



Peedac Pty Ltd

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The Manager
Community Allocations and Renewals
Australian Communications and Media Authority
PO Box Q500
Queen Victoria Building
NSW 1230

14 August 2007

Dear Sir/Madam

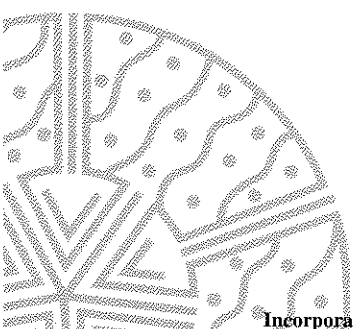
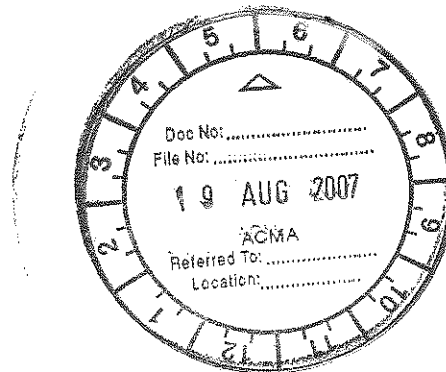
APPLICATION FOR SERVICE LICENCE SL 1150746

Please find enclosed our application for the above Licence.

Should you have any queries please do not hesitate to contact us.

Yours faithfully


Neil O'Donnell
Managing Director



SUBMISSION TO

**THE AUSTRALIAN COMMUNICATIONS AND MEDIA
AUTHORITY**

**APPLICATION FOR THE PROVISION OF A COMMUNITY
RADIO BROADCASTING SERVICE TO SERVE THE PERTH
AREA**

LICENCE AREA PLAN: PERTH RADIO

GENERAL AREA SERVED: PERTH RA1

SERVICE LICENCE NUMBER: SL 1150746

SUBMITTED BY: PEEDAC PTY LTD

TRADING AS: Noongar Media Association

DATE: 14 AUGUST 2007

Section 1 - Licence details *

Please identify the community broadcasting service being applied for:

1. The name of the licence area plan:
Perth Radio
2. The name of the general area served:
Perth RA1
3. The service licence number/s that you wish to apply for:
SL1150746

(i) If you are applying for more than one licence in the same licence area, please indicate all of the licences you wish to apply for and list them in preferential order.

Applying only for SL 1150746

(ii) Please state your reasons for preferring a particular licence.

The licence was previously held as a special interest Aboriginal radio licence.

At present, the Indigenous population has no voice since the loss of the former licence. Sydney, Melbourne and Brisbane all have Indigenous broadcaster, although, with the exception of Brisbane, the other two capital cities have a lower percentage indigenous population.

Additionally, the Aboriginal population of Perth is dispersed through the outer city areas to which this licence will broadcast. The Indigenous population of Perth in the 2006 census is stated as 21,325, however there is an additional Indigenous within the licence area.

The Indigenous population is estimated at 1.5% of the general population.

* **Note 1:** The above information is contained in part 3 of the guide - (Service Information) and the relevant licence area plan.

Section 2 - Applicant details

4. Full name of applicant (as shown on the organisation's Certificate of Incorporation).
Peedac Pty Ltd. A Not-for-Profit company limited by shares.
5. Address for legal purposes of:
 - (a) The registered office under the Corporations Law (Act) ; or
Unit 3, 12 Burton St Cannington Perth WA 6107.
 - (b) the address of the public officer under the Associations Incorporation Act of the relevant State or Territory; or
Not applicable.
 - (c) the address of the principal office, head office or principle (principal) place of business.
Not applicable.
6. Telephone and facsimile numbers. Please indicate whether these are private or business numbers. Private numbers will not be made public.
Telephone: 08 9351 2200
Facsimile: 08 9458 7711
7. Name and title of contact person for this application.
Mr Neil O'Donnell
Manager
8. Telephone number of the contact person.* This person should be easily contactable on this number.
(08) 9351 2200
9. Contact address for mail.*
Unit 3, 12 Burton St Cannington, Perth WA 6107
10. E-mail address (if available)
neil.odonnell@peedac.com.au
11. The physical address, if known, of the proposed broadcasting studio.
Unit3, 12 Burton St, Cannington, Perth.

* **Note 2:** If the contact telephone number and address are private, please note this against Questions 8 and 9 and provide these numbers on a separate page so that they can be removed from the applications made available to the public.

Section 3 - Company status

12. Provide a copy of the applicant's Certificate of Incorporation, as 'Appendix Q.12'.

Attached

Constituting documents

13. Provide a copy of the applicant's constitution, rules or Memorandum and Articles of Association, including any by-laws, as 'Appendix Q.13'. The copy provided should be certified by the relevant State or Territory authority as the true copy registered with that authority.

Attached

14. Indicate any proposed changes to the applicant's constituting documents and provide details and reasons for the proposed changes, including a timeframe for having the changes ratified by the relevant State or Territory authority.

None.

15. What are the objects or aims of the organisation?

Peedac Pty Ltd is a Not-for-profit, Public Benevolent Institution which operates a range of activities aimed at providing work skills and training for Indigenous Australians in Western Australia.

