



# Some basic facts

## 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. Community radio provides a vital source of information and contact in rural and remote areas, particularly as immigration levels continue to grow.

## Social Cohesion

Multilingual community broadcasting makes a substantial contribution to social cohesion, community engagement and regeneration by:

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

## An Essential Service

Griffith University reports that ethnic community broadcasting not only provides “an essential service for new migrants... it is doing far more than this – when a community becomes more established in Australia, ethnic language programs act as an important link to other members of the same community in their local area through maintenance of languages, and links to home which other information and media sources cannot provide.”

## Multiculturalism and Language

Ethnic and multicultural community broadcasting is Australia’s largest multilingual institution, supporting cultural and linguistic diversity, providing information, maintaining community connections and promoting cultural development in over 100 languages.

Almost one quarter (23%) of regular metro community radio listeners are LOTE speakers at home (around 608,000 people).

## The size and reach of ethnic and multicultural community broadcasting:

- 2,118 hours of ethnic community broadcasting each week.
- Broadcasts in 100 languages across metropolitan, regional and country Australia.
- 130 radio stations (including 6 full-time ethnic stations).
- Over 3,000 volunteers from 275 cultural and ethnic groups.

## Listenership

56% of Australians listen to community radio in an average month – a 31% increase since in 2004. Around 4.5 million people listen every week and 640,000 Australians listen exclusively to community radio. Almost one third (30%) of community radio stations are the only broadcasters producing local programming in their local service area.

## Volunteers

Community radio engages 23,000 volunteers nationwide in production, station governance, management and administration – providing an estimated \$232 million worth of labour annually. Over 3,000 of these volunteers work exclusively in community language programming.

## Promotes Media Literacy

Ethnic community media provides many people, including students and young people, with their first experience of media production. Australia’s media industry acknowledges the vital role community radio plays as an industry training ground.

## 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 totally funded by government, received \$21m in 2006-07 at a cost of \$1,500 per program, in contrast to the \$2.7m going to ethnic community radio at a cost of \$35 per program.

## Transferable Skills

Community radio develops transferable skills in ICT, broadcast technology, management capability and spoken and written communication, across all parts of the community:

- Over 7,500 people receive training each year.
- Many vulnerable groups re-engage with practical learning in an accessible and engaging environment.

## Economic Benefits

Community media strengthens national and local economies by:

- Providing information about local businesses through the tens of thousands of sponsorship messages broadcast each week.
- Building partnerships with business and not-for-profit organisations to deliver projects and services.
- Helping community members identify employment pathways.
- Engaging and training volunteers, worth \$232 million annually.
- Developing transferable skills increasing employability.

## Assisting Government

Ethnic community radio assists 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 service providers to provide local and current information to communities facing crises.