Value our Voices

Invest in Diversity

Support Community Broadcasting

A submission by:
Community Broadcasting Association of Australia
National Ethnic & Multicultural Broadcasters Council
Australian Indigenous Communications Association
RPH Australia
Christian Media Australia
Community Broadcasting Foundation

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1. Summary

1.1 Mass media development is in a state of flux. Technological innovation and convergence are profoundly changing the ways in which content can be produced, delivered and consumed. Media industry rationalisation and globalisation, is leading to a greater concentration of media ownership and a reduction in the number of opinions expressed and voices heard. The modes of public debate that form the very heart of democratic tradition are also changing. Technological change is providing new platforms for communication and shifting control of the discursive agenda away from traditional media into the hands of smaller groups and individuals.

1.2 Caught up in these tides of change Australian broadcast media is evolving rapidly. While exciting new media modes are emerging some valuable qualities of existing media are being eroded or lost. Within the context of these changes the community broadcasting sector has an increasingly valuable role to play:

- Against mainstream media's increasingly centralised content production process we offer a resurgence of local media highlighting local issues, opinions and voices.
- Against an increasingly globalised media culture we offer direct access to local media for all Australians, in particular those groups who are marginalised by mainstream media.
- Against the inherent limitations of a profit-driven content production process we offer the potential for innovation and diversity inherent in non-profit community owned and operated media.
- Against increasing public scepticism with the values of mainstream media we offer the skills, resources and the opportunity to understand media by actively participating in its creation and delivery to all Australians.

1.3 Australian community broadcasting has grown and diversified for more than three decades. While the sector is largely self-funded a modest level of Australian Government support has been a vital catalyst in that development. Until recently the community broadcasting sector lacked the resources to substantiate its impact. Through government support we are now able to publish comprehensive research on our portal (www.cbonline.org.au) which underscores the great value and greater potential of community broadcasting to Australian society. That research – including the Community Broadcasting Database (CBD) industry surveys, the McNair Ingenuity national listener surveys and Griffith University's recent ground-breaking qualitative audience research report, *Community Media Matters*, reveals a vital, but poorly resourced, media sector with significant and growing audience reach.

The Australian Government's investment in community broadcasting to date has been greatly valued and by all measures, immensely productive. Its recent commitment of $10.1 million to assist the community radio sector to participate in the first phase of digital radio implementation is greatly appreciated as recognition of the sector's future potential. The digital radio funding commitment will be of great benefit to 40 of our 359 radio services. The community broadcasting sector believes that on any objective assessment of the sector's past performance and its current potential, now is the time for the Australian Government to substantially increase that level of investment.

1.4   Australian Government funding for community broadcasting is provided via the CBF in recognition of the role that the sector plays in assisting achievement of the Objects of the principal legislation governing Australian broadcasting – the Broadcasting Services Act, 1992 *(the BSA)* including:

- the availability to audiences throughout Australia of a diverse range of radio services offering entertainment, education and information;
- developing a sense of Australian identity, character and cultural diversity;
- diversity in control of broadcasting services; and
- the provision of high quality and innovative programming.

The community broadcasting sector plays a vital role in achieving these aims.   There is also a very pragmatic reason for the provision of public funding support. Government policy often requires that certain types of broadcast program content should be provided, but there is insufficient profit for its production by the commercial broadcasting sector and it is too costly to provide via the national broadcasting sector. In such cases the production of this content within community broadcasting is vastly more cost effective. The provision of funding to the community broadcasting sector for locally relevant Ethnic, Indigenous and RPH programming being prime examples.

1.5   Since 1996/97 the number of community broadcasting services has grown from 289 to 481[1] – almost 200 additional services. Yet sector funding levels have failed to reflect this massive growth with the average funding level available per station now 17% lower in real terms. Moreover the community broadcasting sector has diversified in ways not addressed by the current funding model. The sector has responded to audience needs with the development of Youth, Mature Age, and Religious broadcasting services. Community television has emerged from an extended trial regime with permanent services in Perth, Melbourne Sydney and Brisbane. Both community radio and television have developed an online presence and are keen to expand into other digital platforms. Yet there has been no funding to assist community television, and while community radio has benefited from additional funding commitments for accredited training, transmission support and metropolitan digital transmission infrastructure, the current funding model's

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[1] A breakdown of this figure is provided at Appendix A below at pp.24-25 below.

core and targeted components have declined in real terms by more than 40%, on a per station basis, due to strong sector growth[2]. For stations that cannot access CBF support through the specialist content funds for Ethnic, Indigenous and Radio for the Print Handicapped communities the situation is particularly grim. The funding allocation for support of general community broadcasting has not increased, other than by partial indexation, in the thirteen years since 1993/94.

1.6   Australian community broadcasting has established a significant and growing audience reach – over 4 million listeners and 3.7 million viewers. At least 25% of Australians now regularly tune into their local community broadcaster. Australian Government funding support for community broadcasting is required at a level that recognises the sector's current size, complexity and impact rather than that of more than a decade ago.

1.7   The community broadcasting sector is also seeking a commitment from all major political parties to implement the recommendations of the House of Representatives Standing Committee on Communications, Information Technology and the Arts (HRSCITA), *Inquiry into Community Broadcasting,* as they relate to the community television sector's options for digital broadcasting. The community television sector, is the only area of the Australian Television industry without access to digital simulcasting. As audience take-up of digital services inevitably increases the community television audiences in Brisbane, Sydney, Melbourne, Adelaide and Perth are necessarily declining with obvious effects on the relevant community television station's income sources and general viability. According to a recent Australian Communications & Media Authority report almost 30% of Australian households have already switched to digital.

Current government policy provides an ultimate solution to this dilemma through the provision of digital bandwidth when all analogue services are switched off in 2012. No provision has been made for community television in the interim. As a result all community television services are expected to cease operation within the foreseeable future as policy-induced market failure takes its toll. This situation was clearly recognised by the HRSCITA whose recommendations to the Australian Government are summarised below at Appendix D. The funding support recommended for community television digital transition of $6m. for capital expenditure and $1.7m. per annum during the simulcast period has been included in this submission as a key requirement of community television sector's survival. Further details are available at Appendix E below. The Australian Government has not yet responded to the HRSCITA Report[3].

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[2] For further details refer to Appendix B at page 26 below.

[3] *Community Television: Options for Digital Broadcasting*, Report of the House of Representatives Standing Committee on Communications, Information Technology and the Arts, Parliament of the Commonwealth of Australia, February 2007 is available from:
http://www.aph.gov.au/house/committee/cita/community_broadcasting/firstreport.htm

1.8   In summary the community broadcasting sector is seeking a commitment from all major political parties to additional Australian Government support for the maintenance and development of the community broadcasting sector across radio, television and related new media in four areas:

- Content Production - $7.237m.

- Infrastructure - $5.04m. (including $1.7m. for CTV digital simulcast support)

- Training - $2.755m.

- Sector Coordination & Planning - $1.84m.

Total additional funding support of **$16.872m**. is requested for the maintenance and development of community broadcasting from 2008/09 supplemented by a further one-off allocation of **$6m**. for community television digital transition capital expenditure in accordance with the HRSCITA findings. Further information supporting this request is presented in the following submission and appendices.