Its Mission Statement is:

"To provide work for unemployed indigenous persons in community managed activities which assist the individual in acquiring skills which benefit the community, develop business enterprises and / or lead to unsubsidised employment."

Peedac is effectively controlled by Kaarta Moorda Aboriginal Corporation.

16. Please provide a copy of the applicant's membership application form as 'Appendix Q.16'. What is the current membership fee?

Attached

Company structure

17. (i) List the current members of the Board of Directors or Committee of Management (as appropriate), including their positions.

Peedac Board of Directors

Neil O'Donnell Managing Director, Colin Garlett Director, Geri Hayden Director, Michael Blurton Director, Annette Garlett Director, Christine Coyne Director.

- (ii) List the names of any other office bearers and their positions.

Noongar Media Association Committee Members

Hannah McGlade, Carol Dowling, Jeremy Garlett, Murray Yarran, John Penny and Kathleen Toomath have indicated their commitment to acting as an interim committee.

Note: List positions yet to be filled as vacant positions.

18. How are office bearers appointed by the applicant?

Office bearers will be appointed in accordance with the Kaarta- Moorda Aboriginal Corporation's constitution.

19. (i) Provide a chart as 'Appendix Q.19(i)' showing details of the applicant's organisational structure, illustrating the relationships between the Board or Management Committee, staff,

volunteers, committees and any sub-committees. Include the name of every committee and sub-committee.

Attached

(ii) Describe the reporting mechanisms in place between the Board of Management, committees and sub-committees.

Appendix Q.19 (iv) illustrates the reporting mechanisms between the Peedac Board of Management and the Noongar Media Association Committee.

(iii) Describe the relationship between the committees and sub-committees, in particular, how independent each is from the others.

Kaarta-Moorda Aboriginal Corporation committee provide long term policy guidance and future direction for the whole Organisation. The Peedac Board ensures strategy and timeframes are put in place, providing support without interference to the day to day management and operations of the Radio Station. Noongar Media Association committee together with the Station Manager oversee the radio's operation.

(iv) Provide details of positions held by employees and volunteers. Include any duty statements as 'Appendix Q.19 (iv)'.
See attached Appendix Q19 iv)

20. (i) List the names of individual members of all committees and sub-committees.

KMAC Committee Members

Murray Yarran, John Penny, Jim Drayton, Annetta Ugle, Lynne May, Geri Hayden, Michael Blurton, Gary Bennell, Vanessa Ugle, Sharmain Nelson.

Peedac Board Directors

Neil O'Donnell, Colin Garlett, Geri Hayden, Michael Blurton, Annette Garlett, Christine Coyne.

Noongar Media Association

Hannah McGlade, Carol Dowling, Jeremy Garlett, Murray Yarran, John Penny and Kathleen Toomath have indicated their commitment to acting as an interim committee.

(ii) How do members and/or volunteers join committees and sub-committees?

Membership to the Aboriginal Corporation is in accordance with the organisation constitution regarding membership. Volunteers will need to join subject to similar criteria as members to ensure the integrity of the Organisation.

(iii) How often do committees and sub-committees meet?

The Aboriginal Corporation Committee meets quarterly, the Peedac Board meets monthly dependent on business at hand. The Noongar Media Association will need to meet more frequently in the initial stages of the radio station start-up, and then will be expected to meet on a monthly or quarterly basis depending on business demands.

21. (i) Who will be responsible for the day to day running of your organisation?

The Noongar Media Association intends to appoint staff who will be responsible for the day to day running of the station. This will include a Director/Station Manager who will be responsible for overall policy development, administration, staffing, funding arrangements, budgets, marketing and legislative responsibilities.

(ii) What authority will they have for making decisions other than those made at Board or sub-committee meetings?

The Director/Station Manager will have contractual authority to make all decisions relevant to the day to day running of the organisation.

(iii) How will this person be appointed and to whom will they report?

The appointment will be made by the board of the Noongar Media Association.

22. Explain how the applicant has ensured that the service will be operated on a non-profit basis.

Note 3: If the applicant has any other documents or material which gives further information about its policies, structure, or aims and objectives, you may wish to provide copies to ACMA.

Kaarta-Moorda Aboriginal Corporation's Constitution ensures that it must operate as a non-profit organisation. The Peedac Pty Ltd Constitution's is structured to ensure that it continues to operate as a non-profit organisation.

The Noongar Media Association is a subsidiary body of the PEEDAC Pty Ltd which has been established and operated for 10 years as a not-for-profit organisation.

Section 4 - Previous temporary broadcasts or broadcasting experience

23. Has the applicant conducted a test broadcast, temporary community broadcast, special event or any other type of broadcast, or provided programming for an existing service? If yes, please provide detailed information regarding these broadcasts, including dates, location, hours of operation and the community interest served by the transmissions or programming.

Members of the Noongar Media Association include the founding members of the West Australia Aboriginal Media Association and have had extensive experience broadcasting on Curtin Radio 6NR, ABC Regional, 100FM, 6RTR and 6EBA.

