

Australian Community Broadcasting Sector Snapshot – April 2006

❖ Largest independent media sector:

- 484 licensed independent community owned and operated broadcasting services in total
 - 360 long-term licensed community radio stations broadcasting 43,836 program hours per week of which just over 74% is locally produced, 19 percent sourced from other Australian sources (principally other community stations via the Community Radio Network satellite) and six percent sourced internationally. Music accounts for 71% of program content with the remainder being spoken word. 35% of music broadcast is Australian music
 - 4 long-term licensed metropolitan community television services producing 166 hours per week of locally produced programming. On average each week they broadcast 61 hours of news and current affairs, 37.5 hours of religious programming, 33 hours of ethnic programming, 30.5 hours of youth programming, 27.5 hours of arts programming, 19 hours of educational programming, 17 hours of sports programming, 7 hours of programming for people with a disability, 6.5 hours of Indigenous programming and 2.5 hours of GLBTI programming.
 - 80 remote Indigenous community television services broadcasting locally produced programs and up to 14 hours per day of the ICTV service produced collectively by remote Indigenous communities.
 - 37 aspirant community radio organisations operating with temporary community broadcasting licences and 3 aspirant community television stations operating with open narrowcasting licences.

❖ Most diverse media sector:

- 123 radio stations (including 7 dedicated Ethnic stations) producing 2,125 hours of Ethnic community broadcasting each week. 4000 volunteer broadcasters from 125 distinct cultural groups broadcasting in 97 languages
- 96 stations (including 21 dedicated Indigenous community radio stations) producing 1,602 hours of Indigenous programming each week together with 80 Remote Indigenous Broadcasting Services (RIBS).
- 13 dedicated RPH stations providing 15 services where 1600 volunteers produce 1429 hours per week of RPH programming for people with a print disability; supplemented by 40 locally produced & 760 RPH satellite delivered programming hours broadcast each week on 20 generalist community stations
- 200 stations (including 36 full-time Religious radio stations) broadcasting 3,547 hours of religious programs per week
- Stations with a focus on Youth, Senior Citizens, Arts, Fine music, Australian music and other specialist interests.

Appendix C - CBF submission to the HRSCITA Community Broadcasting Inquiry – April 2006

- 3 satellite-based program distribution services –General, Indigenous and RPH
- 2 national news services – Indigenous (NINS) and General (NRN)
- Community Television services in Melbourne, Sydney, Adelaide, Perth, Brisbane, Lismore & Mt.Gambier and within 80 remote Indigenous communities.
- ❖ **Volunteer driven:** - over 23,000 volunteer broadcasters¹ and 960 support staff
 - contributing an est. \$212 million p.a. in the value of volunteer work hours²
 - 21% of volunteers are under 26 years of age³
- ❖ **Training focused:** - over 8,000⁴ people undertake training in broadcasting skills each year
- ❖ **Growing national audience reach & regional, rural & remote presence:**
 - 24% of Australian radio listeners (3.76 million) listen to community radio in a typical week.⁵ An estimated monthly national radio audience reach of more than 7 million and national television audience reach of 3.6 million⁶.
 - 73% of long-term licensed stations are located in rural, regional and remote areas.⁷
 - Almost 150,000 Australians financially support free-to-air community radio services as subscribers, members or donors.⁸
- ❖ **Contributing over \$280m.per annum to the Australian economy**
 - With a turnover of \$69m. and the economic value of its volunteer effort estimated at \$212m. per annum the community broadcasting sector makes a significant contribution to the Australian economy.

¹ Over 20,200 community radio volunteers and 3,000 community television volunteers.

² This estimate uses the same method established by Forde, Meadows & Foxwell, in 'culture commitment community' Griffith University, 2002 at p.28 where community radio volunteer input was conservatively valued at more that \$145m. per annum. Here the calculation is based on median weekly earnings of \$673 as outlined in the Australian Bureau of Statistics Ausstats data series 6310.0 published in August 2004. An hourly rate of \$17.71 for an average of ten hours per week, for 23,000 volunteers, yields a figure of \$211,811,600 per annum. Use of the median measure produces a conservative estimate given that the average full-time adult earnings per week as given in ABS Ausstats 6302.0 of November 2005 was \$1,026.

³ Source: preliminary results from CBD survey of 2003-04 year.

⁴ Community Broadcasting Database – 2002/03 data collection public release report October 2004 at p.8: 8,258 people received training; at p.12 113,370 people were subscribers or members. Published at www.cbonline.org.au

⁵ McNair Ingenuity Community Radio National Listener Survey, September 2004.

⁶ McNair Ingenuity Community Radio National Listener Survey, September 2004 for radio and OzTam Community Television cumulative audience reach 8am -12midnight, Mon 1. to Wed. 31 December 2003 for television.

⁷ Based on ABA LC-003 – Community Broadcasting Licences (Radio & TV) (04.09.03) with RIBS holding radio & TV licences being taken as single 'stations'.

⁸ Community Broadcasting Database 2002/03 survey Final public report at page 12 shows that in that year there were 113,370 current subscribers or members and 36,470 donors.