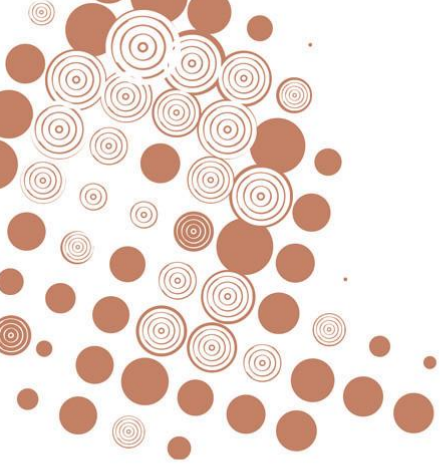


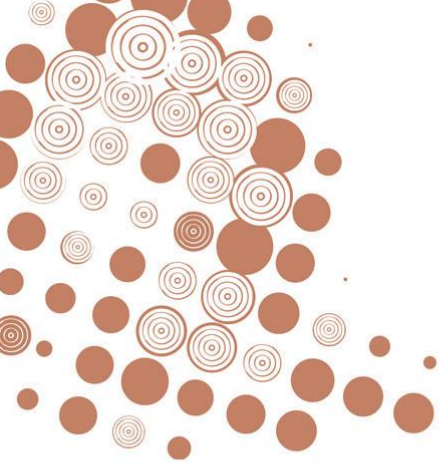
# What is Community Broadcasting?

Sector Snapshot



# What is community broadcasting?

- Community Broadcasting sector in Australia > 30 years old now
- Community broadcasting - TV and Radio
- 3 tiers of broadcasting in Australia
  - Commercial
  - Public (ABC/SBS)
  - Community
- Much like 3 tiers of a wedding cake...community broadcasting has the best flavour!
- Difference lies in \$ and codes of practice
- Only 8% of total community broadcasting funding comes from federal government – rest is obtained by sponsorship and other fundraising efforts



# Community Broadcasting

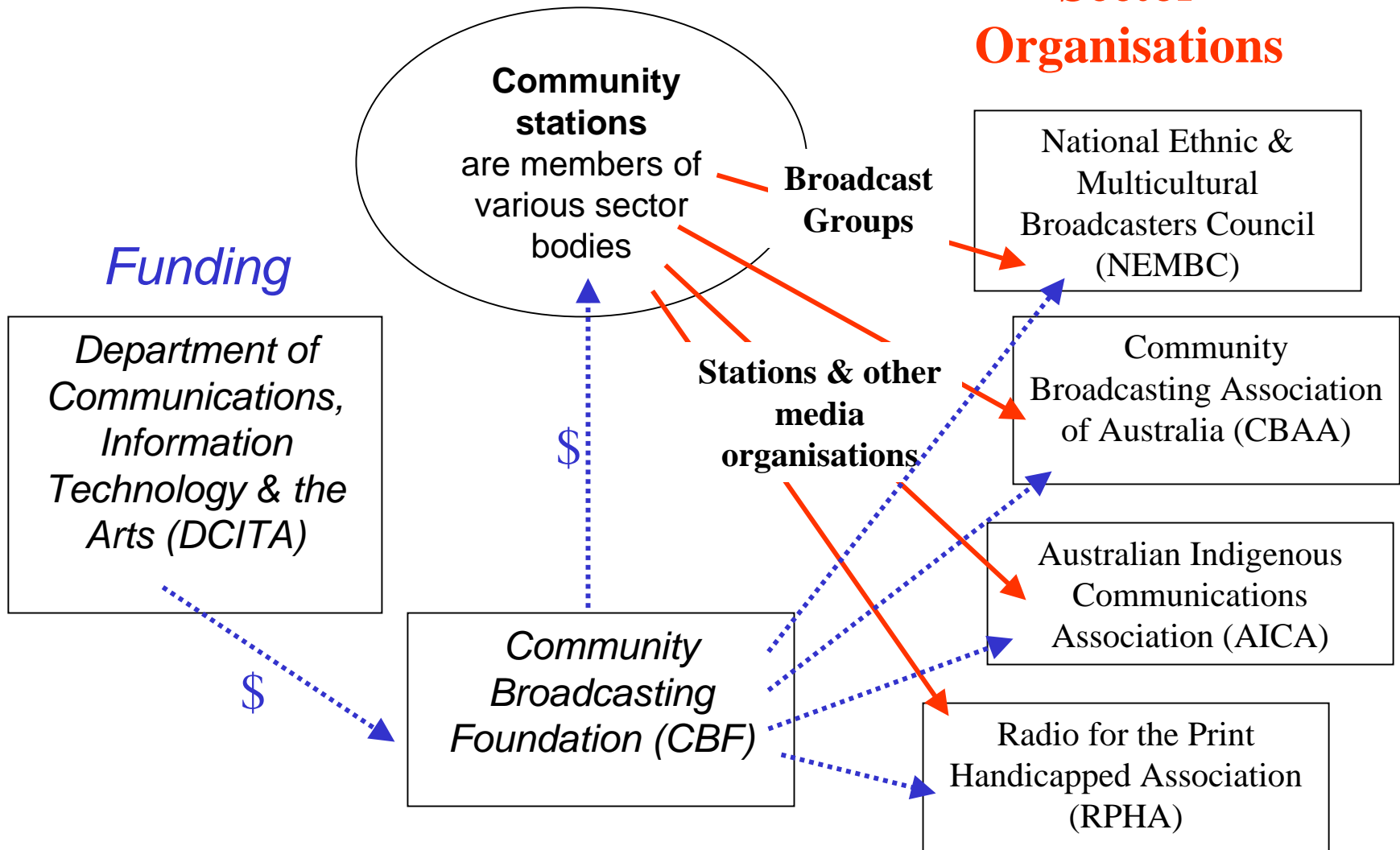
- Largest independent media sector
- Most diverse media sector
- Volunteer driven
- Training focussed
- Growing audience



# What guides community broadcasting?

- Promote harmony and diversity in contributing to a cohesive, inclusive and culturally diverse Australian community;
- Pursue the principles of democracy, access and equity, especially to people and issues under-represented in other media;
- Enhance the diversity of programming choices available to the public and present programs which expand the variety of viewpoints broadcast in Australia;
- Demonstrate independence in their programming as well as in their editorial and management decisions;
- Support and develop local and Australian arts, music and culture in the station's programming, to reflect a sense of Australian identity, character and cultural diversity;
- Widen the community's involvement in broadcasting.