24. Have current members of the applicant organisation been involved in any of the broadcasts or programs mentioned in response to question 23? If yes, provide details.

Members of the Noongar Media Association have had extensive background with the West Australian Aboriginal Media Association (WAAMA). Jeremy Garlett was a founding member and producer of Aboriginal Radio originally broadcast from 6NR Curtin University in 1976 and onwards until 1992 with WAAMA, also with North-West Radio 6NW. Carol Dowling was one of the first Aboriginal Producer Broadcaster and completed formal qualifications with the Edith Cowan University while employed by WAAMA in 1990 onwards. Hannah McGlade was employed as a radio producer from 1986 – 1989.

Wayne Binder has extensive radio broadcast production experience from 1987 onwards with the ABC, Aboriginal Radio and local community radio station 100FM. Ingrid Collard also worked with Wayne in producing the 100FM program and has undertaken studies in radio production at Murdoch University.

Kathleen Toomath of Indigevents has past radio production experience Abmusic.

In 2004 Abmusic undertook a cooperative community programme with Ken Boase of SBS and the Koorie Mail, 'Boodja Beat', transmitted via Kalamunda community radio. This weekly one hour program supported current issue for the Indigenous community of Perth and also to show-cased up and coming musical acts from Abmusic.

Leon Wynne is a Board member of Whadjuck Radio at 6EBA who is supporting this application. Kylie Farmer and Ethel Wallam of Whadjuck Radio 6EBA are also looking forward to participating and are enthusiastic about greater programming opportunity.

Jodi Hoffmann, media officer with the Aboriginal Legal Service of Western Australia (ALSWA) formerly journalist for the Koorie Mail and trained with WAAMA as producer/announcer is also interested in providing programming content.

Michelle White, Marketing Manager with Yirra Yaakin Aboriginal Theatre Company has experience with ABC Radio, commercial television broadcasting with Channel 10 and is a qualified journalist who has worked with the Western Australian Newspaper.

25. If you answered yes to question 23:

(i) Did the applicant receive any comments or complaints about the service during any of the transmission periods, or during off-air periods?

No. There were no broadcast complaints in relation to the original broadcast of Aboriginal radio in Perth in which our members were actively involved. There was much positive feedback and engagement with the local community. Unfortunately the WAAMA later became inaccessible to the local community and did not uphold the standards of community broadcasting. Our members were instrumental in addressing this situation before the Australian Broadcasting Authority which released a negative finding in relation to 100.9 FM in 2006. We are fully aware of and supportive of the standards required under the Broadcasting Services Act 1992.

(ii) If so, describe them and how they were handled by the applicant.

Not applicable.

26. Indicate any difficulties or problems experienced during any of the broadcasts mentioned at question 23 and how these were dealt with or resolved by the applicant.

Not applicable.

27. How were the broadcasts mentioned at question 23 funded? Provide as much detail as possible.

Indigenous broadcasting in Australia is funded by the Commonwealth Department of Communication Information, Technology and the Arts (DCITA) in accordance with their Indigenous broadcast program.

As an Aboriginal controlled and owned incorporation, the Noongar Media Association under PEEDAC Pty LTD has applied for this funding stream, and we have received favourable response from the local DCITA office.

Section 5 - The proposed service

Community interest represented

28. Indicate the community interest within the licence area that the applicant represents, for example general community, youth, Christian, Islamic, Indigenous, gay and lesbian.

The licence is intended to serve the Perth Aboriginal community who originally obtained the licence in 1996. The community interest is discussed further in the attached Draft Business Plan (Appendix Q. 28)

29. (i) Describe the community that the proposed service is intended to serve. Please provide as much detail as possible about the nature and diversity of that community.

(Appendix Q. 28)

(ii) What is the applicant's understanding of the existing and perceived future needs of that community in relation to community broadcasting? Please provide evidence to support your claim.

At present there is no local broadcaster meeting the needs of the Aboriginal community in the greater Perth area. The Noongar Radio Action Group has been active both prior to and since the closure of the previous radio station. The perceived needs of the local community are considered by the Noongar Media Association to include

Local (WA) and Australian Aboriginal music generally including requests and also encompassing reggae, country and western, youth hip hop and rap, talkback radio, Aboriginal news, current affairs & community notices, Noongar language and culture teachings, sporting programmes, health programmes, law and justice issues (including prisoners programming), education and employment, finance, arts, children's and family programmes. Aboriginal guest speakers, including the Elders will be an important part of the station operations. We also aim to broadcast Indigenous programmes from other parts of Australia and Indigenous communities worldwide.

The license is granted would enable the broadcast of positive, informed, empowering programming that would support Aboriginal freedom of speech, contributing to the building of self-esteem, creating and fostering healthy Aboriginal community engagement and capacity building. Aboriginal broadcast also has an important role in promoting reconciliation, which includes the progress towards a more just and equal Australian society. We propose this will also allow us to address the imbalance created by lack of positive Indigenous media content on mainstream radio.

There is a great need for the Noongar community to have its own voice on the airwaves, at present it has none.

Key local Aboriginal organisations have supported this application and are looking forward to the return of Aboriginal radio in Perth.