Community Radio Sector Development

2.   Content Production

2.1   One of the key reasons that the Australian Government provides funding support to the community radio sector is to assist achievement of the objectives of the Broadcasting Services Act 1992 through increased diversity of broadcast content. Diverse content production sits well with the philosophy and operational methods of the community broadcasting sector but it comes at a cost. Meeting the diverse content needs of minority interests and producing locally, rather than nationally, relevant programs inherently limits the ability of such programming to support income generation. While community radio necessarily seeks niche rather than mass audiences, recent research has verified that the sector's collective national reach is substantial and that continuing audience growth is driven by recognition of the distinctive qualities of community radio content. Australians value community radio because its content *is* locally relevant, specialist in nature and often unavailable via other media[4]. New funding is sought to further develop specialist content production in emerging areas of interest and to assist the retention and development of local news and information programs. Additional funding is sought to restore production capacity in the areas of Ethnic, Indigenous and RPH (Radio for the Print Handicapped) content production. Resources are also required to ensure that content can be made available in new media delivery modes that meet changing consumer preferences such as internet-based audio streaming, audio on-demand and pod-casting. Supporting information is provided below:

2.2   Community radio is a major producer of locally relevant, specialist programming content and continues to respond to community need with new services

2.2.1   Unconstrained by the marketing imperatives of commercial media or the national coverage concerns of public media, community broadcasters respond to the many and varied content needs of the communities they serve. This greater latitude to respond to audience need has shaped the community broadcasting sector's services over its thirty year history. The sector now plays a significant role in the delivery of a broad range of program services to many geographical communities and specific, specialised services to defined communities of interest.

2.2.2   To date the sector has received a measure of dedicated Australian Government funding support for specialist content production in community broadcasting for Ethnic, Indigenous and RPH purposes. The sector needs to establish a more realistic level of funding support for the maintenance and development of these areas of acknowledged expertise.

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[4]Reasons for Listening to Community radio - 'Community Radio National Listener Survey', McNair Ingenuity Research, August 2006 at p.22.

We also seek additional support to establish and maintain a Content Development Fund to develop other existing and emerging special content areas for local and national distribution in areas such as Youth, Mature Age, Religious, Arts, Health, and Specialist & Fine Music. A further dedicated area of content production support would be for local information and news programs.

2.2.3   Increased funding for the above areas of content development and production responds directly to the latest research findings on the reasons why an increasing number of Australians are choosing to listen to community radio:

> *"The most cited reason for listening to community radio is because they listen for 'local information/local news'. Half of all community radio listeners provided this response. Another common theme for listeners is the local nature of the content, with almost half stating that 'they play Australian music/support local artists' as their reason for listening, 46% saying that they listen because they have 'specialist music or information programs' and almost 4 in 10 saying 'local voices/local personalities' as their reason for listening."[5]*

2.3   Community radio is increasingly relevant as local media – particularly in rural, regional and remote areas

2.3.1   Content broadcast by community radio stations is largely locally produced and locally relevant.[6] All radio listeners consider the sector as an important source of local news and information[7]. Community radio is information rich. On average 30% of content is talks-based, including news bulletins and current affairs programs.
As increased networking of commercial media reduces the sources of information and technological change broadens exposure to internationalised perspectives, community radio has an increasing relevance and value as inherently local media, generating awareness and discussion of local issues and events – a catalyst for community inclusiveness and the maintenance of community identity. The latest community radio sector survey reveals that 25% of stations located in rural and regional areas were either the only radio service in their local area or the only source of local content. In rural areas 38% of community radio stations are already the only provider of local content[8].

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[5]'Community Radio National Listener Survey', McNair Ingenuity Research, August 2006 at p.22.
[6] In 2003-04 stations produced 76% of the programming they broadcast. Community Broadcasting Database: *Survey of the community radio sector 2003-04, CBAA, Sydney, July 2006 at page 5. Available at* www.cbonline.com.au
[7] 22% of all radio listeners considered community radio an extremely important or very important source of local news and information. Australian Broadcasting Authority (now ACMA), "Understanding community attitudes to radio content", 2003 at p.38.
[8] Community Broadcasting Database: *Survey of the community radio sector 2003-04, CBAA, Sydney, July 2006 at page 1.*

Community radio's increasing relevance as the voice of local communities, particularly in rural, regional and remote areas provides a further reason for increased funding support.

Funding support sought for new content production: $3.25m. per annum

2.4 Community radio's strengths in Ethnic, Indigenous and RPH content production require further support

2.4.1 Community radio's specialist content production is prodigious. The most recent sector survey revealed that in an average week the sector produced:

- 2,446 hours of Ethnic language programs;
- 1,543 hours of Indigenous programs; and
- 1,597 hours of RPH programs.[9]

An increase to current Ethnic, Indigenous & RPH funding levels is recommended in order to restore the average level of government support available per station for these purposes to that of a decade ago. Decline in the real level of this support is documented at Appendix B 'Recent Community Broadcasting funding trends' below. In 2008/09 additional funding support for specialist content production of $1,893,693 for Ethnic, $447,372 for Indigenous and $210,438 for RPH community broadcasting is sought.

2.5 Community radio is the most cost-effective means of meeting specialist content needs

2.5.1 The community radio sector has become a major producer of locally relevant special interest programming (Indigenous, Ethnic and RPH) that would otherwise have to be provided by the ABC and/or SBS at a much greater cost.

As noted in a recent CBF report to DCITA a simple comparison of the relative cost structures in NESB radio production between the Special Broadcasting Service and the community radio broadcasting sector illustrates this point:

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[9] *Community Broadcasting Database: Survey of the community radio sector 2003-04, at page 36. It should be noted that:*
- Indigenous program production is under-reported as the survey did not include the 80 Remote Indigenous Broadcasting Services (RIBS).
- Australian Government funding supports only a proportion of the specialist programming produced due to the need for such programming to meet specific content requirements. For example Ethnic programs must have more than 50% spoken word content in order to be eligible for funding.

'The Australian Government provided funding of just under $35 million in 2004-05 for the operations of SBS Radio[10]. SBS Radio produced 15,500[11] hours of programming broadcast in 68 languages on two frequencies in Sydney and Melbourne, on the National Network covering all State and Territory capitals and several regional centres, and carried on the SBS digital TV platform[12]. The average cost to the Australian Government per SBS radio broadcast hour was therefore $2,258.

With $2.56 million of Australian Government funding the community radio sector in 2004-05 produced 66,480 hours of locally relevant ethnic language programs in 97 languages used by 124 distinct ethnic/cultural groups located in over 750 distinct local ethnic communities in over seventy locations across Australia. The average cost to the Australian Government per ethnic community broadcast hour supported was therefore $38.52 (the hourly subsidy paid for eligible ethnic programs) or 1.7% of the production cost of an SBS radio broadcast hour'.[13]

Funding support sought for Ethnic, Indigenous and RPH content production - $2,551,503 per annum.

