



The National Ethnic and Multicultural
Broadcasters' Council (NEMBC)

Submission to the

**Minister for Broadband, Communications
and the Digital Economy**

on the Discussion Paper
"ABC and SBS: Towards a digital future"

12 December 2008

Level 1, Room 6
156 George St
Fitzroy VIC 3065
Mail: PO Box 1144
Collingwood VIC 3066
Phone: (03) 9486 9549
Fax: (03) 9486 9547
Email: admin@nembc.org.au
Website: www.nembc.org.au

Executive Summary

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) thanks the Minister for Broadband, Communications and the Digital Economy for the initiative to showcase the Australian Broadcasting Corporation (ABC) and Special Broadcasting Service (SBS) and to stimulate ideas and comments about the future roles of Australia's two public broadcasters, in the "Discussion Paper: Towards a digital future". The broadcasters have played a significant role in Australian history providing information, entertainment and education over the many years and the public broadcasters role in the digital future should be supported.

The NEMBC welcomes the opportunity to present a submission to the Discussion Paper. While realising the Discussion Paper focuses on the Public Sector it is important to recognise the diversity of the media sector in Australia, which is globally recognised as unique and impressive, in particular its community broadcasting sector.

To have a healthy and effective national broadcasting sector you need to have a sustainable and effective community broadcasting sector. These services are distinct and complementary, and must be adequately supported and recognised for their particular roles in serving the communication needs of this diverse country. The NEMBC rejects the government's claim that NITV including SBS and ABC are 'the sole custodians of Australian stories, creativity and indigenous broadcasting'. The NEMBC would also like to reiterate that SBS is not the sole provider of ethnic and multicultural broadcasting in Australia. Ethnic and multicultural community broadcasting has more extensive programming to service a larger number of communities, and this role needs to be acknowledged.

Therefore in this submission the NEMBC would like to express concerns regarding the wider context of broadcasting in Australia, particularly focusing on the significant role of community broadcasting. The ethnic and multicultural community broadcasting sector, in particular, already plays a significant role in many of the issues and objectives mentioned in the government's 'Discussion Paper'.

The NEMBC recognises:

- Ethnic community radio by definition practices multiculturalism and 'Social Inclusion' by involving, supporting and building community. Community radio establishes a local workforce of volunteerism, empowers people through training and the acquisition of new skills, provides social opportunities, provides information and education, increases self-esteem and well being, assists community members to seek employment and strengthens local economies.
- Ethnic broadcasting plays a significant role in maintaining language, culture and identity, simulating multilingualism and combating racism/stereotypes, through self-representation of minority communities.
- Community radio is cost effective due to a large volunteer workforce and cooperative ethos.
- This submission raises a concern about SBS's proposed international content.
- The NEMBC supports its colleagues in raising serious concerns relating to indigenous broadcasting. The NEMBC recommends that the peak body of indigenous broadcasting, the Australian Indigenous Communications Association (AICA) is not to be subsumed into the mainstream national

- broadcasters through NITV, but is able to keep its independence as a nationally elected community broadcasting body.
- The NEMBC recommends that AICA as the peak body of indigenous community broadcasting is consulted for future decisions relating to indigenous community broadcasting and finally that indigenous broadcasting is moved out of the arts and heritage portfolio and back into the broadcasting portfolio, where the rest of the broadcasting organisations resides.

Executive Conclusion

If the government is truly committed to the aims and principles expressed in the Discussion Paper then the NEMBC recommends that a similar Discussion Paper be produced showcasing the community broadcasting sector in Australia and discussing its future role in digital broadcasting. There is already a significant amount of information on the benefits of community radio and its strong role in the media landscape in Australia.¹ The NEMBC welcomes the government's assistance in developing such a Discussion Paper to recognise the role of community broadcasting.

Most notably a Discussion Paper about the Community radio sector would provide the opportunity to raise the profile of the sector and draw attention to the need to fund specific areas in ethnic broadcasting including content production and the specific need for culturally sensitive training programs.

The NEMBC recommends, that SBS be requested by the government to discuss its proposals for expansion in digital spectrum with the NEMBC and AICA, to explore ways of cooperating on the best use of public money in delivering multicultural and multilingual services.

NEMBC believes the government should direct SBS to recognize the other players in multilingual, multicultural and Indigenous broadcasting and to enter into discussion with them on how the government funding should be best invested.

