

**SUBMISSION: PARLIAMENTRY INQUIRY INTO
COMMUNITY BROADCASTING.**

Committee Secretary
Standing Committee on Communications, Information Technology and the Arts
House of Representatives
Parliament House
Canberra ACT 2600
AUSTRALIA.

**Submission by Warwick Community FM Radio Association Incorporated
trading as 89.3 4CCC Rainbow FM.**

1. The Station first went to air on 16th October, 1995. We received our Permanent Licence on 28th February, 2000. We broadcast on a maximum of 2000 watts of power, to the Shire of Warwick. We service approximately 21000 people in a rural area. Research shows that we have a listening audience of 27% of a total of 90%. (10% of people in Australia don't listen to Radio)(MacNair Survey).
2. All members of our Community are encouraged to participate in all aspects of the Station, including Membership, Sponsorship, Programming, Library Music Selection, Committees, Computer Operation and general day to day operation of the Station. Any member of the community is welcome at our monthly meetings and provide any input with respect to the operation of the Station.
3. We are a General Licensed Station providing a diverse range of music, with a strong emphasis on Australian content. (We consistently offer the community 30% Australian Content). Including music composed by Australian artists as well as live interviews with Australian Artists.
4. Station feedback shows our community, that we serve, have a wide range of tastes for music, spoken word, news and events - local and national. Our listening age group ranges from 10 years of age to over 80's, because of the wide variety of programs which are locally produced.
5. The Station is fortunate to have 41 volunteer Presenters, all of whom are Members of the Association. We also have 5 non member volunteers. Our

volunteers range from 16 years to 74 years of age. We have 22 male and 19 female Presenters. One female Presenter is Samoan & 2 English male Presenters. We frequently advertise for Indigenous Presenters however to date no person has taken up the offer, we will continue to seek these Presenters. All new volunteers are interviewed to assess their suitability and previous experience and compliance with our Constitution and all CBAA, State and Federal and ACMA guidelines. If all of these guidelines are met, the volunteer advises us as to which area they wish to be a volunteer in, and then the appropriate training is given.

6. No full time paid staff, are employed at the Station, however the Sponsorship Manager and 2 of his assistants are paid a Commission on Sales. Our total Membership is 78 persons.
7. The Station provides a one hour program for Religious purposes, which can be accessed by any religious denomination. Because of this programs popularity we are endeavouring to increase the “Air Time”. Air time for any local Ethnic Group can and would be arranged if and when the need arises.
8. The Station has a strong relationship with all the schools within the region, promoting the various Fetes, Functions and events of the schools. We are a major sponsor of the Warwick High School Rodeo, and during the past year we offered to all schools the opportunity to purchase a book for their libraries or any other item to the value of \$70-00. All sporting committees forward their coming events to the Station and they are broadcast in our Community Billboard segment daily. All charities are encouraged to promote their events free of charge on this Station. We regularly participate in Community Festivals and events. (Warwick Rodeo Street Parade – biggest in Australia – Warwick/Killarney/Allora Shows, Australian Polocrosse Carnival)
9. The Station operates from premises owned by the Warwick Shire Council, all facilities are provided free of charge, this is their contribution to the community to allow this Station to be part of that community. We have a very amicable relationship with our local Shire Council. All the Emergency Services are encouraged to promote their Services through the Station. Police Service and SES regularly participate in “On Air” interviews.
10. The Station has trained 56 persons in Technical Skills, Production and Presentation, Management and Administration, Computers, Internet and Streaming.
11. The Station provides a local news segment twice daily, Monday to Saturday, running in conjunction with our local daily newspaper and some International news. All local entertainment is sponsored by the Station in the form of our free Community Billboard. We are in the process, in

conjunction with a local school, of providing a weekly breakfast for the “Homeless” children who attend the school. We envisage doing this as a “Live Outside Broadcast” from the school to allow participation of the Students.

12. The Station has four youth orientated programs each week, one of which is the Top 20 Hits of the week, Presented by two of our junior Presenters. This is a Sponsored program.
13. We have one Ethnic program, that being a Samoan based program, Presented in both English and Samoan by our Samoan Presenter.
14. We have 123 hours live, of locally produced programs.
15. We are the only locally based Station in this Geographic area, providing local news and information, daily.
16. The Station encourages all local and Australian artists to provide the Station with any audio median of their compositions or productions for assessment to be aired in an appropriate program. (Country/Easy Listening etc). The Station also encourages any participation of local or Australian Arts & Culture.
17. When this Stations Licence was first granted the LAP only serviced the City of Warwick. Since that time an amalgamation of three other shires has taken place and consequently we are not adequately servicing the total community. We are currently preparing a submission to the ACMA for an increase in our ERP from 2000 watts to 5000 watts and along with a new 4 bay antennae system & transmitter should adequately service our fast growing community.
18. We are looking forward to the challenge of Digital Radio. We are presently on Broadband and are successfully Streaming our programs to the World via the Internet.
19. Our Annual Budget is approximately \$42000-00. We receive no Federal Government assistance apart from the Grants that are available to all Stations, through the Community Broadcasting Foundation, of which we have received a total of approximately \$8000-00 in the past nine years. Our main source of Income is from Sponsorship/ Membership and locally conducted Raffles. Also a number of small donations by members of the listening community who are appreciative of the Stations volunteers and the service we provide.
20. Our main areas of expenditure include the updating of transmission equipment, including CD Players, Mini Disc Players, Computers. Office

equipment including Fax/Photocopiers/Telephone/Insurances/Licence Fees Music Library etc.

21. More funding would allow us to modernise all of our office peripherals, also allowing us to set up our second studio, which would also double as a Production Studio and allow for easier and more adequate training of our On Air volunteer Presenters. At the present time all of our production work is carried out at a private residence. Currently we have no back up transmitter or emergency power facility.
22. At the present time and as explained earlier in this submission, we do not have reception coverage on a par with other broadcasters who service this area, who are not locally based.
23. At this point in time we perceive no adverse opportunities or threats to the successful operation of this Community Radio Station.

In closing this submission, I bring to your attention, that the Warwick and surrounding areas community have taken this Station to be an integral part of this community and it's demise would be of detriment to that community, in that it would leave an irreplaceable media void.

Yours in the Community Spirit,

John Elliott
President