2.6 Community radio's support of the Australian Music Industry via AMRAP requires continued support

2.6.1   The Australian Music Radio Airplay Project (AMRAP) has been one of the most successful government-funded initiatives conducted with the community radio sector. It harnessed the strengths of a burgeoning community radio sector in support of the Australian music industry - particularly in rural and regional areas. Amongst its many achievements AMRAP has:

- contributed to a 25% increase in the level of Australian music broadcast by the community radio sector over the past three years;

- distributed more than 75,000 Compact Discs by Australian musicians (the value of which exceeded the project's original funding) producing increased airplay, sales and concert attendance;

- utilised cutting-edge digital technology for the distribution of new contemporary Australian music;

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[10] DCITA 2004-2005 Portfolio Budget Estimates Statements – SBS as published at www.sbs.com.au
[11] Comprised of 13,500 hours of specific language programs and 2000 hours of international news programs. SBS Annual Report 2004-05 at p.26.
[12] SBS Annual Report 2004-05 at p.26.
[13] Report to DCITA on funding allocated to the CB sector in 2004-05, CBF, February 2006, at p.49.

- assisted the community radio sector's active role in recording local musicians for rebroadcast – 271 hours of locally recorded music is broadcast in an average week[14]; and

- Stimulated the current record national level of Australian music airplay within the community radio sector of 35% (an increase of 25% over the past three years).

2.6.2   AMRAP's value has been strongly attested to by musicians, record companies and community broadcasters in terms such as these:

> *"The AMRAP project has been an inspired piece of Government funding. It has brought under represented and independent music to the attention of the whole country especially the rural and regional sectors, which are limited in the information and music that they are capable of receiving. There have been many examples, in our record company, of artists who have taken their act and their music to regional Australia and have found audiences, and interest, simply on the back of community radio exposure, brought about by the AMRAP project. It is difficult for people living in the major cities, to realise how limited and limiting the media outlets in the other parts of the country are."[15]*

2.6.3   A comprehensive independent evaluation of the project is available and can be supplied on request[16]. The report recommended that AMRAP be re-funded at a level of $2.84m over four years. Without additional funds the AMRAP project will be scaled down in 2007 and wound-up in 2008.

Funding support requested for AMRAP - $710,000 per annum.

Total funding requested for Radio Content Production: $6,511,503 per annum

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[14] Community Broadcasting Database: *Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at p.3.

[15] John Durr, Manager, Black Market Music, at page iii, *Evaluation of the Australian music radio airplay project for the community broadcasting foundation*, Developing Media Works, November 2005.

[16] *Evaluation of the Australian music radio airplay project for the community broadcasting foundation*, Developing Media Works, November 2005 – provided on 14 December 2005.

3.   Infrastructure

3.1   The need for additional funding support for community radio infrastructure has never been greater. Several factors have contributed to this peak:

- rapid sector expansion has led to many new licences with establishment infrastructure needs - the community radio sector as measured by the number of long-term licensed services has grown by 75% (154 stations) over the past decade;

- older stations now in their second or third decade of operation require recapitalisation (207 community radio services have been in operation for more than a decade, 67 for more than twenty years);

- technological change and convergence has led to new opportunities for broadcast related content distribution based on the replacement of analogue with more cost-effective and flexible digital production infrastructure; and

- engagement with the Australian Government's Digital Radio Framework and the prospect of maintaining existing analogue services while developing new services for the impending introduction of the digital platform.

3.2   Community broadcasting stations are lean operations. The sector's volunteer ethic and cooperative ethos assist the containment of operational costs. However capital development and recapitalisation costs for broadcast infrastructure cannot be similarly minimised. With many older stations requiring recapitalisation and a host of new community radio stations needing assistance with meeting the infrastructure demands of a full-time service there is a clear need for access to ongoing additional resources for these purposes.

3.3   In 2004 the CBD survey of community radio stations for the 2002/03 financial year collected data on basic technical infrastructure.   The survey gathered information on transmission infrastructure, studio or content production infrastructure, and broadcast-related information technology infrastructure (computer-based digital audio production, scheduling and play-out having become the basic tool of radio production over the past decade). The survey results and later data drawn from the recently published CBD survey for 2003-04 confirm that much of the community radio sector currently operates with inadequate technical infrastructure.

3.4   In relation to transmission infrastructure, the 2004 survey showed that only 69% of stations considered that their existing transmission facilities provided adequate reception across their service area. Just under sixty percent of stations now lease their transmission site from a third party.[17] Transmission operational costs and transmission

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[17] *Community Broadcasting Database: Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at pp.10-14 shows that 59% of stations were leasing either their transmission site and/or facilities

equipment costs form a significant part of station expenditure – over 12% on average.[18] These issues were subsequently addressed by the Australian Government with a commitment of $6 million dollars over four years from 2004-05 for transmission infrastructure and operational costs. A decade on from the Australian Government's sale of the National Transmission Network, with the renegotiation of many long-term site contracts, the community broadcasting sector is becoming fully exposed to commercial price structures. The latest CBD survey revealed that transmission related costs increased by 22% between 2002-03 and 2003-04[19]. Increased transmission support funding has been a crucial factor in assisting community radio stations to cope with these increases. As the current transmission support funding commitment ends in 2007/08 we formally request that the Australian Government renew this funding support for a further four years through to 2011/12.

3.5   The survey results for studio and broadcast-related IT infrastructure were considered against a minimum benchmark for studio infrastructure. Typically that would be defined as a station that has at least:

- Two studios to enable simultaneous broadcast and production, and preferably a third studio for training and back-up;

- Two microphones and two CD playback machines in each studio, preferably augmented with a range of other audio source equipment;

- One broadcast/production capable computer system available for use in each studio, and preferably networked to a server system for storage of programs, music, sponsorship announcements, community service announcements, station ID's and promotional messages.

- Interview facilities:

  o Studio-based interview facilities
  o Telephone-based interview facilities
  o Talk-back interview facilities
  o Portable interview facilities to allow interviews to be conducted in the field.

- Outside broadcast facilities to allow community engagement through on-site coverage of community, sporting and other events.

- Onsite internet access for communication and program research purposes.

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[18] *Community Broadcasting Database: Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at pp.13 -14.
[19] Ibid. at p.14.

3.6   In brief the results as updated by the last CBD sector survey are:

- While the average number of studios per station was just under two (1.92) more detailed analysis revealed that over a third of stations have only one broadcast studio. Regional and rural stations were on average less well resourced than metropolitan stations, as were Youth and Religious stations compared to the other sub-sectors.

- Only 44 % of stations had a studio suitable for training separate from their main broadcast/production studios.

- Only 78% of stations have a dedicated production studio.

- 93% of stations have audio production computers, however only 81 % of stations have an audio production computer as a playback device in a studio.

- Only 46% of stations have their computers fully networked. 23% are not networked at all.

- While almost all stations had studio interview facilities, only 83% had telephone interview facilities and 49% had talkback facilities. Only 79% of stations had portable interview facilities.

- Just over half (56%) had outside broadcast facilities.

- Only 90% of stations have on-site Internet access.

3.7   These results suggest that many community radio stations still do not meet the modest baseline technical infrastructure requirements outlined above. The (community broadcasting) sector believes there is a compelling need for a much higher level of Australian Government funding to ensure that basic technical infrastructure levels are achieved and maintained. Such funding should be available for community radio, community television and the extension of community broadcasting program production and distribution processes across new and emerging digital delivery platforms.

