



COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA

13 September 2018

Committee Secretary  
Portfolio Committee No. 6 – Planning and Environment  
Parliament of New South Wales

### **Inquiry into the music and arts economy in NSW – Public Hearing**

#### **Questions on Notice**

##### **1. Does the State Government contribute any grants to community broadcasting currently?**

From the transcript:

*The CHAIR: Are you saying that the State Government does not contribute any grants?*

*Mr BISSET: There are no direct grants that I am aware of for community broadcasting. I am sure some community radio stations access volunteer grants or other grants that exist. I do not have details of those specifically.*

*The CHAIR: If you were able to, I would be very interested if you could forward it to us, if you find that there is, in time for Budget Estimates. It is a good budget question.*

To the best of our knowledge, the NSW State Government does not currently provide any grants specific to the community broadcasting sector. Stations may access other State Government grants to support their organisational capacity and development, for example Infrastructure Grants and/or Community Building Partnerships Program.



COMMUNITY  
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**amrap**  
AUSTRALIAN MUSIC RADIO AIRPLAY PROJECT

## 2. Provide a list of licensed community broadcasters in NSW

From the transcript:

*The CHAIR: If you were doing a small grant for the purpose of mobilising further Australian content, could we be confident that the list of community broadcasters would be the numbers that we are looking at?*

*Mr BISSET: Yes, correct, could be.*

*The CHAIR: Would you be able to forward us such a list?*

*Mr BISSET: Definitely.*

The Australian Communications and Media Authority (ACMA) is the Government body responsible for licensing the community and wider broadcasting sector(s).

Lists of both permanent and temporary licensed community broadcasters can be found on the ACMA's website (<https://www.acma.gov.au/Industry/Broadcast/Spectrum-for-broadcasting/Spectrum-radio-broadcasting/licence-allocations-renewals-and-transfers-community-broadcasting>) or via the ACMA's Register of Radiocommunications Licences ([https://web.acma.gov.au/rrl/register\\_search\\_main\\_page](https://web.acma.gov.au/rrl/register_search_main_page)).

For your convenience, we have attached the lists of permanently licensed community broadcasters (Appendix 1 – NSW stations, pages 3-13) and temporary community broadcasters (Appendix 2 – NSW stations, pages 2-3).



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25 September 2018

Committee Secretary  
Portfolio Committee No. 6 – Planning and Environment  
Parliament of New South Wales

### **Inquiry into the music and arts economy in NSW – Public Hearing**

## **Supplementary Questions**

### **1. Could you provide additional information on where you have got to raising the issue with having community radio included in the guidelines for Government advertising?**

The CBAA previously commissioned a report about community radio access to Government advertising by Fusion Media. The report shows that there are procedural barriers in the placement of government advertisements that effectively exclude community radio stations.

The current system, whilst designed to rely on evidence driven advertising placements, relies on incomplete data by referencing only the GfK commercial radio ratings survey commissioned by Commercial Radio Australia which fails to prompt for, or categorise, community radio stations.

By not advertising on community radio, governments are likely to be missing a significant proportion of Australians, particularly sectors of the community underserved by commercial stations like regional Australia, and culturally and linguistically diverse communities. As noted to the Committee, community radio draws its audience from a wide cross section of the community with a reach of at least 20% of most demographic groups tuning in to community radio during a typical week. The July 2018 Community Radio National Listener Survey reported the highest listening levels ever for community radio – over a quarter (29%) of Australians aged 15 years and over tuned in to the over 450 not-for-profit, community-owned and operated radio services operating across the country each week (approximately 5.7 million Australians).

This issue is particularly pertinent to regional community radio stations where the availability of other advertising revenue is low, and, in many cases, community radio stations have a greater market share. The largest proportion of community radio stations are in regional areas (41%), a further 25% in rural areas and 34% across metropolitan and suburban locations.

Government advertising could support the viability of community stations whose public benefits are immense.

The CBAA has sought an amendment to the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* to include a 'positive obligation' for community radio stations to be included on their merits when advertising is placed. The CBAA seeks similar requirements for advertising placed by the NSW government.



COMMUNITY  
RADIO  
NETWORK



## 2. How long has the lease to run for CBAA and for FBi Radio?

The CBAA is in the middle of renegotiating its lease for its current location in Alexandria. The lease for FBi Radio, who shares the same building, is due to expire 31 August 2019.

Though our current arrangements serve our purposes for now, in the future we see there being huge benefits from community radio stations and offices being co-located with other music and arts organisations. For example, with affordable rehearsal, recording and networking spaces in a collaborative precinct location of a Music Industry Hub. Co-location with community broadcasting through the CBAA, and its related projects and services, such as the Australian Music Radio Airplay Project (Amrap) and the Community Radio Network offers so much potential for the growth of Sydney's music and arts scene. It's a model that is likely to work well for other parts of NSW too.

## 3. What additional assistance could State Government provide to support radio to back local music and musicians?

A small grant scheme, provided by the State Government, will assist stations in delivering their live music events, music-specific initiatives and music programs, as well as explore new opportunities.

Community radio stations, the majority being volunteer run and funded by community support, fundraising and grants, rely on very diverse revenue streams to support their activities. Targeted funding will support a range of music development activities, including:

- broadcasts from live music events and festivals;
- training and mentoring initiatives that develop artists' skills, such as FBi Radio's Dance Class;
- recording sessions for musicians done at and by a station;
- specific staff particularly for small stations to support music programming;
- resource development for presenters about approaching and engaging musicians on-air;
- venue and station partnerships; and
- collaborations between stations and music communities from different areas of NSW.

If an industry-wide grant scheme were implemented for activities that supported NSW artists, a criteria could be included that preferences individuals/organisations that partner/collaborate with their local community radio station to deliver the initiative.

Many grant opportunities available to stations are currently one year in length, meaning that funding is uncertain. This impacts the depth and longevity of certain projects. If a grant scheme were to be implemented, we ask for consideration for three-year grant lengths to assist stations to develop long term and sustainable projects that provide sufficient time for entrenched results.

As discussed in the hearing, the CBAA also extends an invitation to any members of the Committee who would like to visit FBi Radio or their local community radio station.