

COMMUNITY BROADCASTING & MEDIA: YEAR 2015

OUTCOMES FOR GOVERNMENT

The Government is committed to engaging local communities on current and future challenges. Building on the 30-year investment to date, Community Broadcasting provides the vehicle to meet multiple challenges.

The result for communities? The capacity to learn, work, engage, connect, access services and have a voice, locally and nationally.

The pathway is via infrastructure developments, investment in vocational education and training and very real community participation - all ingredients supporting the most significant community media of any country on earth.

- By investing in community generated **content**, Australia can enrich unique culture values, and develop programs through a bold approach to creativity not dependent on ratings or commercial values.
- By investing in **infrastructure**, the capacity of people and communities is increased in as many ways as new technologies allow.
- By investing in **co-ordination**, people from culturally and socially diverse backgrounds are supported to participate and have their voice heard in their communities.
- By investing in **training**, people can take responsibility, build sustainable enterprises and communities and gain skills so they can work and connect.

ADDITIONAL FUNDING REQUEST 2010 - 2015

| | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|-----------------------|---------------|---------------|---------------|---------------|---------------|
| | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 |
| Content | \$7 m | \$8 m | \$10 m | \$10 m | \$10 m |
| Infrastructure | \$4 m | \$8 m | \$11 m | \$11 m | \$11 m |
| Co-ordination | \$12 m | \$16 m | \$20 m | \$20 m | \$20 m |
| Training | \$2 m | \$3 m | \$4 m | \$4 m | \$4 m |
| | \$25 m | \$35 m | \$45 m | \$45 m | \$45 m |

A FIVE YEAR PLAN to renew Australia's Community Broadcasting sector and create the world's most innovative, accessible community media.

- support for communities to create their own content
- investment in infrastructure to build digital community hubs
- co-ordination for volunteer involvement and community access
- investment in training for the digital economy



FOR FURTHER INFORMATION:

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FROM THE COMBINED REPRESENTATIVES OF COMMUNITY OWNED AND OPERATED MEDIA
Australian Indigenous Communications Association • Australian Community Television Alliance
Community Broadcasting Association of Australia • Community Broadcasting Foundation • Christian Media Australia
National Ethnic and Multicultural Broadcasters Council • RPH Australia

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The Community Broadcasting sector has a special place in Australian broadcasting. It is an important third sector, one based on community participation and control and world-renowned for its innovation and reach.

As diverse as communities are, Community Broadcasting grew through the efforts of local people, among them: urban, rural and remote Indigenous communities, ethnic communities, people with a print disability, people committed to broad access to education, religious communities and music and arts lovers of every kind dedicated to supporting Australian culture. Government support for the sector was formalised in the 1970s, with funding provided through a dedicated agency, the Community Broadcasting Foundation.

For more than 30 years, Community Broadcasters have built facilities, developed broadcasting and management skills and created content as part of their communities. The Indigenous media model was cross-platform before its time; since the early 1980's, film, video, music recording and remote area satellite services have enabled people to provide critical information and tell their stories. Community TV's campaign for a place in the spectrum of services generated energy and innovation.

Whilst global corporations now claim to be 'community media' as a branding exercise, not-for-profit Community Broadcasting allows people to genuinely shape and determine their media through active participation, ownership and control.

The Federal Government is committed to engaging local communities and their expertise on current and future challenges. Community Broadcasting offers our access, our communities, our broadcasters, content makers, subscribers, members and our audience of 9.5 million to meet these challenges.

The Federal Government's plan for a digital transition and its commitment to a fair go requires an inclusive approach. Local communities need to be engaged, not just as consumers. Our sector engages culturally diverse communities and those who are economically and socially disadvantaged; those who may be left behind in the digital economy. Community Broadcasting can play a key role in the social inclusion strategies needed for Australia's transition to a digital economy.

We have the experience, expertise, local knowledge and track record of commitment in engaging Australia's diverse communities. We provide a huge range of community resources, from ICT training to interpreting and translation services to emergency service provision. Our skills and experience, working on the ground in diverse communities, are unique.

Government investment is needed to help Community Broadcasting achieve our vision and transition radio and TV stations to digital community hubs, where a mix of resources and services is available to every community.

support for communities to create their own content

investment in infrastructure to build digital community hubs

- studios for broadcast & music recording
- multimedia and online production facilities: audio, design, animation, video
- IP connectivity
- reliable transmission facilities
- outside broadcast facilities
- local performance venues
- online libraries & shared resources
- meeting facilities for local communities
- emergency services capacity
- ICT learning facilities
- accredited training in management, cross platform media skills, IT & technology skills

investment in training for the digital economy

COMMUNITY BROADCASTING LICENCEES
ANALOG DIGITAL
ONLINE

OUTCOMES FOR COMMUNITIES

- forum for local news, information and community issues
- language learning and maintenance: over 100 Indigenous languages, over 100 community languages
- audience and promotion for: local arts & culture, local music, local & non-mainstream sports
- disability support services
- multiplatform local content
- citizen journalism
- Indigenous employment
- development of media training curricula that meet the needs of all communities
- access for new communities, assisting in settlement
- a voice for diverse communities
- digital literacy
- local festivals and community events
- local emergency service information
- meeting place for diverse communities
- interpreting and translation services
- local economy and small business support
- skills acquisition in key employment areas
- school to work pathways

co-ordination for volunteer involvement and community access

BY 2015, THE WORLD WILL BE TALKING ABOUT AUSTRALIA'S UNIQUE, DIVERSE AND INNOVATIVE COMMUNITY MEDIA. BUILD ON THE STRENGTHS OF OUR COMMUNITIES.