Public broadcasting and community broadcasting are complementary to each other and maintaining their roles in Australian society would continue to build on the foundation of media diversity and multiculturalism in Australian society.

¹ Michael Meadows, Susan Ford, Jacqui Ewart, Kerrie Foxwell, *Community Media Matters: An audience study of the Australian community broadcasting sector*. - Griffith University 2007; House of Representatives standing committee on Communications, Information Technology and the Arts, *Tuning into Community Broadcasting*, 2007; McNair Ingenuity Research, *Radio National Listener Survey*, 2008.

Social Inclusion and the Role of Community Broadcasting

The NEMBC would like to focus on the issue of Social Inclusion, as this is the area where community radio is most effective and has the potential to provide the best opportunities for the digital future.

Increased attention is being paid to the community radio sector and the possible benefit it can deliver to social groups, which are not serviced adequately by existing public or commercial broadcasting. Recent international research conducted for the Council of Europe established that “on the question of whether third sector media (community media) contribute to social cohesion or threatens it, the evidence points to the sector being an important factor in social cohesion and citizenship, particularly for minority ethnic communities and refugee and migrant communities”.²

The founding principles of community radio is built on community involvement, access and participation and providing a resource of information and entertainment to the community. International research shows that the “community sector is already making a substantial contribution to social cohesion, community engagement and regeneration”³

Community radio establishes:

- A local workforce of volunteerism
- Empowers people through training and the acquisition of skills
- The rare opportunity for self-representation in the public sphere, (this is particularly pertinent for minority communities who are underrepresented or misrepresented in mainstream media)
- Actively fights racism and counters stereotypes
- Community radio provides educational and social opportunities
- Assists community members to seek employment
- Strengthens local economies.

The community broadcasting sector is a substantial industry servicing the Australian community. Comprised of more than 480 community-owned organisations representing the endeavors of over 23,000 volunteers and more than 800 staff. Community radio is the largest sector in the Australian media landscape and should be duly recognised for this significant role.

The NEMBC would like to focus on how multilingual and multicultural community radio in particular plays a unique and valuable role as a settlement resource for migrant and refugee communities and continues to be valuable resource for servicing the linguistic and cultural needs of all ethnic communities (both established and recently arrived). This opportunity promotes dialogue, understanding and self-representation of minority cultural and linguistic communities, which work towards building and strengthening healthier communities.

Community broadcasting’s participatory, non-commercial and collaborative ethos promotes cultural, social and linguistic meeting places and communication spaces, which are unlikely in any other setting. The commutative, independent and creative nature of community broadcasting encourages innovation, diversity and self-representation. In this way, community broadcasting becomes a site of

² Peter Maynard, *Promoting Social Cohesion: the role of community media, a report prepared for the Council of Europe’s Group Specialists on Media Diversity*, Council of Europe, July 2008, p.5

³ Peter Maynard, *Promoting Social Cohesion: the role of community media*, p.32

difference, which creates a unique and rare opportunity for dialogue that encourages understanding and social cohesion.

Community broadcasting is also a site of cultural and linguistic negotiation. Members of different ethnic backgrounds can participate in a language program together and through their differences can open up understanding and common ground. This contact between different ethnic groups when operating and producing community radio programs is often taken for granted; As Peter Lewis found, "the contact between different community groups contributing to a community media project as they negotiate the allocation of airtime and/or resources underlines the importance of the co-presence necessitated by community broadcasting of this kind. That different members of the local public sphere come together facilitates social cohesion".⁴

The breadth of ethnic and multicultural community radio cannot be ignored; it extends to 123 radio stations (including 7 dedicated ethnic stations). The most recent 2008 McNair survey revealed that in an average week the sector produced 2,439 hours of Ethnic language programs and broadcasts in over a 100 languages, which is an increase from 97 languages in 2007. With the Federal government increasing the immigration intake by approximately 300,000 people (including temporary skilled migration) in the foreseeable future, multilingual broadcasting will continue to play a critical role in servicing the settlement, linguistic and cultural needs of this diverse population.

Community broadcasting will by its resourceful and cooperative nature and structure continue to make a significant contribution to the transition to multi-platform and multi-channel media environments.

