

**House of Representatives Standing Committee on Communications, Information
Technology and the Arts**

Reference: Community broadcasting

Supplementary information provided by the Australian Communications & Media Authority in response to
matters raised at public hearing on 29 November 2006

**Topic: Undertakings made on renewal of community radio broadcasting licences in
2005-06**

Hansard Page: CITA 17

Ms Maddock: We will send you a copy of the sorts of undertakings that have been made.

2HHH's undertakings

Specific undertakings to improve corporate governance and encourage involvement of
members of the local community in the operations of the service:

- Amend the constitution and provide a registered copy to ACMA
- Adopt specified account and record keeping practices and make records available to directors and members
- Target individuals with specialist skills needed for the operation of the service
- Invite community organisations to participate in the service
- Advertise the station in local newspaper
- Invitations to listeners to be involved in the operation of the service on-air and through the website
- Approach past members to re-join

6FX's undertakings

- Conduct a survey to identify the programming needs and interests of the local community and provide a copy of the survey results to ACMA
- Establish and maintain a programming committee
- Broadcast a minimum of three times per day between the hours of 9.00am and 7.00pm, on-air announcements inviting listeners and the community to suggest programming ideas, to volunteer at the station and to become members of the station
- Broadcast regular on-air announcements inviting community service organisations to broadcast community service announcements on 6FX
- Seek copies of letters of support for the station and provide these to ACMA

3OCR's undertakings

To represent community needs:

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- Seek regular feedback from listeners and encourage them to phone or to visit the station
- Include interest surveys at fundraising functions
- Promote 3OCR at local shows, festivals and community events, and inviting people to become members, supporters, listeners and/or sponsors
- Develop interest and response groups in more isolated parts of our licence area, so we may actively involve them in the life of the station

To increase membership and volunteer levels:

- Formalise link with community broadcasting body in Apollo Bay to develop the station and to liaise with another community broadcaster who will be a mentor
- Formalise membership of residents of Cobden/Camperdown
- Regularly promote our program guide and presenters and those who are developing our service to the communities within the licence area

To increase local content to 60% by November 2007:

- Provide regular training for new recruits, so they will become involved within their area of interest and expertise
- Develop programs that reflect the findings of community surveys taken at local functions and events listed in point one
- Lift the confidence and standards of our presenters through our mentoring relationship

To demonstrate responsible financial management:

- Draw on skills of the Strategic Development Committee
- Seek further advice from mentor
- Establish proper accounting practices

To provide a broadcasting service across the licence area:

- Install relay transmitter at Wyelangta and at Lorne
- Activate auxiliary studios at Appollo Bay, Lorne, Winchelsea and Cobden/Camperdown
- Move transmitter for Colac to Warrion Hill
- Undertaking fund raising to finance the above

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4BI's undertakings

4BI agreed in writing to undertake to:

- Implement procedures to remove advertisements in all programs, particularly commercially-sourced programs, unless they fall within one of the exemptions in clause 2(2) of Part 1 to Schedule 2 of the *Broadcasting Services Act 2002*
- Provide a written report to ACMA detailing these procedures by 31 December 2006
- Keep a record of all programs broadcast by 4BI for a 12 month period from 16 December 2006 and to provide copies of any programs broadcast upon ACMA's request

2REM's undertakings

- Conduct an annual survey to identify the programming needs and interest of the local community
- Conduct the first survey by 31 December 2006
- Provide a copy of the survey to ACMA and advise whether the survey indicated that there was a need for six hours of racing programs per day and if not, how 2REM proposes to alter the program schedule
- Broadcast at least five announcements encouraging the community to participate in the operations and programming of the service from 7.00am to midnight on each day of the week, as long as it has sufficient staff to deal with the responses to the announcements

2RES undertakings

- Remove excessive use of the word "Jazz" and description of the station as "Jazz Plus". Restrict excessive references to the station as a "Jazz station" use on air, on the web site and in public promotional material
- Launch a "re-branding" of the Station's image and public presentation including commitments in 1
- Produce and regularly air Community Advisory Notices (CAN) explaining the structure of the Station, its corporate entity, how to join the cooperative and encouraging participation
- Continue to disseminate key information on the deliberations of the Board and encourage members to communicate with Board members and advisory committees
- Expand and publish a Stakeholder Communication Plan
- Document clearly the processes used for assessing new program proposals and assisting them to go to air, and make these publicly available on the web site and in other promotional material

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- Establish mechanisms for direct community involvement in providing broad guidance and advice to the licensee on engagement with the community in its licensed service area and assisting in developing means of implementing its licence obligations (for example, through a “Community Advisory Group”)
- Establish mechanisms for direct community involvement in assessing programs and new program initiatives and advising the Board

2NSB undertakings

- To represent the general community by addressing ACMA’s concerns in relation to the level of Jazz in music and content broadcast by the station

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Hansard Page: CITA 30

Miss Kelly (Chair): Would you be able to give us the statistics just in terms of how many are disaffected aspirants or internal members and how many are commercial radio, so we get the balance of where the majority of complaints are coming from?

Answer:

Complaints¹ about community radio stations

Year	No. made by commercial radio stations	No. made by disaffected community members and/or volunteers/staff	No. made by others	Total no. of complaints received about community radio stations
2000-01	9	65	45	119
2001-02	1	114	52	167
2002-03	3 (2 investigated)	50	54	107
2003-04	1	12	59	72
2004-05	2 (1 investigated)	43 (37 by one individual, 9 of which were investigated)	69	114
2005-06	5 (5 investigated)	24 (18 by one individual, 10 of which were investigated)	81	110

NOTE: The figures for the total no. of complaints (last column) are accurate. However, figures for complaints from commercial radio stations (second column), disaffected community members (third column) and others (fourth column) are best estimates based on available ACMA records.

¹ Details refer to the no. of complaints and not the no. of investigations. The number of investigations will be less than the number of complaints, as complaints that cover matters not within ACMA's jurisdiction or that are not properly made are not investigated.