30. Provide evidence in support of the applicant's claim to represent the above community interest. You should include a list of individual members, organisation or group members, and business members. (You do not need to provide names of individuals, however, the number of individual members from your community should be provided.)

The Noongar Media Association as a subsidiary body of PEEDAC Pty Ltd is well placed to represent the community interest. The PEEDAC governance structure is very representative of the Perth Aboriginal community and includes long established membership across the metropolitan area. Several key organisations including the Aboriginal Legal Service, Job Train Pty Ltd, First Nations Credit Union, Abmusic, Marr Moorditch, Clontarf Football Academy, Derbarl Yerrigan Health Service, Mooditch Gurlongga Association, Waminda Aboriginal Corporations, Aboriginal Alcohol and Drug Service, Dumbartung Aboriginal Corporation, Sister Kate's Home Kids, Indigevent Services, South-West Aboriginal Entertainment and Kulbardi Film are supporting this application.

Please provide details of each existing media service (radio, television, print and other relevant media) in relation to the community need that you represent.

No existing broadcast media services currently represent the Indigenous community in Perth.

31. To what extent do these media services meet the needs of the community that the applicant represents?

Not applicable

33. (i) State how the applicant proposes to ensure that it would continue to represent the community interest to be served in the future.

The Noongar Media Association proposes to ensure full representation of the local Noongar community in Perth through the board, membership, programming and daily operations of the station. The ACMA Community Broadcasting Code of Practice will be at the heart of the stations philosophy and practice. Both PEEDAC Pty Ltd and the parent organisation Karta Moorda Aboriginal Corporation are subject to regulations under the Australian Securities Investment Commission (ASIC) and the Office of the Registrar of Aboriginal Corporation (ORAC) who have recently improved their standards and imposed higher level of accountability upon Aboriginal organisations.

(ii) How will the applicant continue to monitor and understand the changing needs of that community?

The Noongar Media Association will be firmly based within and responsive to the community and in a very good position to ascertain and respond to the changing needs of the community. Reporting mechanisms will ensure quality assurance of programming and ensure this reflects on the needs of the community.

We will provide ongoing opportunities for community feedback through various means including an organisational website, a dedicated mobile line for text messaging feedback, requests and suggestions (this will ensure anonymity and also promote youth engagement), a regular program that is specifically open to community engagement to facilitate feedback and meet community expectation.

34. Provide details of any research and/or other forms of community consultation that the applicant has carried out, or intends to carry out, to gather information about the needs of the community to be served. Please include any results or documentation (including details of methodology and/or surveys used), relating to the research/consultation as 'Appendix Q.34'.

This application has been driven by the need of the Perth Aboriginal community to address the loss of Aboriginal radio in our city which has been documented over the past few years through the public meetings and campaign of the Noongar Radio Action Group. These meetings have taken place since 2004 and at various organisations including Derbarl Yerrigan Health Service, the Aboriginal Legal Service, Yirra Yaakin Aboriginal Theatre Company, PEEDAC and resulted in the finding of the Australian Broadcast Tribunal in relation to 100.9 FM not meeting the needs of the local community confirmed our standing.

We fully support community consultation and participation and are aiming for a broadcast station of quality standard. If this application was successful we would undertake specific community consultation within the broadcast area and Aboriginal demographic to further substantiate the community interests and requirements. This application process has been supported by WA State Aboriginal Economic Development and we would envisage their further support.

35. What steps, if any, has the applicant taken to merge, or negotiate some type of co-operative arrangement, with any other group that represents a similar community interest in the same licence area?

There are no other Perth based Aboriginal broadcasting organisations, and no groups that therefore represent a similar community interests. We would like to work with other Aboriginal organisations in WA including the Goolarri Aboriginal Media Association and the Tjuma Pulka Media Aboriginal Corporation who are supportive of this application.

36. If the applicant were to be successful in being allocated a licence, would it be prepared to consider providing access to air-time to the members of any other unsuccessful applicant for the licence with a similar community interest?

We would be prepared to discuss on air time with another organisation provided they represent a similar community interest.

Community participation

37. In what ways would members of the community have access to the applicant's decision making processes?

The applicant company is a subsidiary of PEEDAC Pty LTD a not-for-profit organisation overseen by the Kaarta Moorda Aboriginal Corporation. The members will be representing community interest and be accountable to the community. The Noongar Media Association will hold Annual General Meetings; inform the community regularly of important decisions via a website and newsletter distribution, and through the actual broadcasts.

The Noongar Media Association will adopt PEEDAC's complaints mechanisms and feedback process, that are already in place and fully functional. We will ensure further compatibility with the Community Broadcasting Code of Practice in particular Code 7.

37. What measures would be taken to encourage members of the community to participate in the operations of the proposed service?

We are engaging the participation of volunteers who wish to work at the Station and are at present canvassing other Aboriginal groups and Associations to seek out this interest. We have had positive initial expressions of interests by various community members and organisations. We will fully embrace Code 5 which recognises the important and valuable role of volunteers in community broadcasting.

We will ensure a dedicated volunteer co-ordinator who will provide access, engagement and training of volunteers.