Social Inclusion and Cultural Diversity: Trends and changes in migration

Community Radio has the ability to respond to communication needs of new and emerging communities as well as the changing needs of established ethnic communities, much quicker than SBS. Community radio broadcasts in 100 languages where as SBS is currently limited to 68 languages. Given its extensive distribution in rural and urban areas, community radio is much better positioned to service the needs of changing patterns of migrants, both in terms of demography and geography.

The Government's Discussion Paper acknowledged that, 'one challenge for SBS to fulfilling this function is to serve new language groups in the community without reducing programming for established groups.' Community radio, through its commitment to participation and access, inexpensive training and more opportunity to broadcast through a larger number of stations, has proven to be in a much better position to respond to the linguistic, cultural and settlement need of emerging and refugee communities as well as the changing needs of established ethnic communities.

In order to continue its role in supporting established ethnic communities as well as new and emerging communities to have access to radio, the NEMBC would like to see the restoration of the Australian Ethnic Radio Training Project (AERTP). The AERTP, which trained 2,500 ethnic community broadcasters over 10 years, ceased to be funded in 2004. This training project needs to be re-funded for the

⁴ Peter Maynard, *Promoting Social Cohesion: the role of community media*, p.38

NEMBC to adequately service the needs of ethnic, refugee and migrant communities; needs that public broadcasting is unable to address. This cost effective training scheme was highly successful and provided sustainability to the sector. The NEMBC is well positioned to address the linguistic, cultural and gender training concerns of ethnic, migrant and refugee communities.

Migration and Multiculturalism

The Australian Government's migration program is at its highest level since the 1960s. Ethnic and multicultural community broadcasting is Australia's largest language laboratory – providing information, maintaining community connections, promoting linguistic diversity, cultural development, social inclusion and belonging.

Ethnic community broadcasting is a vital service for migrants and refugees as they establish themselves in a new country. This settlement role is exemplified in the following extract from the Griffith University Community Media Matters Report, 2007

“A Sudanese focus group participant reiterated the importance of not just hearing news from the home country, but being able to easily access local and national news from Australia through Sudanese-language programming: Because you don't have much time here to meet with all your friends... and especially when you're driving, you turn the station on and it attracts you, . . . its something in your own language and it keeps you occupied and abreast of what's happening. And again it talks about issues that are also happening in the country itself, not just overseas.”⁵

A member of the Turkish focus group further clarified the importance of ethnic-language programming in providing essential Centrelink and government information:

“As we're living here, we're able to hear what our responsibilities are and also our rights are here, like for example, when you hear information about Centrelink, or about taxation office, traffic infringement notices to be aware of those and what to do and what not to do. Legal, family matters, divorces, domestic violence, those kinds of things, to get those information in Turkish. To understand these matters wrongly or understand them a little bit does not, will not help you.”⁶

Moreover, ethnic and multicultural community broadcasting not only connects migrant and refugee communities with their local communities it also assists with the integration and inclusion into Australian society. Several participants in the Turkish focus group of the Community Media Matters report, felt this is one of the key roles of the program, which at the time broadcast only one hour per week:

“The radio, this radio station is not separating us from Australia, as our friend said before, it's integrating us to Australia, It's very important. Our children are growing up Australians anyway, maybe they're having difficulty adapting

⁵ Michael Meadows, Susan Ford, Jacqui Ewart, Kerrie Foxwell, *Community Media Matters: An audience study of the Australian community broadcasting sector*, p.79

⁶ *ibid.*

culturally, but through the radio, they will be able to get some help or adapt anyway. And also we see our differences as richness, in Turkey too, where we come from different backgrounds and things that, backgrounds, we're living the same thing here too and we're happy about that. Everyone's got their own different folklore, folklore and songs and everything else so we have that here too and we're happy with that."⁷

Such testimony underscores the value of ethnic and multicultural community broadcasting for social inclusion and engaged citizenship.

Localism

Community Radio is community driven at all levels of media production, which distinguishes it from national public broadcasting. Community radio is a true example of civil participation and should be supported by the government for this role.