# Sector Organisations





# What is Ethnic Broadcasting

- > 30 years of ethnic broadcasting in Australia
- Shows presented
  - In over 100 different languages
  - Across 125 stations around Australia
  - There are over 900 language groups
  - Which produce >2000 hours of programming each week
- Multicultural broadcasting



# Ethnic Broadcasting is multiculturalism in action

- Gets otherwise inaccessible info out to communities
- Info about govt. & community services
- Settlement services
- Community events
- Cultural and language maintenance
- Entertainment
- Connection-sense of community
- Ethnic & multicultural **youth** broadcasting achieves all these but requires different format, training, funding etc – all of which require new ideas to be translated into policy

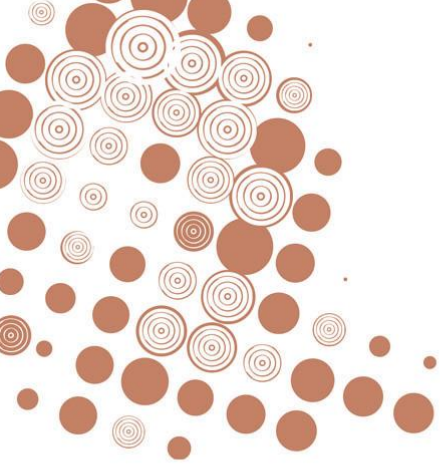


# What is the NEMBC?

The National Ethnic & Multicultural Broadcasters' Council is a peak national organisation that represents ethnic community broadcasters.

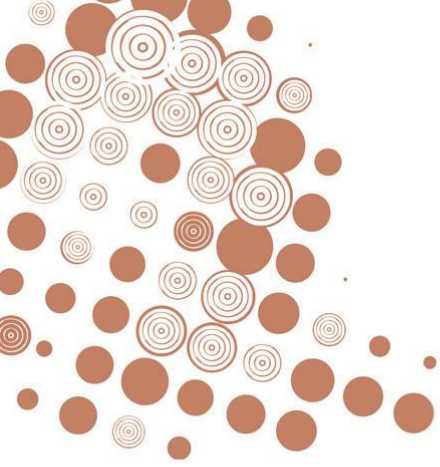
The NEMBC membership consists of broadcast language groups or programs not actual individuals

*'The NEMBC is a progressive not-for-profit organisation that advocates for multiculturalism and ethnic community broadcasting and continues to fight racism.'*



# What does the NEMBC do?

- promotes and represents the interests of ethnic and multicultural community broadcasters in radio, TV and other electronic media
- promotes and supports multiculturalism
- works with government to establish policies for ethnic community broadcasting
- obtain funding for ethnic community broadcasting on a national level
- work in partnership with stations and the CBF and CBAA to develop and deliver training programs ....



# NEMBC & Youth

- NEMBC has a clear commitment to increasing the amount of ethnic & multicultural youth shows and the number of young people participating in radio
- NEMBC Youth Committee – state reps
- Drive youth policy
- Raising the profile of community broadcasting
- Focusing also on new and emergent communities
- Building partnerships
- Actively seeks your opinion via state committee reps and events such as these

# What is the CBAA?

*The CBAA is the peak body for community radio and television stations. We provide leadership, advocacy and support for our members to actively provide independent broadcasting services and to build and strengthen local communities.*

## **CBAA Represents**

- **236 Permanently licensed radio stations**
- **4 Permanently Licensed CTV stations**
- **27 Aspirant groups**
- **Approximately 83% of the total sector**

# What does the CBAA do?

## CBAA Provides

- Representation and lobbying
- Advice to stations
- Resources
- Project management
- Sector Leadership
- Financial Discounts

## Financial Discounts for Member Stations

- Discounted Insurance (defamation / public liability / property / volunteer) through AON
- Discount on PCCA Fees (copyright licensing fees)
- Lower satellite subscription fees
- Free legal advice through the Duty Solicitor Program

# CBAA Membership Services

## Communication

- Phone Support / Advice
- Email Updates
- Monthly Mailout
- CBX Magazine
- [www.cbaa.org.au](http://www.cbaa.org.au)

## Resources / Tools

- Audience Research Tools
- Board Induction Kit
- Program Review Kit
- Business Planning Tools
- Sector News

## CBAA Handbook

- Copyright
- Volunteers
- Sponsorship
- Fundraising
- Codes Of Practice



ALL AVAILABLE ONLINE AT [www.cbaa.org.au](http://www.cbaa.org.au)

# CBF - Community Broadcasting Foundation

- Independent non-profit funding agency
- solicits and distributes funds for the maintenance and development of community broadcasting in Australia including specialist services for Ethnic, Indigenous and Radio for the Print Handicapped audiences.
- Types of grants available for your programs and stations?
- [www.cbf.com.au/](http://www.cbf.com.au/)

So what about young people?

This is where you come into  
the picture...