

FAXED

RADIO **SPORT** 927AM

February 28, 2001

Mrs Janet Holmes  
Inquiry Secretary  
Parliament of Australia  
House of Representatives, Standing Committee  
On Communications, Transport and the Arts  
Parliament House  
Canberra ACT 2600

Fax: (02) 6277 2067

Dear Janet,

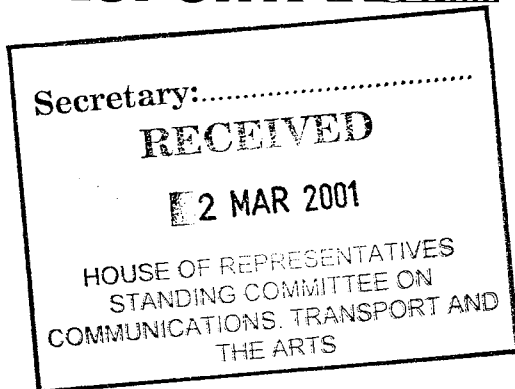
I would be pleased if this supplementary submission from Radio Sport (3UZ Pty Ltd) could reach all members of the House of Representatives, Standing Committee on Communications, Transport and the Arts relating to current "Adequacy of Radio Services in Non-metropolitan Australia".

It was our intent to schedule a brief appearance at the yet to be confirmed Public Hearing in Canberra which we understand will be some time in March. However, on advice from Rachael Curew we understand that the session will not allow for same.

Should the schedule for the proposed Public Hearing(s) in Canberra allow we would very much like the opportunity of making a brief oral submission to the House of Representatives, Standing Committee on Communications, Transport and the Arts.

Yours faithfully

  
Noel Crowe  
General Manager  
*Sport 927*



House of Representatives Standing Committee on Communications, Transport and the Arts	
Submission No: .....	124.01
Date Received: .....	10/4/01
Secretary: .....	Janet Holmes

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**Radio Sport (3UZ Pty Ltd)**

**‘Supplementary Paper’**

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

**Reference: Adequacy of radio services in non-metropolitan  
Australia**

**March 2001**

This supplementary paper supports the previous Sport 927 (3UZ Pty Ltd) submission to the Inquiry entitled 'Adequacy of radio services in non-metropolitan Australia'.

Having had the benefit of reviewing all of the written and oral submissions to the Inquiry we believe that we are now better placed to fully understand both the negative and positive outcomes in non-metropolitan Australia that stem from the networking of radio programs into those regions.

We have some sympathy for the arguments presented by those parties who generally regard the recent growth in the networking of non local content throughout regional Australian markets has resulted in a reduction of radio's greatest attributes, localism.

As a commercial broadcaster we also understand the real commercial pressures that have contributed to the recent growth in networked programming. We also recognise that the networking of metropolitan programming content into regional areas has both added to format diversity and generally improved the quality of programming content available to listeners.

Without wishing to pre-empt the Committee's position and subsequent recommendations we do draw attention to the fact there is a category of broadcaster who network the majority or their total programming content from metropolitan markets throughout regional Australian markets who deserve separate consideration by the Committee.

Those broadcasters include JJJ, ABC FM and Racing Radio broadcasters. Unlike some broadcasting operations these broadcasters do not operate radio stations in regional markets, they merely transmit to those markets as a service to the regional population. They are not long established regional broadcasters who have now scaled down their local content.

In the case of Sport 927 (3UZ Pty Ltd) we network our entire programming format into a number of regional Victorian markets and do so at a direct cost without deriving any income from either advertising sales or other parties. We do so in response to popular demand from the public in regional areas who feel that they are entitled to the range of radio services enjoyed by metropolitan listeners.

Should there be a situation whereby the Committee were to recommend that broadcasters such as Sport 927 (3UZ Pty Ltd) were compelled to generate local content from those markets we would be faced with additional costs for facilities and staff such that the service would no longer be viable. We would then be forced to terminate the race broadcasting service to these regional markets.

We do hope that the Committee see merit in recognising the very distinct differences that exist between the two categories of broadcasters who network programming content into non-metropolitan markets.

**Carew, Rachel (REPS)**

**From:** A & J Eisenhauer [roslynmarinna@bigpond.com]  
**Sent:** Monday, 16 April 2001 10:15 AM  
**To:** Beer, Jane (Sen B. Heffernan); Carew, Rachel (REPS)  
**Subject:** Third License suggestion to the Regional Commercial Radio Inquiry

Dear Ms Carew

Following from our attendance at the House of Reps inquiry last Friday 6th March 2001, Riverina Radio Group wishes to supply a further submission to the committee, detailing the option of a third broadcasting license, as discussed during the inquiry process.

We do so with confidence that this option of a third license for regional Australia is viable, will be accepted and integrated into the industry, and will provide beneficial changes to the legislation governing commercial radio broadcasting in regional/rural areas of Australia for increasing local awareness and immediacy.

Yours faithfully

DAVID EISENHAUER



Proposal for the  
Introduction ...

On behalf of Riverina Radio Group