

**GIPPSLAND CRICKET - REGION 7**

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Member Associations:

Bairnsdale, Sale -Maffra, Traralgon, Central Gippsland, Warragul, Leongatha, Alberton

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56354207**Date:** 24/10/2000**Ref:** 15/2000-01**To:** Janet Holmes

The Committee Secretary

House of Representatives Standing Committee  
On Communications, Transport and The Arts**From:** Peter Flahavin

Secretary Region 7 Gippsland Cricket

House of Representatives Standing  
Committee on Communications,  
Transport and the Arts

Submission No: 98

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Secretary: Janet Holmes

**Re** Radio Industry Inquiry

In recent years, there has been an aggregation of services on the Regional Radio Networks.

From a cricket perspective, The Board of Region 7 - Gippsland Cricket which co-ordinates cricket activities across two Federal Electorates (McMillan and Gippsland) urges this Committee to recommend that the level of service currently enjoyed by Regional and rural communities in the sports broadcasting areas be at least maintained.

The Board of Gippsland Cricket strongly urges that the national network services such as the broadcasting of Test Cricket, regular updates of Pura Cup and Mercantile Mutual results be maintained. However, it also strongly urges that the local sporting services such as those presented by our very own Kevin Hogan and Peter Eustice on GIFM be at least maintained in terms of broadcast hours.

From Gippsland Cricket's perspective, the human interest stories provided by the local GI FM network through the work of Kevin Hogan with the result services, previews and interviews help to form the very fabric of this regional sporting community. Along with the descriptions provided of the Test and One Day International matches through the rural network services help to keep cricket at the fore of people's thinking.

As such, ABC Regional radio, GI FM, is one of the major sponsors of cricket in the Gippsland region. Any reduction of the current level of services may have an impact on the number of participants playing sport in general, and cricket in particular, over a period of time.

There is also the impact that an aggregation or rationalisation of services brings to Regional and Areas.

Local Radio outlets across Australia bring employment opportunities to people in local regional areas. As such, it provides local communities with potential community leaders and has an economic impact.

People adept at broadcasting, albeit sporting, news or general broadcasting are potential community leaders in regional communities. With the ever increasing trend towards networking and broadcasting from major Metropolitan Centres like Sydney and Melbourne, regional areas like Gippsland with high unemployment may continue to lose quality community leaders. The maintenance or improvement of such services and broadcast centres in Regional Centres will at least maintain or enhance the number of potential community leaders in these geographic locations.

Finally, The Board of Gippsland Cricket recognises that there are enormous demands made of Regional radio as it tries to be all things to all people. However, as the administrative voice for approximately 5500 people between the ages of 12 to about 65 spread across two Federal electorates, we urge the Radio Industry Inquiry to consider all emerging technologies that will enable an enhanced radio service to be provided to Regional and Rural Australia.

However, we urge that such enhancement of service by way of quality of sound output and consumer choice, ought not be to the detriment of local communities themselves by way of diminished numbers of personnel at the local level or Regional and State 'editorial' independence as it currently exists and that the quality of cricket news and broadcasts at a Local, State and National Levels be maintained.

Peter Flahavin



Secretary Gippsland Cricket Inc.