3.8   A new community radio broadcasting establishment, recapitalisation and training infrastructure development fund is required. The Community Radio Infrastructure Renewal and Development Fund will initially focus on several infrastructure areas identified by research as high priorities – training, ICT development and outside broadcasting:

3.8.1   Training Facilities

The community radio sector must develop infrastructure to support its ongoing role in the national provision of accredited broadcast skills training. Most community broadcasting stations do not currently possess suitable training facilities. The last sector survey suggests that 56% of stations do not have a dedicated training studio. In radio broadcasting the minimum equipment necessary for efficient training is to have a training

studio that mirrors the equipment in the station's principal broadcast studio and that is of sufficient size to allow training to be conducted in small groups. Such a facility would ideally be supplemented by digital audio workstations (preferably networked) and sufficient ancillary equipment that would allow trainees to practice program production skills without the need for access to a fully-equipped production studio. This pronounced infrastructure deficiency presently impedes equitable access by many stations to the National Training Program.

3.8.2   ICT Development and Integration

Converging broadcast, information and communication technologies have created a new paradigm for media infrastructure through dedicated digital hardware and software. Networked computers with integrated software are now at the core of radio station operation providing program production, scheduling and play-out functions. Creating program content in the digital realm also ensures that it can be repackaged and repurposed for emerging new means of media distribution and consumption such as internet-based streaming, audio on-demand and pod-casting. Increasing the sector's capacity to provide content via the internet supports recent research findings that community radio listeners make more use of such facilities than the general population.[20] Unfortunately the latest CBD sector survey shows that the community radio sector is lagging behind in this vital infrastructure development area. It revealed that 54% of stations require additional ICT networking resources. 23% have no IT networking at all; 19% do not utilise a computerised broadcast play-out source; and 10% do not have onsite internet access. Remedying the community radio sector's ICT infrastructure deficiencies will assist the efficient operation of stations, prepare them for establishing new digital services and increase their ability to respond to the changing content consumption preferences of their audiences.

3.8.3   Outside Broadcasting

Outside broadcasting is potentially a key activity for all community radio stations. Low resource levels preclude community radio from undertaking the many promotional avenues used by commercial and national broadcasters to raise their public profile. Accordingly, broadcasting from locations within the communities they serve offers community radio stations an important opportunity to raise their profile and level of community engagement. Such facilities also broaden the content options available by making on-site coverage of community cultural, sporting and other events feasible. Moreover such programming allows stations to directly support other community

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[20] 39% of community radio listeners have visited a radio stations website, 20% have listened to a live or streamed radio program on the internet and 12% have downloaded a radio program from the internet to listen to on a computer or some other device. The corresponding percentages among Australians aged 15+ are 31%, 17% and 8% indicating that community radio listeners are making especially good use of the internet for listening to radio programs. McNair Ingenuity, 'Community Radio National Listener Survey', August 2006.

organisations in their public activities and to develop their own income sources through event related sponsorship. In the past outside broadcasting required investment in costly dedicated mobile facilities – purpose-fitted trucks or caravans, and the hiring of expensive dedicated landlines or microwave links. In recent years technological development has allowed outside broadcasting equipment costs to be significantly reduced via portable hardware or software based codecs utilising standard telephone infrastructure. OB kits featuring microphones, headsets, codecs, a small audio mixer and a lap-top can be packed in a suitcase-sized container for easy and quick assembly onsite at a football match, agricultural show or town festival. When last surveyed 44% of community radio stations lacked outside broadcast facilities. Additional funds for infrastructure renewal and development would prioritise the provision and regular use of such facilities to increase the level of engagement of community radio stations with the communities they serve.

Total Funding support requested for Radio Infrastructure via the Community Radio Infrastructure Renewal and Development Fund - $3m. per annum.

4.   Accredited Training

4.1   In its last funding submission the community broadcasting sector sought support funding of $2.4m. per annum to establish and conduct accredited training in broadcast skills and management skills throughout the community radio sector. Recognising the pervasive training culture within community radio which has led to over 7,800 people receiving some form of training each year, and the sector's role as the principal practical training ground for other Australian broadcast media, the Australian Government committed an amount of $2.2m. over four years following the 2004 Federal Election. While the allocation of these funds was greatly appreciated the significantly reduced quantum, given the scale of the task and the number of special needs to be addressed, has posed some major challenges for the National Training Program (NTP). As elements of NTP operation such as the development of training resources, trainer training and national administration could only be compressed to a certain level without limiting effective national operation, the scope of training delivery has been reduced by the level of funds available.

4.2   Many specific training needs of particular specialist areas of community broadcasting cannot be met given the confines of the existing funding level. For example in the area of Ethnic community radio broadcasting accredited training resources have actually decreased since Australian Government funding for the Australian Ethnic Radio Training Project was exhausted in 2004. The sector's capacity to provide NESB training materials and the delivery of training in culturally sensitive modes where required (e.g. gender separation) by NESB trainers has been significantly eroded.   The NEMBC estimates that an amount of $200,000 per annum from an increased Training Fund would

be required for the development and delivery of dedicated Ethnic trainer training and the delivery of culturally appropriate training for Ethnic community broadcasters.

4.3   In 2006/07 the NTP will facilitate the delivery of 2565 accredited training hours across 268 broadcast training units to 487 people.   However this level of participation in NTP accredited broadcast skills training is estimated to be only 6% of the total people who will receive training through a community radio station in this year.[21]

Accredited management training will commence following finalisation of the curriculum, which has been delayed due to the industry and government review of the national training package on which the training will be based. In any case, the level of funding presently allocated to management training delivery will only be sufficient for it to reach a small proportion of the sector. It is estimated that 350 people will receive training in just two key management areas of the fourteen that will be on offer. At most current resources will allow for partial management training delivery to approximately 20 percent of the community radio volunteers and staff who would ideally undertake it.[22]

Ongoing funding for accredited training at a level commensurate to sector needs is essential in order to ensure that a critical mass of sector personnel receives broadcast skills and management training. Now that the planning and implementation stages of the NTP have been completed, the funding level should be increased to that originally sought in order to meet sector demand fully. Extension of the funding for a further four years is also requested.

Total funding support level requested for Radio Training is 2.4m per annum.

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[21] Community Broadcasting Database: *Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at p.8. 7,875 people received training through a community radio station in 2003-04.
[22] This estimate assumes that a minimum of five board members or managerial staff from 359 stations should take part in some level of accredited management training.

5.   Sector Coordination & Planning

5.1   As the sector snapshot at Appendix A below attests - today the Australian community broadcasting sector is a substantial industry in its own right. Comprised of more than 480 individual not-for-profit, community-owned organisations representing the endeavours of over 23,000 volunteers and 900 staff, the sector contains levels of complexity that create a continuous challenge in terms of multi-level coordination and strategic planning. From its initial 'generalist' beginnings the sector now includes a range of interest groups utilising community broadcasting's creed and methods to serve equally valid but very different goals. We are 'a broad church' encompassing the values and aspirations of many distinct interest groups including Ethnic, Indigenous and print disabled communities, religious groups, Youth and Mature Age groups, and Australian Music and Fine Music lovers. Sector coordination is presently undertaken collectively across both the radio and television platforms and is expected to extend into new delivery platforms in the foreseeable future. While much has been achieved through goodwill, mutual respect and cooperation, the maintenance and development of our multi-faceted sector has been seriously hampered by the paucity of resources available for coordination and planning at both interest group and sector level. Simply put, this lack of support is preventing the sector from helping itself more efficiently and effectively.