39. What measures would be taken to encourage members of the community to participate in the selection and provision of programs?

The association has proposed an initial programming model that will be subject to quarterly review and consultation with the various representative Aboriginal organisations that support this application. This will occur primarily by way of a written community feedback survey. At the moment the model is generic (eg. The Women's Program) but will still allow room for the community to direct and participate in the content of these shows.

Regular radio based surveys will be conducted to canvass the general listening audience. We will provide ongoing opportunities for community feedback through various means including an organisational website, a dedicated mobile line for text messaging feedback, requests and suggestions (this will ensure anonymity and also promote youth engagement), a regular program that is specifically open to community engagement to facilitate feedback and meet community expectation.

40. The community broadcasting code of practice for radio requires that community broadcasting stations will seek to widen the community's involvement in broadcasting and to encourage participation by those denied effective access to, and those not adequately served by, other media. Describe what policies, for both voluntary and paid staff, would achieve this.

As a newly formed (non-funded), purely voluntary organisation, we have not yet had the opportunity to develop our policies which ensure full community involvement. However, we have already initiated discussions with Goolarri Aboriginal Media Association who currently model best practice and we hope to model/adopt their own staffing policies.

The WA State Aboriginal Economic Development Authority has encouraged relationship building with Goolarri Aboriginal Media Assoc. and we envisage future discussion in this respect.

Availability of service

41. Will the service be provided free to the general public?

The service will be provided free to the general public, however, discussions will be held with government departments and funded organisations in relationship to sponsorship.

42. What are the proposed initial hours of operation of the service? Please indicate if and how the hours of operation of the service are expected to increase over a period of time.

The main broadcasting hours of the station's programs will be between 6am and 12 midnight. However, computerised pre-recorded music and program repeats will be broadcasted outside of these times.

Programming

43. Provide details of the proportion (as a percentage) of proposed programs to be broadcast in relation to the following formats and origins:

FORMAT	ORIGIN	PROPORTION %
(a) Talk:		
	(i) local/original material	20%
	(ii) national syndication	7%
	(iii) international syndication	3%
	(iv) other arrangements	
	Sub-total:	
(b) Music:		
	(i) local	20%
	(ii) Australian	40%
	(iii) overseas	10%
	Sub-total:	
	Total:	100%

(c) For proposed programs not originated locally or sourced within Australia provide details of their origins in relation to the formats set out above.

For example:

Talk: international syndication - Greek language current affairs - Greece;

Talk: national syndication - news via ComRadSat;

Music: overseas - zydeco - United States of America.

Please set out your response in a table format.

We propose to look into international Indigenous radio programming but as yet have no specific program information.

Provide a program schedule for a typical week (showing the day and proposed broadcast time for each program or type of program) as 'Appendix Q.44'.

See attached Proposed Program (Appendix Q. 44)

44. (i) Describe how those programs would meet the needs and interests of the applicant's community interest as described in your response to question 29(ii).

These programs reflect the community need and interest that has been voiced through the public meetings held by the Noongar Radio Action Group since 2004. They are indicative of our community needs and reflect the mandates and values of our key community organisations, which are supportive of this application.

For example, Marr Moorditj Aboriginal Health College have expressed their support of a program or programs that support the improvement of health within our community. This would be presented in our program entitled "Health and Well-being Show" every Thursday evening. Therefore, we will work closely with Marr Moorditj and other Aboriginal health bodies to provide valuable content to this program.

- (ii) What evidence does the applicant have that its community interest has a particular interest in the programming it proposes to provide?

As previously discussed in this application, we have received widespread support from key Aboriginal organisations that see the re-establishment of Noongar radio in Perth as a priority action. The programming we have proposed supports key issues that affect our community and our local organisations who will be directly involved.

45. Does the applicant have a programming policy or guidelines? If so, please include a copy as 'Appendix Q.46'.

As a newly formed (non-funded), purely voluntary organisation, we have not yet had the opportunity to develop our policies which ensure full community involvement. However, we have already initiated discussions with Goolarri Aboriginal Media Association who currently model best practice and we hope to model/adopt their own staffing policies.

The WA State Aboriginal Economic Development Authority has encouraged relationship building with Goolarri Aboriginal Media Assoc. and we envisage future discussion in this respect.

46. Describe any program supply agreements that the applicant is proposing for its service.

There are no programme supply agreements negotiated at present. However, we have discussed with Mark Bin Barker from MaryG Enterprises Pty Ltd and the creator of the award winning 'Mary G' persona. Should the application succeed we would approach the National Indigenous Radio Service and the Packham Network representing 14 regional and remote independent Indigenous radio stations to discuss possible program supply.

Section 6 - Capacity to provide the proposed service**FINANCIAL CAPACITY TO PROVIDE PROPOSED SERVICE****Capital costs of establishing the service**

48. (i) Set out the capital costs of establishing your service using the categories and format shown below. Include funds you have already expended, your proposed expenditure and the expected total expenditure. List specific items of equipment.