- Community radio, given its commitment to access and participation in all aspects of radio broadcasting including, production, announcing, governance, and administration, is therefore in a much better position to connect with its constituents. If the government is committed to, 'allowing people with similar interests to communicate and participate in local communities', this commitment should be reflected in greater recognition and support of community broadcasting to sustain this service of localism.
- Localism plays a vital role for the social inclusion of minority voices.
- Community Radio is undoubtedly a unique meeting place of difference. A space where people, ideas and skills are shared in a regulated and supported media-making environment. This interaction is greatly important for the promoting of understanding and recognition of difference, social cohesion and dialogue.
- This forum of local interaction and discussion is vital for minority voices. In order for minority voices to be represented in the national public sphere through a national broadcaster, a local conversation and discussion needs to take place within minority communities. The forum of community broadcasting allows a conversation, which, to a degree is able to transcend traditional boundaries of power, in terms of social, economic, political, religious or gender relations. Before a national broadcaster attempts to 'comprehensively' represent diverse communities, a space for minority-to-minority interaction and discussion must be supported. In this way both the role of community and national broadcasters in responding to societal needs of all communities are of equal importance.
- SBS, more so SBS TV, seldom if ever cover local events, socio-cultural-political-educational events organised by or affecting ethnic communities and the wider multicultural constituency. Community TV on the other hand focuses a majority of its broadcasts on local events and activities within the community and is well connected to address the needs of the community.

If public broadcasting attempts to be a 'Virtual Village Square', the role of community broadcasting must be adequately supported and recognised for its unique role in establishing this communication forum.

⁷ Michael Meadows, Susan Ford, Jacqui Ewart, Kerrie Foxwell, *Community Media Matters: An audience study of the Australian community broadcasting sector*, p.79

Cost Effectiveness

The community radio sector has become a major producer of locally relevant special interest programming (Indigenous, Ethnic and Radio for the Print Handicap, RPH) that would otherwise have to be provided by the ABC and/or SBS at a much greater cost and at the loss of community involvement. A simple comparison of the relative cost structures in Non- English Speaking Background (NESB) radio production between SBS and the community radio broadcasting sector illustrates this point (2006/07 CBF report).

SBS radio received \$21 million and ethnic community radio services received \$2.7 million, in 2006/07. Ethnic community broadcasters produced 80% more programs than SBS. The average cost for a single program on SBS was over fifteen hundred dollars while an ethnic community radio program cost under forty dollars. The report states:

“With \$2.74 million of Australian Government funding the community radio sector in 2006-07 supported the production of 71,956 hours of locally relevant ethnic language programs in 92 languages used by 118 distinct ethnic/cultural groups located in over 750 distinct local ethnic communities in seventy seven locations across Australia, as well as special ethnic broadcasting projects and support for the ethnic broadcasters representative body, the NEMBC. The average cost to the Australian Government per ethnic community broadcast hour supported was therefore \$38.13 or 2.4% of the average cost of each individual SBS program hour produced.”

It should be noted that funding to the ethnic community radio sector is now 18% lower in real terms than 10 years ago. Core and targeted components have declined in real terms by more than 40%. Community broadcasting is feeling the stress with this lack of funding and are struggling to sustain their services.

Community Broadcasting should also be recognised for its role in Education and Training. The Centre for Creative Industries and innovation 2007 survey reveals that community media contributes substantially to the media industries, providing training and networks which lead to real career opportunities across the commercial, public, community and education sectors.⁸

The more accessible training and participation in community broadcasting the more diverse and representative the Australian media industry will be.

Digital

The NEMBC recognises the distinct and important role that community broadcasting offers society and would like the government to ensure through legislation the same entitlements to digital capacity as the national broadcasters.

The NEMBC recognises that community broadcasting should not be disadvantaged in the digital environment so that it can continue to play its unique role in community development, education, health information resource, social inclusion and support for cultural and linguistic minority communities.

⁸ Ellie Rennie, *Community Media and Industry Training*, Centre of Excellence for Creative Industries and Innovation, 2007.

Community television has not been guaranteed a future in digital TV. The NEMBC recognises that community television plays a necessary role in supporting cultural and linguistic minorities, localism, innovation, a space for experimental programming and a significant contribution to Australia's creative industries.

Presenting Australia to the world

Ethnic Community Broadcasters retain strong links with communities in their country of origin as well as diaspora communities. Community Radio has already embraced innovative technology to connect dispersed communities and share local (Australian) information with dispersed communities around the world through increased digital and web capacity. The NEMBC is currently developing an innovative and cutting edge website that will use communications technology to connect dispersed communities of culturally and linguistic youth through different localities around Australia and the world. These networks are a great way of transmitting information and knowledge and negotiating culture and identity.

