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

Dear Sir,

Community Broadcasting Inquiry

This is a submission to the inquiry made by the Australian Recording Industry Association (ARIA).

Background to ARIA

ARIA is the national peak industry body for the Australian recording industry. It has over 100 members ranging from the local affiliates of the major international companies (EMI, SONY BMG, Universal and Warners) through to major Australian independent companies (such as Shock Records) all the way through to small, single artist labels. One of ARIA's key objectives is the promotion and advancement of Australian music.

ARIA has only a limited direct interaction with the community broadcast sector. However, many of our members have regular dealings with the community radio broadcast sector in the course of promoting music (and, in particular, Australian music) to the various community radio broadcast stations.

Role of the Community Broadcast Sector

In our view, community radio plays an extremely valuable role in the promotion of Australian culture, particularly music. Many community radio broadcasters play a much wider variety of Australian music than is typically heard on mainstream commercial radio networks. As such, for many Australian recording artists, the community radio sector is an extremely important medium for the exposure of their music to the general public. As an example of the importance of the sector to Australian music industry, we are aware that the Sydney



community broadcaster (FBI) has a policy of playing at least 50% Australian music (with half of that amount being recordings by artists from the greater Sydney area).

We are also aware that there is a significant community radio initiative (known as AMRAP – Australian Music Radio Airplay Project) devoted to the promotion of Australian music through the community radio broadcast sector. Indeed, ARIA has made substantial submissions in support of the continuance of government funding for AMRAP. We refer the Committee members to “*Evaluation of the Australian Music Radio Airplay Project, for the Community Broadcasting Foundation*” (Developing Media Works November 2005).

ARIA is very supportive of the community radio sector and would strongly urge the Committee to consider and make such recommendations as may be appropriate to ensure the continued viability of the sector.

I would be happy to provide any further information or assistance as the Committee may require.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Stephen Peach". The signature is fluid and cursive, written over a light blue horizontal line.

Stephen Peach
CEO