Expenditure category	Already expended \$	Proposed expenditure \$	Total \$
Technical equipment (studio, control and test equipment)	Nil	84,050	84,050
Transmission equipment (transmission links, masts, transmitters and antennae)	Nil	124,648	124,648
Power generation equipment Land and ancillary facilities, buildings, furniture and fittings	Nil	incl. above	incl. above
Other pre-operations expenses	Nil	12,000	12,000
	<u>Nil</u>	<u>5,406</u>	<u>5,406</u>
Total capital costs	Nil	226,104	226,104

- (ii) Explain your estimation for the costs listed above. Provide evidence, such as copies of quotes for equipment etc, as 'Appendix Q.48'.

The estimate for the set up of the Station has been provided by Masrow Broadcast Solutions. The provision of \$12,000 is for furniture fittings and other minor work that will need to be completed at the office of Peedac Pty Ltd. See attached Appendix Q.48

49. If you are an existing broadcasting service, such as a temporary community broadcaster, please provide a list of all existing capital items that will be used for the proposed permanent service.

Not currently broadcasting. No existing equipment available.

50. (i) Provide details of the amount and source of all funds available for the establishment of the proposed permanent broadcasting service using the categories and format shown below.

Source	Funds \$
Members' funds (including subscriptions)	Nil
Grants (please specify)	250,000 (or required amount)
Donations:	
community/personal business	Nil
Loans, overdrafts, mortgages	Nil
Other (please specify)	<u>Nil</u>
Total funds	<u>250,000 (or required amount)</u>

A grant application is being made to DCITA for the proposed capital and operational expenditure. The Noongar Media Association has had early discussion with DCITA who have encouraged our work and intention to establish the Noongar radio station.

(ii) Please provide evidence supporting your estimation for the funds listed above as 'Appendix Q.50'.

See attachment Appendix Q50

51. If any of the funding listed above is not forthcoming, does the applicant have any contingency plans for alternative funding sources? Please explain.

We are confident of future and ongoing funding through DCITA who have expressed their early support for this application.

Estimates of income and operating costs

(Note: When making financial estimates please assume zero inflation and use costs which are current at the time of application).

52. (i) Provide details of the estimated income of the proposed service using the categories and format shown below:

Revenue category	Pre- operational \$	Year 1** \$	Year 2 \$	Year 3 \$
Community sources	Nil	Nil	Nil	Nil
Donations (community/personal)	Nil	1,000	1,000	1,000
Subscriptions				
members	Nil	Nil	Nil	Nil
subscribers	Nil	Nil	Nil	Nil
Sale of air/program time	Nil	Nil	Nil	Nil
Newsletter program guide				
Sales	Nil	Nil	Nil	Nil
Sponsorship revenue	Nil	Nil	Nil	Nil
Other sales (T-shirts etc)	Nil	550	600	650
Promotions/fundraisers (concerts, functions)	Nil	2,500	2,700	3,000
Business sources	Nil	1,200	1,400	1,600
Donations (business)	Nil	3,000	5,000	6,000
Sponsorship announcements	Nil	7,500	8,000	8,500
Contra deals	Nil	Nil	Nil	Nil
Government sources	Nil	5,500	6,000	6,500
Government grants	Nil	507,750	522,800	538,750
Other (specify)				
Miscellaneous	Nil	Nil	Nil	Nil
Hire of facilities (e.g. OB van)	Nil	Nil	Nil	Nil
Grants (non-government)	Nil	Nil	Nil	Nil
Other (specify)	<u>Nil</u>	<u>Nil</u>	<u>Nil</u>	<u>Nil</u>
Total estimated income	Nil	528,000	546,500	565,000

Note 4

* Please indicate the estimated pre-operational period. For existing temporary community broadcasters, it is the 12 month period prior to the commencement of the permanent service. Otherwise, this is the period between the allocation of the licence and the commencement of service.

** Year 1 is the first 12 months of operation from the commencement of the permanent service.

(ii) Please provide evidence supporting your estimates and detail any assumptions you have made in answering question 52(i), including proposed sponsorship rates, if available. Provide evidence as 'Appendix Q.52'.

The radio station will operate to serve the local Aboriginal Community on a not for profit basis. DCITA have indicated funding for the operation of the station, and we envision some additional income from sponsorship.

53. What contingency plans does the applicant have to ensure that the service can continue operation should funding or income listed against questions 50 and 52 fall short of what has been budgeted?

The funding application to DCITA is underway and will be finalised in the near future. We envisage building up the station and may be operating at a minimal operational level in the early stages with the expectation of further development and growth.

54. Provide details of services, facilities, staff and equipment provided without charge, or at a subsidised rate by other institutions or organisations, (e.g. rent-free premises; station manager's salary paid by another institution) and estimate the actual costs borne by other organisations.

All costs will be borne by the Noongar Media Association. Some of our costs will be on the basis of shared personnel with Peedac Pty Ltd and will reduce overall costs. For example, all accountancy costs and administration will be undertaken by Peedac at cost basis only. Also the rental premises are owned by Peedac and are offered below commercial rates.

55. (i) Using the categories listed below, provide details of the estimated operating costs of the proposed service. Please indicate where costs have been offset by services provided free-of-charge.