International Content

The SBS "has indicated a desire to progressively introduce nine simulcast and unique digital radio services between 2009 and 2012, including specialist channels featuring languages from China, the Indian subcontinent, East Africa, Europe and the Middle East."

These programs would predominantly be imports from overseas, recycled and edited programs broadcast through a highly centralised network based in Sydney or Melbourne. There are concerns that SBS would be a distributor of overseas made programs many if not most may not correspond to Australian multicultural standards and broadcasting codes. Moreover, this increased content of international imports while providing some linguistic and cultural services, does not adequately recognise the importance of local expression of Australia's cultural and linguistic diversity. Community broadcasting is committed to balancing both local and international material to service the unique needs of ethnic, migrant and refugee communities in Australia.

Indigenous Broadcasting

The nationally elected Indigenous peak body AICA has expressed concern that the government has decided it would integrate Indigenous community broadcasting into NITV, and has done this without seeking indigenous consultation from organisations concerned.

The NEMBC recommends that:

- Any future decisions on indigenous community broadcasting include Indigenous consultation, involvement and consent from the peak body of indigenous community broadcasters.
- That Indigenous community broadcasting remains community owned and controlled.
- That Indigenous community broadcasting is NOT integrated into NITV.
- That NITV including SBS and ABC are NOT recognised as the sole custodians of Australian stories, creativity and indigenous broadcasting.

The Australian media landscape is diverse and this diversity should be recognised.

- The NEMBC rejects the proposal that the NITV be the agency for making decisions about indigenous media, which are community owned and controlled.
- NEMBC supports a decentralised and diverse working community model for governing indigenous community broadcasting.
- That the Indigenous Broadcasting Program (IBP) and indigenous broadcasting be moved back to The Department of Broadband, Communications and the Digital Economy and out of the Department of Environment, Water, Heritage and the Arts.
- The NEMBC supports the concern of AICA if 'integrated' into NITV, (SBS and ABC), that it could be a 'cheap fix' by the government to satisfy the Australian content required by public broadcasting if ABC and SBS struggle to meet its commitment.
- That the government respects Indigenous peoples unique culture, heritage, right to be consulted and right to transmit their culture in the communicative avenues that is decided by representatives of Indigenous Community Broadcasting.

Informing and entertaining Australians

Multilingual and multicultural community broadcasting plays a significant role in informing and educating Australians.

- **Delivery of Australia content** – Community broadcasting is locally owned and locally produced for the Australian community by the Australian community.
- **Children's' Programming-** Increased support for multilingual community broadcasting is highly important for language and cultural maintenance. This should be prioritised by both national and community broadcasters. The validation of culture, language and heritage is important not only for social inclusion and cohesion and but a healthy multilingual society also provides Australia with extensive social and economic benefits.
- **News and Current Affairs-** a significant part of ethnic and multicultural Community broadcasting is news and current affairs programming. Community broadcasting provides alternative perspectives to mainstream media. Ethnic Community Broadcasting Programming focuses on local news as well as including news from country of origin. This fulfils the objectives which national public broadcasting seeks to encompass: diversity of news and information, comprehensive and diverse programming and the strengthening of an Australian identity through Australian content that promotes diversity and understanding of other cultures.
- **Information and news** from both country of origin and Australia contributes to maintaining the cultural and linguistics connections considering the experiences of heritage and resettlement. This connection contributes to inclusion and belonging, which greatly assist in the settlement and migration experiences.
- **Comprehensive and program diversity-** the public and community sector complement each other and work in synergy to provide Australian communities with comprehensive communication and information. Not one broadcasting sector should attempt to be all encompassing.
- **Education-** Community broadcasting not only involves an educational role in its programming but the sector is a significant media training ground.

The sector includes five registered training organisations and has proven to be a significant training opportunity for careers in the media industry.⁹

- **Universality**- A national broadcaster cannot comprehensively be present in dialogue and communication in all places and all times if it is to support diversity of communication. Pluralistic communication, involves dialogue through a number of alternative public spheres. In Georgina Born's investigation of public broadcasting in the UK she asserted that a variety of communication fora is required to adequately address the needs of a diverse population. Communication involves, the majority (public broadcaster) hosting divergent and contesting minority perspectives, minorities speaking to both majority and to other minorities: intercultural communication. (This is well served by both public and community broadcasting) and a third form is when minority speaks to minority (or to itself): intracultural communication. This particular aspect of communication is unique to community broadcasting and is vital to representing, understanding and acknowledging minority voices.¹⁰

All channels of communication play different roles and serve different purposes. The various fora of communication are complementary and must be recognised supported and respected.