5.2   Under the current funding model peak sector organisations must compete directly with licensed community radio stations for the limited funding support available. Sector level planning needs have to be considered against pressing individual station demand for recapitalisation and development. In particularly poorly funded areas – for example - the RPH sector, this has led to extremely difficult choices such as RPH Australia's decision in recent years to relinquish its office accommodation and forego employment of an Executive Officer - its only full-time employee. The General Grant Fund, which has not been increased other than through partial indexation since 1993/94, must support the operations of the CBAA, the CBF, provide very limited support for the activities of state, regional and specialist broadcasting bodies and meet the needs of several hundred community radio stations.

5.3   The community radio sector in metropolitan, regional and rural areas has grown by 122%[23] since the Australian Government's level of funding support for general community broadcasting was last increased in 1993/94. We believe that support for general community broadcasting requires a significant increase in quantum via a separate Sector Coordination and Strategic Planning Fund that would remove the need for stations and their representative organisations to compete directly for funding support.

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[23] In 1993/94 there were 206 community radio stations including 80 Remote Indigenous Broadcasting Services (RIBS); by 2006/07 there were 359 community radio stations including 79 RIBS. While RIBS access CBF funding via the Indigenous community broadcasting allocation they have never been applicants for funding from the allocation for general community broadcasting. Accordingly the growth rate calculated here - 122% does not include the 80 RIBS stations. The overall growth rate in community radio stations including RIBS for this period was 75%.

5.4   The Sector Coordination and Strategic Planning Fund would also further address the resource development needs of the community broadcasting sector through the establishment of a Strategic Planning and Development Unit (SPDU)[24] within the CBF tasked with supporting sector level strategic planning and assisting the sector to build its capacity and long-term sustainability.

The functions of the SPDU would include:

- Increasing an understanding of the value/benefit the community broadcasting sector can offer among funding bodies through the development of well-targeted promotional materials and meetings with funding bodies;

- Working with sector peak bodies and sub-sectors to build their capacity to access new and greater sources of funding;

- Analysis of community broadcasting research and provision of policy advice on community broadcasting resource development issues;

- Provide practical advice, assistance and resources to the sector at both station, interest group and sector organisation level on resource development, stability and sustainability;

- Identify key areas for capacity building within the sector and the development of programs to address these; and

- Operating as a secretariat to a council of peak sector organisations that would focus on strategic planning for resource development.

5.5   Both the development of the community television broadcasting sector and the recent rise of the Christian community broadcasting sub-sector provide potent examples of the need for additional sector coordination funding.

5.6   Christian community broadcasting now makes up around 9% of the community radio sector with 33 stations located mostly in regional and rural areas and an audience reach of over 1,000,000 Australians in an average week[25]. Considerable scope exists for Christian community broadcasters to benefit from a better-resourced peak Christian broadcasting body through the development of specific Christian broadcasting resources, provision of accredited training and the formation of collective marketing, sponsorship

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[24] This initiative is based on a key finding of a consultancy commissioned in 2005 by the CBF to provide an independent assessment of the options available to the CBF to establish new funding sources to support Australian community broadcasting development. The MC Media report, 'Strategic Directions 2006-09', found that potential additional sources of funds for the CBF to redistribute to the sector are very limited. On the basis of the research findings five main strategic options were canvassed with the establishment of a Strategic Planning and Development Unit being one of the recommended courses of action.

[25] A McNair Ingenuity Listener Survey published in November 2005 showed that the five wide area coverage Christian community radio stations in Sydney, Melbourne, Brisbane, Adelaide and Perth alone reached an average weekly audience of 940,000.

and fundraising initiatives. Yet, Christian Media Australia is presently unable to access the level of support funding required to support its core activities through a basic secretariat that could drive such national projects.

5.7   The community television sector, while mirroring many of the special interests that have developed within the community radio sector, must also cope with very different policy and strategic issues arising from a technologically distinct and more influential media platform. CTV coordination needs are becoming increasingly complex as the sector and its audience expands and embraces the challenges of a digital future (refer below at pp.21-22 for further details).

Funding support level requested for Radio Sector Coordination & Planning: $1.6m. per annum

5.8   Should a Sector Coordination and Planning Fund not be supported the community broadcasting sector maintains that the pressure on the present allocation for the support of general community broadcasting (known as the General Grant Fund) must be addressed. Massive sector growth and diversification in recent years has altered the degree of accessibility to the funding support currently provided. As the recent ACMA and CBD sector surveys show there are now eight major sub-sectors within the community radio sector – General, Religious, Indigenous, RPH, Ethnic, Youth, Seniors and Fine Music. Despite the introduction of generally accessible Transmission Support funding and National Training funding in recent years almost half of the funding support provided via the CBF is committed to specialist purposes. 154 new stations have been established since the funding allocation for General community broadcasting was last increased. Many stations cannot access the specialist Ethnic, Indigenous and RPH grant funds and must compete for the limited general funding available. The latest CBD sector survey provides an indication of this disparity - while stations on average received 6.4% of their income from CBF grants Youth Stations received only 3.6% and Religious stations 0.3%. While Transmission Support and Training funds have ameliorated the pressure in their specific areas the General Grant Fund must meet broader needs while also dealing with increasing sector coordination needs. As a matter of basic equity an increase in the General Grant Fund should be implemented, at least commensurate to sector growth since the adequacy of this funding element was last addressed.

Community Television Sector Development

6.1   With the issue of the first long-term metropolitan community television licences in 2003 the community television sector became a permanent presence in Australia's mediascape.

Committed to the community broadcasting canon of open access, diversity, localism and independence the community television sector (CTV) promotes the objects of the Broadcasting Services Act by:

- providing a diverse range of television services offering entertainment, education and information;

- helping to develop and reflect a sense of Australian identity, character and cultural diversity;

- providing high quality and innovative programming; and

- encouraging diversity in the control of television services.

6.2   Like community radio CTV is essentially self-funding. Permanent licensing has allowed CTV to move toward long-term financial stability with operational expenses met through sponsorship income, airtime sales and other sources. Community television has survived and strengthened despite facing an uncertain regulatory future and receiving no regular federal government funding. With permanent licences issued, there now exists a strong case for significant core funding to be allocated. Dedicated Australian Government support is now sought to ensure that this fledgling media sector can maximise its potential to meet the needs of Australian society.

Community television services in Australia incur significant operating costs. The Australian Communications and Media Authority acknowledged this in its recent submission to the House of Representatives Standing Committee on Communications, Information Technology and the Arts Inquiry into Community Broadcasting, which states:

> *'CTV services face significant financial pressures from programme production and transmission costs. Providing television services is an intrinsically expensive undertaking. This fact, combined with the low revenue generated by CTV services, means that meeting high operating costs is an important factor affecting the viability of CTV'.*

Government subsidies for the sector would ensure that stations can gain a solid financial footing without needing to compromise the non-commercial nature of their services or reduce the size of their transmission footprint.

7. Content Production

7.1   Amidst increasing networking and syndication by commercial and national broadcasters community television provides a platform for locally produced content focussing on local issues. Every week the sector produces 164 hours of locally produced programming, including programs for religious, ethnic, indigenous, youth, arts and sporting communities.

