

2<sup>nd</sup> November 2000

I16479

WO.182.4

The Committee Secretary  
House Communications Committee  
Parliament House CANBERRA ACT 2600

Dear Sir,

**Re: Radio Industry Inquiry**

The City of Victor Harbor and broader Fleurieu Peninsula is currently serviced by two community radio stations operating on temporary licences. Encounter FM Community Broadcasters Association Inc. (5EFM) and Great Southern Community Broadcasters Association Inc. (FM99.9) provide services to a significant urban and rural area.

The Fleurieu Peninsula is the fastest growing region in South Australia and also rates highly in growth on a national basis. The demographic profile of the region reflects all age groups but there is a particularly large elderly community. The area encompasses the townships of Victor Harbor, Goolwa, Strathalbyn, Middleton, Port Elliot, Mount Compass, Ashbourne, Clayton, Milang, Langhorne Creek, Yankalilla, Normanville, Rapid Bay, Cape Jervis, Delamere, Lady Bay, Carrickalinga, Parawa, Inman Valley, Myponga, Aldinga, Sellicks Beach, Willunga, McLaren Vale and a number of smaller communities.

While the Fleurieu does receive transmissions from commercial radio stations within the Adelaide metropolitan area there is very little "local" content for listeners. There are also several "black spots" throughout our region which receive a poor commercial radio reception.

Many people rely on our two local community radio stations to hear of local events, catch up on local news and to receive coverage of local sport.

The radio stations also play a very important social role within the community. There are a large number of volunteers contributing to the success of both radio stations. The community has a large number of retired professionals, elderly citizens (35% over 60 years of age) and unemployed residents (almost 11%), many of whom have found an interest in contributing to the success of local radio. In fact, community radio is only one of the many volunteerism opportunities within our community. Radio helps to develop personal skills and improve self confidence for those involved.

Community radio affords local business an opportunity for exposure which would not normally be available to them through commercial radio interests.

The City of Victor Harbor is supportive of future licencing for both of the existing community radio stations in our region.

Yours faithfully,

Graeme Maxwell  
City Manager, City of Victor Harbor, P.O. Box 11, VICTOR HARBOR ..S.A. 5211