⁹ Ellie Rennie, *Community Media and Industry Training*, 2007.

¹⁰ Georgina Born, 'Digitising democracy', in (eds.) J. Lloyd and J. Seaton, *What Can Be Done? Making the Media and Politics Better*, pp. 102-23. Special book issue of *Political Quarterly*. Oxford: Blackwell. ISBN: 1 4051 3693 6. p.11

CONCLUSION

The NEMBC requests that when considering national broadcasting the government acknowledgements and considers the complementary, mutual and unique role of community broadcasting in terms of fulfilling the objectives of national broadcasting, including: universality, localism, Australian content, comprehensive and diverse programming, diversity of news and information, education and innovation and quality. To effectively address the needs of a national broadcasting system NEMBC recommends the following:

Recommendations

- NEMBC recommends that a similar Discussion Paper be produced showcasing the community broadcasting sector in Australia and discussing its future role in digital broadcasting.
- That NITV including SBS and ABC are NOT recognised as the sole custodians of Australian stories, creativity and indigenous broadcasting. Media diversity in Australia needs to be adequately recognised, including the provision of the community broadcasting sector.
- That the government recognise and acknowledge the benefits community broadcasting can deliver in terms of community service and social cohesion. Its role in community building, engaged civil participation, information service delivery, education and training, localism, dialogue, the maintenance of language, culture and identity, and its role in addressing racism and stereotypes through the self-representation of minority communities. The government needs to assist in sustaining this role of community broadcasting through adequate funding and support.
- The NEMBC share's public concern that the SBS, particularly SBS TV has deviated from its original charter in favour of mainstream programming and commercialism. The NEMBC recommends that the government ensure SBS actively renews its commitments set out in their charter.
- That the government ensures community broadcasting is not disadvantaged in the digital environment and through legislation ensures that the community broadcasting sector has the same entitlements to new digital technologies as the public broadcasters.
- That SBS be requested by the government to discuss its proposals for expansion in digital spectrum with the NEMBC and AICA, to explore ways of cooperating on the best use of public money in delivering multicultural, multilingual and indigenous services.
- NEMBC believes the government should direct SBS to recognise the other players in ethnic and Indigenous broadcasting and to enter into discussion with them on how government funding should be best invested.
- Any future decisions on indigenous community broadcasting include substantial Indigenous consultation, involvement and consent.
- The NEMBC support that Indigenous community broadcasting remains community owned and controlled.

- Community Radio has the ability to respond to communication needs of new and emerging communities, as well as the changing needs of established ethnic communities, much quicker than SBS. In order to continue its role in supporting established ethnic communities as well as new and emerging communities to have access to radio, the NEMBC strongly recommend the restoration of the Australian Ethnic Radio Training Program so that community broadcasting can provide information, education and entertainment to service the linguistic and cultural needs of this diverse population that public broadcasting is not providing.
- The NEMBC recommends that the government implement the recommendations and acknowledge and support the findings of the House of Representatives, Standing Committee on Communications, Information Technology and the Arts, report on ' Tuning into Community Broadcasting', June 2007.

REFERENCES:

Born, G, 'Digitising democracy', in (eds.) J. Lloyd and J. Seaton, *What Can Be Done? Making the Media and Politics Better*, pp. 102-23. Special book issue of *Political Quarterly*. Oxford: Blackwell. ISBN: 1 4051 3693 6

House of Representatives standing committee on Communications, Information Technology and the Arts, *Tuning into Community Broadcasting*, 2007
http://www.aph.gov.au/house/committee/cita/community_broadcasting/secondreport.htm

Meadows, M, Ford S, Ewart J, Foxwell K, *Community Media Matters: An audience study of the Australian community broadcasting sector*, Griffith University, 2007
<http://www.cbonline.org.au/index.cfm?pagelD=51,171,3,1136>

McNair Ingenuity Research, *Radio National Listener Survey*, 2008,
<http://www.cbonline.org.au/index.cfm?pagelD=15,47,3,1534>

Rennie, E, COMMUNITY MEDIA AND INDUSTRY TRAINING, Centre of Excellence for Creative Industries and Innovation, 2007,
http://www.creative.org.au/linkboard/results.shtml?filename_num=184735