7.2   Unlike community radio, in the larger metropolitan community television stations, content production in community television occurs largely within the community itself rather than within the station. These stations aggregate the content produced by independent not-for-profit geographical or specialist interest-based production groups and individual producers. In smaller metropolitan and regional markets, community television services play a larger role in facilitating content production in-house by community volunteers, as well externally-produced independent content.[26]
While continuing technological development in digital media has democratised the production process, allowing Australians from all walks of life to actively participate in television production, the costs of production remain significant. The CTV sector wishes to stimulate content production at the community level, and cooperative program exchange between CTV stations, through the following development initiatives:

7.1.1 CTV Program Production Fund
Television production is a collective, largely team-based process that aligns well with community broadcasting's commitment to volunteerism. Program production is a complex logistical process which provides great scope for access and participation with attendant skill acquisition and development; however the process involves a base level of uncompressible costs for equipment hire and maintenance, software, travel, copyright, communication and the like. The CTV sector wishes to provide a program production fund for CTV producers that will stimulate an expansion of this collective community-based creative process. A grant-based funding process conducted through the Community Broadcasting Foundation would provide support funding for general program production, including local News and Current Affairs, and particular acknowledged areas of need such as Disability issues, Ethnic, Indigenous, Youth, Health, Seniors, Arts, and Australian Music.

Funding support level sought for CTV Program Production Fund - $500,000 per annum

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[26] For example, C31 in Melbourne provides broadcasting and transmission facilities for 40 member groups, who receive free or low-cost access to studios and camera equipment to make their own programs, but otherwise work externally. Because of the smaller population, Access 31 in Perth plays a greater role in producing content in-house. It currently produces around four hours a week of in-house programming, with all programs staffed by community volunteers, and plans to increase this production four-fold in the next year.

7.1.2   CTV-X: (National CTV Program Exchange)

While the CTV sector remains committed to a predominantly local program content focus establishing and maintaining a national program exchange would provide strong benefits for both the sector and the audience it serves. Such a facility would:

- Stimulate local specialisation in particular content areas where high production costs militate against duplication of resources;

- Allow local interest groups in different states to exchange non-localised program content (e.g. exchange of interview segments between the same NESB communities operating in different metropolitan and regional areas);

- Provide maximum national exposure for appropriate content (e.g. a national new Australian contemporary music program);

CTV-X would allow a host station to employ a salaried national program exchange coordinator to negotiate and facilitate the cooperative cost-free exchange of program material between the four permanent and all trial CTV services.

Funding support level sought for CTV-X National Program Exchange: $61,000 per annum.

7.1.3   CTV-Online: Online Resource Development

CTV-Online would assist the CTV sector with the production of online resources and content. The fund would assist the development of each station's capacity to maintain an online presence and provide media streaming, on-demand and vod-casting content.

Funding support level sought for CTV-Online: $165,000 per annum

Total funding support requested for Television Content Production: $0.726m.

8. Infrastructure

8.1 CTV-Connect

CTV-Connect would be a specific project to upgrade digital connectivity between CTV stations through the provision of appropriately specified ADSL-2 connected server hardware and software at each station with the capacity to support new media distribution via streaming, on-demand and vod-casting.

Funding support level sought for CTV-Connect: $340,000 in 2007/08 only

8.2 Digital Infrastructure Fund

The Digital Infrastructure Fund is specifically intended to assist the early adoption, maintenance and upgrading of digital television production equipment and software within CTV stations. Despite the cost-effectiveness and efficiencies associated with the use of digital television production equipment and its acceptance as a base standard within the commercial and national broadcasting sectors the CTV sector is in many cases still reliant on outdated and increasingly unreliable analogue technology.

Rapid adoption of a fully digital production chain will ensure that the CTV sector:

- Optimises its production standards;
- Provides industry standard training facilities; and
- Prepares the studio side of its production chain for the eventual adoption of a digital transmission platform.

The Digital Infrastructure Fund will provide the necessary financial resources to enable CTV stations to broadcast in digital during the simulcast period. In the long term, the sector calls on the Federal Government to convert the spectrum band known as Channel 31 to digital and permanently allocate it to current and future community broadcasters. For more information, see Appendix E.

Funding support level sought for CTV Digital transition during the simulcast period - $1.7m. Digital transition capital costs sought in 2008/09 - $6m.

Total funding support requested for Television Infrastructure: $2.04m. ongoing and $6m. in capital expenditure.

9. Training

9.1 To ensure that it can provide opportunities for access and participation to the increasing numbers of Australians who wish to be actively involved in community television the CTV sector must have assistance with training. The value of introducing accredited training to the community radio sector has been recognised by the Australian Government with funding support. With more than 3,000 volunteers actively involved in

community television the CTV sector has an ongoing challenge in providing the training necessary to ensure Australian citizens have the base media skills to make effective use of the opportunity CTV provides. Currently over 500 people receive training in broadcast, presentation, production and management skills through CTV stations each year. Like the community radio sector community television is fast becoming the gateway training ground for national and commercial broadcasting. Training provision within the sector should occur within the national accredited training framework to ensure appropriate recognition and portability of qualifications.

Accredited CTV sector training will require:

- curriculum development within the Film, Television and Radio training package;
- expansion of the CBAA's scope of registration as a national RTO;
- increased staff support at both RTO and station level;
- training of in-house trainer assessors at each station; and
- administrative support at both station and RTO level.

Synergies with the National Training Project for community radio would be explored and implemented wherever possible.

Funding support requested for Television training: $355,000 per annum

10.   Sector Coordination and Planning

10.1   Australia's community television sector survived the stringencies of a decade-long test regime. Since the initiation of permanent licensing the CTV sector has developed a stable metropolitan base in Perth, Sydney, Melbourne and Brisbane while analogue CTV development continues in Adelaide and some regional areas. With Australian Government support Indigenous community broadcasters are extending their remote Indigenous community television base and developing a National Indigenous Television Service.

10.2   The four permanently licensed metropolitan area services have a combined annual turnover of more than $5 million per annum and a collective cumulative audience reach in excess of 3.7 million.[27] With over 260 member groups, 3,200 volunteers and 50 staff these stations are at the hub of a new, influential and rapidly developing community media platform. As with the commercial, national and pay television sectors the community television sector's future is digital. While the sector awaits the government's

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[27] OzTam survey - Community Television cumulative audience reach 8am -12 midnight, August 2006.

advice as to the means and timeframe with which its digital transition will be achieved it is attempting to come to grips with the benefits and challenges that this shift and related technological convergence will bring. To enable CTV to effectively assess, negotiate and address the myriad policy issues and practical complexities arising from our constantly evolving media environment the sector requires dedicated strategic and planning resources. To date the sector has relied on a part-time position based within the CBAA. While continuing to work through the CBAA the sector needs to establish its own Secretariat within that peak body to foster community television development and focus on increased long-term sustainability. Among the initial priorities for the CTV Secretariat would be:

- Establishing a higher level of intra-sector & external communication via
    - Upgrading CTV presence on the sector portal;
    - Production of a regular electronic newsletter;
    - Formulation & publication of CTV promotional materials;
    - Development of a national conference for CTV producers; and
    - Creating electronic communication channels for sector interest groups.
- Development of sector-wide strategies to raise public and key organisation awareness and understanding of CTV;
- Formulation of a national marketing strategy for cross-sector, government and corporate information and sponsorship campaigns;
- Development of a CTV specific handbook of support materials paralleling those available to community radio via the CBAA Handbook;
- Production of a strategic plan for the CTV sector focussing on the policy and practical issues associated with digital transition and the development of new broadcast related content delivery platforms;
- Management of the technical, financial and regulatory processes for the sector's looming transition to digital broadcasting;
- Development of national audience research surveys to measure the sector's public profile and stimulate business development; and
- Development of national training curricula for CTV producers and industry recognition as a leading training provider for screen production.

