



COMMUNITY BROADCASTING & MEDIA: YEAR 2015

Ethnic Community Broadcasting Federal Election 2010

We're asking for your help during the 2010 federal election to push for greater funding commitments for ethnic community broadcasting and to adopt policies that support ethnic community media.

What we need from government

Australia's ethnic community media needs your help if it is to continue as the champion of multiculturalism in this country.

Our first priorities are to find increased support for content production and training. We also need help with infrastructure and co-ordination needs for our volunteers and to boost our engagement with the emerging digital economy.

1) CONTENT PRODUCTION

Local content production is the backbone of community media. Ethnic community broadcasters produce programs that are the lifeline for much of Australia's culturally diverse population. Support for content production is vital to sustain programs, as stated in the full submission to federal government from the community radio sector.

Increased support for content production is the leg-up our 3000 volunteers need if they are to continue providing this essential service.

Funding for content production has played a critical role in helping ethnic community broadcasting build a harmonious multicultural Australia.

2) TRAINING

Training is the lifeblood of community radio and develops important on-air skills. Investment in vocational education and training through community broadcasting brings multiple benefits, including giving people vital employment skills and helping them connect with other Australians.

Since the demise of the Australian Ethnic Radio Training Project (AERTP) in 2004 the NEMBC has been asking for \$250,000 a year to fund dedicated training for ethnic community broadcasting.

Increased support in this area is needed to help meet the overall training needs of community broadcasting.

3) INFRASTRUCTURE

Infrastructure renewal is crucial if we are to address current deficiencies and increase engagement between stations and the local community they serve. Providing better access and greater media literacy and digital knowledge is an important step in this process.

4) CO-ORDINATION

The sheer size and complexity of community broadcasting is extraordinary and funding is necessary if our volunteers are to become self-sufficient, effective and sustainable.

Did you know?

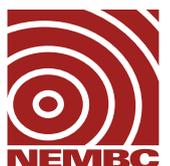
- **Ethnic community** broadcasting is a champion of multiculturalism, and helps shape a diverse, harmonious and inclusive Australia.
- **In an average month** 1.6 million Australians (7.3% of the population) speak a language other than English at home and listen to community radio.¹
- **Today ethnic community** broadcasting includes 130 community radio stations broadcasting in almost 100 languages across metropolitan, regional and country Australia.
- **Ethnic community radio** helps the work of government and performs an essential service by providing a medium for educational, health, immigration and settlement programs.
- **With very little funding or** recognition ethnic community radio's core funding has not increased in real terms for 11 years.

Do governments value this vital service?

Contact us: 03 9486 9549 admin@nembc.org.au. For information about the election campaign go to the websites:

For specific ethnic and multicultural information: www.nembc.org.au

For overall campaign information: www.communitymediavotes.com.au



1.. Figure calculated from the McNair Ingenuity Research 2008 pg 37 and compared with the Australian Census.

NOTE: All other statistics quoted in this document are from the Community Radio National Listener Survey, McNair Ingenuity Research 2008 and from the Community Broadcasting Database Survey of Community Radio Sector 2007-08 both documents can be found at www.cbonline.org.au



The benefits of ethnic community media

MORE THAN JUST AN ESSENTIAL SERVICE

Ethnic community broadcasting does far more than provide an essential service for new migrants. As new migrant communities become more established in Australia, ethnic language programs bring members of those communities together, help them maintain their native language skills, and provide a vital link to news and information about their home country that other media sources simply cannot meet.

Promotes Media Literacy: As a recognised industry training ground ethnic community broadcasting provides many people, including students and young people, with their first experience of media production.

Transferable skills: Community radio develops transferable skills in Information Communication Technology (ICT), broadcast technology, management and spoken and written communication.

- More than 7500 people receive training each year.
- Many vulnerable groups re-engage with practical learning in an accessible and engaging environment.

COST EFFECTIVE

Ethnic community radio produces 80% more programs than SBS Radio and more than four times the weekly hours of SBS.

SBS Radio, which is completely funded by government, received \$21 million in 2006-07, at a cost of \$1,500 per program. In contrast, \$2.7 million went to ethnic community radio, providing just \$35 per program.

HELPING GOVERNMENT

Ethnic community radio bolsters the work of government and performs an essential service to the Australian community by:

- Providing a communication channel about government services and initiatives, including training and education, small business, migration and settlement programs.
- Working with emergency services to provide local and current information to communities facing crises.

VOLUNTEERS

More than 3,000 volunteers work exclusively in community language programming. Nationally, community broadcasting engages 20,000 volunteers in production, station governance, management and administration – providing an estimated \$232 million worth of “free” labour annually.

SOCIAL COHESION

Multilingual community broadcasting makes a substantial contribution to social cohesion by:

- Building active citizenship.
- Providing unique opportunities for self-representation in the public sphere, particularly for minority groups.
- Creating a rare public space for dialogue that encourages mutual understanding, breaks down stereotypes and counters racism.

IMMIGRATION

For new immigrants and refugees early access to ethnic community radio makes a profound difference to their settlement outcomes. It provides a sense of belonging and inclusion, and empowers people by hearing their language on-air.

We've got the numbers!

Ethnic community broadcasting has the numbers. Make sure your local candidates know you have an audience and they vote!

LISTENERSHIP & ENGAGEMENT

→ **9.5 million Australians** (57% of the population) listen to community radio in an average month.

→ **1.6 million Australians** (7.3% of the population) speak a language other than English at home and listen to community radio in an average month. ¹

→ **4.5 million Australians** (27%) listen regularly to community radio.

→ **More than 130 community radio** stations broadcast multicultural programs (including six full-time ethnic stations in the capital cities).

→ According to the 2006 Census, 22% (4.4 million) of people in Australia were born overseas and more than half of these came to Australia from non-English speaking countries.

Combined with their Australian-born children, they constitute 40% of the population (DFAT). The Census found that 16% of the population (3.1 million people) spoke a language other than English at home, an increase of 285,000 people since 2001.

Many of these people identify themselves ethnically according to their upbringing, usually on the basis of the country of birth of their parents.

OVERALL FUNDING

The joint community broadcasting sector funding submission to the Federal Government (which the NEMBC is party to) calls for \$25m in new funding, in addition to the \$8.1m currently provided.

Additional funding requested for 2010-2011

Content	\$7 m
Infrastructure	\$4 m
Coordination	\$12 m
Training	\$2 m

Make sure your voice is heard!

We want to involve you, your listeners, communities and supporters in this campaign. With your support we can make our voice heard, so get involved!

- Telephone, email or write a letter to federal government ministers and those in opposition. Also contact Greens and other candidates.
- Take your local candidates on a tour of your station and interview them for one of your programs. Visit your local candidates' offices if they don't come to you.

- Talk to your listeners. Ask them to contact their local candidates and express their concerns by explaining the importance of ethnic community broadcasting.

For more information about this campaign and for the names, telephone numbers and addresses of your local candidates, please visit our website at www.nembc.org.au.

You can also help by asking politicians of all persuasions to give ethnic community broadcasting a FAIR GO and have our voices heard.