Cost category (suggested only)	Pre-operational	Year 1 \$	Year 2 \$ \$	Year 3 \$
Wages and salaries		380,000	390,000	400,000
Programs		15,000	15,500	16,000
Promotions		Nil	Nil	Nil
Technical and operations		85,000	90,000	95,000
Administration		30,000	32,000	34,000
Other (please specify)		<u>18,000</u>	<u>19,000</u>	<u>20,000</u>
Total operating costs		528,000	546,500	565,000

- (ii) Explain how costs were calculated for technical and operations.

The technical and operations costs include provisions for computer software, music licence fees (APRA), repairs and maintenance, electricity and telephone, computer maintenance, security and computer maintenance. Costs were calculated with reference to the previous expenditure of 100.9fm.

56. If the applicant is applying for more than one licence in the same licence area, and the maximum effective radiated power levels of those licences are different, it will result in different capital and operational costs for each licence. Have you factored this into your responses to questions 48 and 55?

The application is for one license only.

57. If operating costs exceed revenue for any period, provide details of how the shortfall will be covered, and the source(s) of these funds.

We have carefully considered our operating costs and do not foresee any financial shortfall within the first operational year.

58. Indicate the relevant financial experience of members of the Board or Committee of Management, relevant sub-committee members and any paid or volunteer staff.

Some of our board members have extensive financial experience, in particular, Neil O'Donnell, the Managing Director of Peedac and John Penny, Manager of Employment and Training both have high level of expertise in this regard. The Peedac board member financial qualifications have fulfilled the ASIC's requirements.

59. List, and provide details of, all financial agreements, contracts or any other type of arrangement that the applicant has established with any other group, business or individual to provide any form of financial, contra or programming benefit or service. Provide any evidence as 'Appendix Q.58.'

At this stage, no agreements have been entered into.

TECHNICAL CAPACITY TO PROVIDE THE PROPOSED SERVICE

Proposed technical facilities

60. Describe the applicant's plans and timetable for establishing and installing technical facilities, including studios, transmitter and emergency power equipment (if any).

The applicant will operate from Peedac Pty Ltd premises at 12 Burton Street, Cannington WA 6107. Four rooms have been allocated on the first floor level of the building, two for a studio and production rooms and two for administration. There is a reception area available which will be staffed. A back up generator will be located centrally. Masrow Broadcast Solutions has inspected the site and confirmed its suitability for operation and transmission. We believe that funding will be forthcoming in the near future and we will commence the building of the studios immediately.

61. Describe any arrangements, existing or proposed, for sharing technical facilities and operating costs, using the following headings:

- (a) name of other party;
- (b) nature of arrangements;
- (c) status of arrangements (concluded or proposed);
- (d) total cost;
- (e) cost to applicant.

There are no sharing arrangements in place.

62. (i) Provide details of the qualifications and/or relevant experience of proposed technical staff.

We have been in contact with Geoff Rowley who is a highly respected local technician and who has provided our detailed technical advice and budget.

(ii) Why does the applicant consider that the proposed technical assistance will be appropriate for the establishment, operation and maintenance of the proposed service?

We have confidence in the qualified and experienced technician who has been recommended to our organisation.

63. Does the applicant believe that it will be able to obtain the necessary equipment to provide the service in accordance with the minimum level of service requirements relating to the technical specifications of the licence/s for which it is applying? Please explain why.

The list of the necessary equipment required to broadcast has been provided by Masrow as detailed in the attached quotation. It is readily available once the licence application has been approved.

- (i) What transmitter site does the applicant intend to use for its proposed service?

Bickley ABW2 Mast Television Road

- (ii) Has the applicant entered into any negotiations regarding the use of this site?

No negotiations entered into.

- (iii) What are the costs involved in using this site? Please provide any documentary evidence as 'Appendix Q.63'.

(Note: these costs should be included in your operating estimates at question 54).

A provision of \$10,000 has been estimated and is included in the budget.

MANAGEMENT CAPACITY TO PROVIDE PROPOSED SERVICE

Management experience/involvement in the community

65. Provide details of any past or present involvement (in the local community or in other areas) members of the board, committees, sub-committees and office bearers have with:
- other permanent community or commercial broadcasting (radio or television) services;
 - community organisations;
 - broadcast experience by members of the applicant organisation or related community groups.

See question 24 referring to extensive past broadcasting experience of our community members, some of who will be board members of the Noongar Media Association. All members of the Noongar Media Association has extensive experience with many Aboriginal community based organisations and may provide further detail on request.

66. Provide details of any experience which members of the board, committees, sub-committees and office bearers have that is relevant to the capacity of the applicant to provide a community broadcasting service.

See question 24 and 65.

Staffing details

67. Provide a total breakdown of proposed staffing for the first year of operation, listing proposed staff titles within each of the categories listed below.