Funding support requested for Television Sector Coordination & Planning: $240,000 per annum

A chart summarising the funding support sought for community broadcasting in 2008/09 is provided below at Appendix C.

Appendix A: Community Broadcasting Sector Snapshot – June 2007

❖ **Growing national audience reach & regional, rural & remote presence:**
- 25% of Australians aged 15+ (4.034 million) listen to community radio in a typical week.[1] An estimated monthly national radio audience reach of more than 7.5 million (45% of Australians aged 15+) and national television audience reach of 3.7 million[2].

- 73% of long-term licensed stations are located in rural, regional and remote areas.[3]

- Almost 155,000 Australians financially support free-to-air community radio services as subscribers, members or donors.[4]

❖ **Volunteer driven:** - over 23,000 volunteer broadcasters[5] and 960 support staff
- Contributing an estimated $212 million p.a. in the value of volunteer work hours[6]

- 21% of volunteers are under 26 years of age[7]

❖ **Training focused:** - over 8,300 people receive training each year. 7,800[8] people receive training at a community radio stations. On average 2,127[9] hours of radio training is conducted each week. 500 people receive training at community television stations.

❖ **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.

❖ **Largest independent media sector:**
- **481** licensed independent community owned and operated broadcasting services in total.
  - 359 long-term licensed community radio stations broadcasting 44,729 program hours per week of which just over 76 percent is locally produced, 18 percent sourced from other Australian sources (principally other community stations via the Community Radio Network satellite) and six percent sourced internationally. Music accounts for 70% 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.

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[1] 'Community Radio National Listener Survey' McNair Ingenuity Research, Sydney, August 2006.
[2] 'Community Radio National Listener Survey' McNair Ingenuity Research, Sydney, August 2006 for radio and OzTam Community Television cumulative audience reach 8am -12 midnight, August 2006 for television.
[3] Based on ABA LC-003 – Community Broadcasting Licences (Radio & TV) (04.09.03) with RIBS holding radio & TV licences being taken as single 'stations'.
[4] Community Broadcasting Database – *Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at page 9 shows that in that year there were 113,957 current subscribers or members and 40,956 donors.
[5] Over 20,200 community radio volunteers and 3,000 community television volunteers.
[6] This estimate 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.
[7] Community Broadcasting Database – *Survey of the community radio sector 2003-04*, CBAA, Sydney, July 2006 at p.7. published at www.cbonline.org.au
[8] Ibid at p.8.
[9] Loc. cit. at p.8.

Appendix A: Community Broadcasting Sector Snapshot – June 2007

> 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.

- o 79 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. A further 68 remote Indigenous communities are being equipped to retransmit the ICTV service under narrowcast licences.
- o 37 aspirant community radio organisations operating with temporary community broadcasting licences and 2 aspirant community television stations operating with open narrowcasting licences.

❖ **Most diverse media sector:**

- 123 radio stations (including 7 dedicated Ethnic stations) producing 2,466 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 1,563 hours of Indigenous programming each week together with 80 Remote Indigenous Broadcasting Services (RIBS).

- 12 dedicated RPH stations providing 15 services where over 1800 volunteers produce 1597 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 34 full-time Religious radio stations) broadcasting 3,754 hours of religious programs per week.

- Stations with a focus on Youth, Senior Citizens, Arts, Fine music, Australian music and other specialist interests.

- 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 and within 79 remote Indigenous communities.

For more information on the Australian community broadcasting sector refer to:

www.cbonline.org.au

APPENDIX B: Recent Community Broadcasting Funding Trends

Community broadcasting funding trends (CPI adjusted) & sector growth 1996/97 – 2006/07
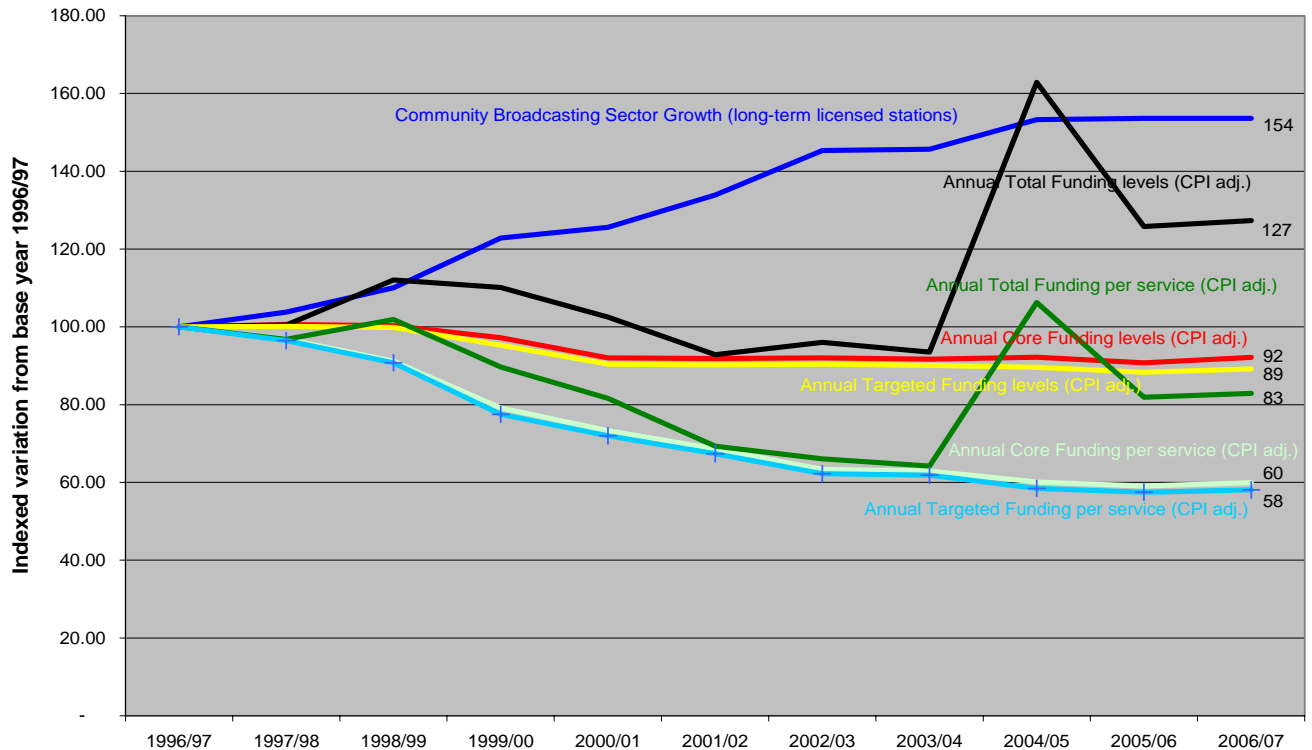
This chart shows that in CPI adjusted dollars[1] since 1996/97:

- the total level of Australian Government support has risen by 27%;
- the community broadcasting sector as measured by the number of long-term licensed services has grown by 54%;
- annual core funding (annual recurrent funding) declined in real terms by 8%;
- annual targeted funding has declined in real terms by 11%.
- the notional[2] level of annual total funding per service declined by 17% due to strong sector growth and diversification;
- the notional level of annual core funding per service declined by 40% over the period due to strong sector growth and diversification; and
- the notional level of annual targeted funding per service declined by 42% over the period also due to strong sector growth and diversification.

