would like to thank 2BS for the publicity given to our recent fund raising venture in Legacy Badge Day. Your publication of our fund raising venture raised awareness and encouraged Bathurst residents to give generously and this resulted in a most successful day. Your help in making the Bathurst people aware of the ideals and task of Legacy is most appreciated.

Thank you for your assistance in this way.

Yours faithfully

RALPH HAMMOND
President
BATHURST DIVISION OF SYDNEY LEGACY

The Eglinton Hall & Park C'tee
35 Lamont Place
Eglinton N S W 2795
President: Mrs B. Anderson
Secretary: Mrs A. Peard
1st September 2000

The Manager 2BS Radio Station
109 George Street
Bathurst N S W2795

Dear Sir,

Our committee wishes to thank your radio station for the excellent coverage given to us notifying the community about our meeting held on 31st August 2000.

Thanks to your service we increased our numbers attending substantially and will not hesitate to ask for help again in advising the residents of any forthcoming meetings.

Yours faithfully



Mrs Angie Peard
Secretary

Rotary Club of Bathurst Daybreak
P.O. Box 1700
Bathurst NSW 2795

News Editor
2BS Radio
Bathurst 2795

Dear Editor,

The Board and Members of the Bathurst Daybreak Rotary Club would like to thank you and your staff for the excellent support you gave the recent Prostate Cancer Awareness Forum held in Bathurst. Over 200 people attended this information night, and have indicated via evaluation forms that they found it very beneficial. The interview we did on air, and your public service announcements did much to let people know about the event.

We appreciate your support.

A handwritten signature in cursive script, appearing to read 'Martha Gelin'.

Martha Gelin
Publicity Officer, Bathurst Daybreak



"We Share"

Quota International of Bathurst Inc.

P.O. Box 168 Bathurst NSW 2795 Australia

Mr Phil Cole
Bathurst Broadcasters Pty Ltd
109 George Street
BATHURST NSW 2795

Dear Phil

On behalf of the members of Quota International of Bathurst, I wish to express our sincere thanks to the recent publicity given to the Bride of the Year Quest by your radio station.

It is indeed very gratifying to have the services of the local radio behind our fund raising functions particularly with the interviews, the immediate attention to advertising and for the winning brides' prizes.

May I express thanks to your friendly staff for their continued support and co-operation during the time of the Quest.

I hope that your representative Angela and her friend Phil enjoyed the night.

Once again, thank you.

Yours sincerely

MRS JAN COPELAND - PRESIDENT.

Dear Gerard
Principal

Please let me know!

Come down to be interviewed about ABS?

Can they do something for ABS in return? Perform?

community is enormous.

Your contribution to the young people of the

! it possible for these students to go.

\$300 a year sponsorship has helped that last year

The air fare alone to the Nationals in Adelaide is

Thank you!

Thank you!

Thank you!

Dear ABS

Urgent For Review Please Comment Please Reply Please Recycle

cc:

Re:

National Heroes Comp.

Pages: 12

From:

Gerard

Date: 3/7/00

To:

ABS

Fax:

Transmittal



Bathurst High School

P.O. Box 494

BATHURST NSW 2795

PH: 02 6331 3755 FAX: 02 6332 2302

SCHOOL CAPTAINS - 2000

Captains:- Erica McGill & Nathaniel Pinder

Vice Captains:- Amy Campbell, Claire Foody,

Ben Carter & Drewe Toole

PO Box 873
BATHURST NSW 2795

7th September 2000

Mr Phil Cole
Stereo 2 BS Gold
109 George Street
BATHURST NSW 2795

Dear Phil

On behalf of my organising committee I would like to thank you for your recent sponsorship of the Peter Rogers Bathurst Rally.

The event was a great success despite the atrocious weather conditions. Publicity for the rally was consistent and well received considering the large volume of events in Bathurst at that time.

Thanks again and we look forward to your continued support in the future.

Kind regards



Arthur Davis
Rally Director

**FAX**

Date 8 June 2000

Number of pages including cover sheet

TO: Mr Kerry Peck
Radio Station 2BS**FROM:** John Gerard, Principal
Oberon High School
Ross Street
PO Box 425
OBERON NSW 2787

Phone

Fax Phone 63321503

Phone 02 6336 1606

Fax Phone 02 6336 2164

CC:**REMARKS:** Urgent For your review Reply ASAP Please Comment

Dear Kerry

Many thanks for your assistance last Monday with all the snow in the Oberon area. Once again, the community owes the station for a great job well done.

It really makes our job much easier when we know that we can figure that station into our emergency plans.

Thanks again.

Yours faithfully

John Gerard

Principal



Oberon High School

Ross Street
Oberon NSW 2787
Phone: 02 6336 1606
Fax: 02 6336 2164

7 June 2000

The Manager
2BS / B Rock
George Street
BATHURST NSW 2795

Dear Sir

On behalf of the staff and students of Oberon High School I would like to take this opportunity to thank you for your generous contribution to the Reward and Recognition Program.

Your kind donations have assisted in rewarding student achievement and encouraging our students to strive for success.

Your contribution has been noted on our regular newsletter and on Oberon High School assembly.

Yours faithfully

John Gerard
Principal

TURONDALE BUSHFIRE BRIGADE.

LOCATED AT THE HUB OF THE KNOWN UNIVERSE.

"Thuruna"
Turondale.
N.S.W. 2795
20 June, 2000
'Phone (02) 63377773

Mr. R. B. Camplin,
Managing Director,
Bathurst Broadcasters Pty Ltd.
P.O Box 310.
BATHURST. N.S.W. 2795.

Dear Ron,

Re :TURONDALE BRIGADE "FIREWORKS EXTRAVAGANZA", SATURDAY, 10TH JUNE, 2000

On behalf of all Members and supporters of the Turondale Brigade I extend our sincere appreciation to You, Phil, Kerry, Kelly, Jo and all the Staff at 2BS for the wonderful coverage given to advertising our Barbeque and Fireworks night.

Once again we were pleased to have Kerry Peck and Mrs. Peck and the little "Peckers" with us for the night, although he was a bit doubtful about meeting some of the local "Busrangers" I asked him to meet, but Kerry conducted himself well with his usual style, and, after he left, received the ultimate bush compliment that he was a good bloke.

The fund raising was very successful, and as I said earlier will be used for extensions to our Fire Brigade Station,

Best regards,

Sincerely

A handwritten signature in cursive script, appearing to read 'Jack', is written over a solid horizontal line.

Jack Lennon.