Category	Paid staff		Volunteers		Total Nos.	
	F-T	P-T	F-T	P-T		
Programs (e.g. coordinators, announcers, panel operators etc)	3	2	2	10	5	12
Administration and sponsorship (e.g. station manager, accountant, office staff, sponsorship representative)	2	0	1	2	3	3
Technical (e.g. technical and maintenance staff responsible for studio and transmission equipment)	1	1	0	0	1	1

Totals

68. Indicate any changes to the organisation's staff numbers planned for years 2 and 3 of operation.

It is not planned to change numbers of staff as hours of broadcast will remain the same.

69. Outline proposals for recruiting and training staff, both paid and volunteer.

The Station Manager, Programme Director and full time announcers will be recruited by advertising in the Media as well as within the local and national Aboriginal radio community. It is anticipated that they will already have in depth knowledge of the radio industry, however they will be interviewed against specific radio criteria. Training will be an ongoing process and it is planned that TAFE and / or University training (short courses) will be undertaken. For example, the Koolbaridi Centre at Murdoch University have an annual pre-media course and are keen to support the training of Noongar Media Assoc. staff and volunteers.

Volunteer staff will receive in-house orientation and training prior to going on air.

All training will include knowledge of the ACMA broadcasting guidelines.

Compliance with licence conditions and codes of practice

70. How does the applicant intend to ensure that employees, volunteers and others associated with the service comply with the Act and the conditions of the licence?

As noted above all employees and volunteers will be trained by the Station Manager and Programme Director in the ACMA regulations and Codes of Practice. Copies of the code will be freely available and will be promoted on air, through the station website and proposed newsletter publication.

No staff member or volunteer will be permitted to broadcast on air without undergoing training and assessment in relation to the Act and licensing conditions.

71. Describe the operational measures and in-house policies the applicant would enforce to ensure compliance with the community broadcasting codes of practice if the licence were allocated.

The specific operational measures are currently in the process of being finalised and will comprise:

- o Initial analysis of the employees/volunteers knowledge
- o Training course and self study by the employee/volunteer (training by Station Manager)
- o Evaluation of on-air skills of the employee/volunteer
- o A written agreement process incorporating understanding of role and responsibilities of broadcasting on-air at the radio station.
- o If competent then on air training begins.
- o Regular periodical workshopping with management, staff and all broadcasting staff and volunteers on all aspects of the ACMA code and internal implementation.

72. Describe how the applicant proposes to handle comments and complaints about its service from members of the public.

We proposed to handle all complaints in accordance with Code 7 of the ACMA guidelines which provides for the way in which a station must respond to complaints from the public. This provides a best practice model for the conduct of all staff within the radio station.

Section 7 - Control of the licence

73. If the licence were allocated to the applicant would it, or any person associated with the applicant, be in a position to exercise control of more than one community broadcasting licence which is a broadcasting services bands licence in the same licence area?

No.

74. If the licence were allocated to the applicant would the Commonwealth, a State or a Territory or a political party is in a position to exercise control of the licence?

No.

Section 8 - Other matters

75. (i) Provide details of any other matters relating to the operation of the service that the applicant would like ACMA to take into account when considering its application.

Aboriginal radio has become a powerful force across Australia and the Noongar community have been affected by the lack of appropriate Indigenous programming for many years now. Without our licence, we are not truly free to express and promote our own identity as Indigenous people and as members of a minority in Australia. In 2006, the Noongar people made history by proving native title over Perth, the first to do so in Australian history. However, we could not answer through any mainstream broadcasting media the immense and often negative response to this historic moment. We acknowledge that our people live according to conditions that better mark a third world country and that the work of reconciliation is still of great importance. We believe that the reestablishment of Aboriginal radio in Perth is a critical factor towards our goal of equality with non-Indigenous society.

The Western Australian Aboriginal Media Assoc. (WAAMA) was originally conceived in 1976 by our Aboriginal elders including Ken Colbung and Vi Chitty and was a ground breaking first. Although in recent years, there was a decline in the standards of the organisation that developed, the local community sought to rectify those problems since 2004. We are confident that we can establish our Noongar Media Association with a great deal of integrity, extensive community involvement and long term professionalism.

- (ii) Provide a list of appendices to the application.

- Appendix Q12 – Certificate of Registration
- Appendix Q13 i) – Constitution of Peedac Pty Ltd.
- Appendix Q13 ii) – Constitution of Kaarta Moorda Aboriginal Association.
- Appendix Q16 - Application for Membership
- Appendix Q19 - Indigenous Media Association Award
- Appendix Q19 iv) – Duty Statements
- Appendix Q19 iv) – Relationships structure
- Appendix Q44 – Proposed Programs
- Appendix Q48 – List of capital items
- Appendix Q50 – Draft Operational Budget

Section 9 - Certification of application

Note 5: Please provide appropriate authority by reproducing this section on a **separate** page.

This application is made on:

Day 15th Month AUGUST Year 2007

By Peedac Pty Ltd.

in relation a community broadcasting licence in the licence area plan

Licence area plan

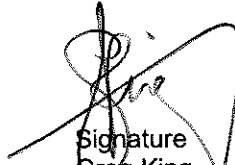
Service licence number/s

SL 1150746

with the authority of the committee or board of the applicant company.



Signature
Neil O'Donnell
Managing Director
15/08/07



Signature
Greg King
Company Secretary
15/08/07