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[1] 2006/07 values reflect CPI adjustment for the three quarters to 31 March 2007 only.
[2] This measure is described as notional as it is based on the premise that funds would be equally distributed. CBF funds are not equally distributed but are disbursed according to broad criteria determined by the Australian Government as the funding source and more detailed criteria determined by the Foundation in consultation with the relevant peak sector representative organisations.

APPENDIX C: Funding Submission summary chart

Current Community Radio Core Funding:	2007/08[1]
• Ethnic	1.625m.
• Indigenous	0.686m.
• RPH	0.322m.
• General (incl. CBF operations & sector coordination)	1.310m.
Total Core Funding:	**$3.945m.**
Current Community Radio Targeted Funding:	
• CBOnline	0.533m.
• Satellite	0.059m.
• Ethnic	1.185m.
Total Targeted Funding:	**$1.779m.**
Current Other Community Radio Funding:	
• Transmission Support (infrastructure & operational)	1.5m.
• Transmission Support (BA site access subsidy)	0.097m.
• DCITA IBP Indigenous Equipment	0.107m.
• Training	0.6m.
• Digital radio support	0.1m.
Total Other Community Radio Funding:	**$2.404m.**
Total current community broadcasting funding:	**$8.128m.**

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[1] This funding breakdown is an estimate only pending confirmation in the 2007/08 DCITA/CBF Funding Agreements.

APPENDIX C: Funding Submission summary chart

New Community Radio Funding:	2008/09

• Content Production
    o New content production – 3.25m.
    o Ethnic content production – 1.893m.
    o Indigenous content production – 0.447m.
    o RPH content production – 0.210m.
    o AMRAP – 0.710m.
	6.511m.

• Infrastructure o Infrastructure Renewal & Development Fund - $3.0m.	3.0m.
• Training	2.4m.
• Sector Coordination & Planning	1.6m.
Total new ongoing Community Radio Funding:	**$13.511m.**
New Community Television funding:	

• Content Production
    o Program Production Fund - $0.5m.
    o CTV-X (National Program Exchange) - $0.061m.
    o CTV-Online (Online Resource Development) - $0.165m.
	0.726m.

• Infrastructure & Digital transition
    o CTV-Connect - $0.34m.
    o Digital simulcasting support - $1.7m.
	2.04m.

• Training	0.355m.
• Sector Coordination & Planning	0.240m
Total new ongoing Community Television funding	**$3.361m.**
Total new ongoing Community Broadcasting funding sought:	**$16.872m.**
Total new Community Television Digital Transition capital funding	**$6.0m.**
Total additional Community Broadcasting funding sought in 2008/09	**$22.872m.**

APPENDIX D: Recommendations of the HRSCITA Inquiry into Community Broadcasting in relation to Community Television

Recommendation 1
The Committee recommends that the Australian Government sell the unreserved channel known as Licence A, with an obligation to be placed on the new licensee to carry community television during the simulcast period. Additionally, the Committee recommends that:

- carriage would be at no cost to the community television sector, during the simulcast period;
- the terms of sale for Licence A will include the condition to simulcast community television by 1 January 2008, otherwise penalties on the new licensee will apply; and
- such penalties must be sufficient to ensure that community television is carried by 1 January 2008.

Recommendation 2
The Committee recommends that, if Licence A does not sell before the end of 2007 with a 'must carry' community television obligation, the Australian Government:

- temporarily allocate sufficient spectrum from Licence A to a national broadcaster in order for it to carry community television during the simulcast period; and
- allocate sufficient funding for that national broadcaster to cover the costs of digital community television transmission during the simulcast period.

Recommendation 3
The Committee recommends that the Australian Government, at analogue switch-off:
- convert the spectrum band known as Channel 31 to digital; and
- permanently allocate it to current and future community broadcasters.

Recommendation 4
The Committee recommends that the Australian Government provide funding of $6 million to the community television sector for the conversion of broadcast equipment to digital, and recommends that this funding be made available immediately after a simulcast arrangement has been made.

Recommendation 5
The Committee recommends that the Australian Government provide funding of $1.7 million per year to the community television sector for each year of simulcast.

APPENDIX E: Costings for CTV digital transmission

Simulcast period:

In the interim, the sector calls on the Australian Government to adopt Recommendation 1 of the HRSCITA Inquiry and sell Licence A with an obligation to be placed on the new licensee to carry community television (CTV) during the simulcast period.

Previous work by the CTV sector[1] suggested indicative aggregate costs for the digital carriage of basic standard definition CTV television services in the five capital cities as being in the range of:

        $5.650 to $7.570 million   capital, plus
        $1,797 to $2.415 million   operational for each year.

These indicative costs are in line with the costs outlined in the HRSCITA report:

        $6 million   capital, plus
        $1.7 million   operational for each year of the simulcast period.

Digital switch-over:

In the long-term, the sector calls on the Australian Government to adopt Recommendation 3 of the HRSCITA Inquiry by converting the spectrum band known as Channel 31 to digital, and permanently allocating it to current and future community broadcasters.

This would involve the establishment of a new transmission facility for CTV and the figures below are indicative of costs that would apply for direct conversion of CTV from analogue to digital transmission.

There is every reason to reserve a complete television channel (7MHz) in each market for digital transmission of CTV. Each national and commercial broadcaster has been allocated an extra channel for digital transmission. To assign any less to CTV is to relegate the sector to a marginal and disadvantaged position within the broadcasting environment. It would also significantly reduce the diversity of television broadcasting services available to the Australian public.

In the scenario where Channel 31 is converted to digital, public funding would need to be provided to meet the capital costs of establishing transmission facilities as well as for ongoing costs over five years:

        $15.5 million   capital, plus
        $4.732 million   operational for each year.

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[1] Simulcast Review, 23 December 2005; Additional information, June 2006.

APPENDIX E: Costings for CTV digital transmission

The figures above assume a main transmit site plus some level of in-fill and very limited redundancy.

Review:

Similar to the 2007 Budget allocation for digital radio funding, the community broadcasting sector advocates a review during the second-year of funding in order to assess the rollout of in-fill transmitters by commercial and national broadcasters with the aim of ensuring equitable access for CTV broadcasters in a digital environment. Secondly, the review would evaluate the adequacy of funding, particularly given the variables identified below.

Key assumptions and methods include:

Any estimates for the costs of carriage or establishing the infrastructure for a full digital (7MHz) channel involve making a set of assumptions. Figures contained in this submission are baseline cost components that are sensitive to commercial negotiation and / or variation in technical implementation.

Key assumptions made in this submission include:

(a) Access to capacity on a suitable DTTB multiplex in each licence area can be negotiated, or else mandated by regulatory provision;
(b) Access to digital spectrum is provided free of charge;
(c) No allowance for revenue forgone by the host multiplex operator;
(d) Commercial pricing and/or cost recovery principles apply in respect of transmission and distribution infrastructure;
(e) Costs are on a pro-rata of 30% of multiplex capacity;
(f) Costs of delivery to each main transmit site include re-multiplexing cost;
(g) Provision for five main metropolitan transmit sites, together with some translator sites necessary to serve each metropolitan area.