

**The National Ethnic  
and Multicultural  
Broadcasters'  
Council**

# **Ethnic Community Broadcasting**

Strengthening social cohesion and citizenship

**Submission to federal Budget 2020–2021**

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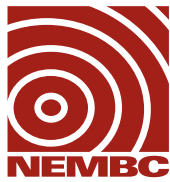
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## Introduction

The ethnic and multicultural broadcasting sector provides a unique opportunity for the Government to invest in, to improve media diversity and social cohesion in Australian society.

The supporting document demonstrates the central role of the NEMBC, its major achievements (Leading The Way) and approaches to its diverse membership and details the important and substantial contribution community ethnic broadcasting makes to the promotion of social cohesion and inclusion.

Our submission focuses on three areas of investment that can drive sector growth for ethnic community broadcasting:

- Targeted support for refugee and new and emerging communities
- Training and skills development for ethnic and multicultural broadcasters
- Program and content production

We estimate a Government contribution of \$3,250,000 / annum would significantly improve our ability to meet these goals.

### **The National Ethnic and Multicultural Broadcasting Council**

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) was established in 1985. It is the only national peak body that supports multilingual community broadcasting in Australia. The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture and identity.

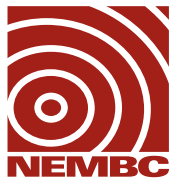
The NEMBC is a membership organization representing some 600 program members throughout Australia. Every two years, an Executive Committee is democratically elected to implement the NEMBC Strategic Plan.

The NEMBC Vision Statement: Enable diverse communities to have a strong voice and make a safer and more inclusive society.

The NEMBC provides services to develop multilingual community broadcasting and runs projects focusing on youth, women and new and emerging communities.

The role of the NEMBC is to:

- Advocate for and support ethnic and multicultural community broadcasting
- Be a voice for multiculturalism in Australia
- Maintain and connect people with their ancestry, language and culture
- Counter racism in Australian society
- Contribute to media diversity in Australia
- Operate with integrity and in a manner that is ethical, professional, responsive and self-reliant.



## **The Case for Ethnic Community Broadcasting**

Ethnic community broadcasting makes a highly valuable contribution to Australian society and promotes civic and cultural participation, the lifeblood of a healthy democracy.

Australia's rich ethnic diversity and proud history of multiculturalism is a central part of who we are as a nation. Migration has delivered enormous social and economic benefits in terms of small business development, industry development and international engagement; and has strengthened the identity, history and character of the nation.

Ethnic community broadcasting has played a critical role in the Australian migration success story and has long been a vital part of the Australian social and cultural landscape. Ethnic community broadcasting is grounded in the values, diversity and ethos of community radio while adding richness to Australia's cultural agenda through its contribution to social cohesion and maintenance of language, culture and identity.

Australia's multilingual and multicultural audience is vast and varied comprising of almost 5 million Australians who speak a language other than English at home. This is almost a 1 million increase since 2011. While 50.7% of the population was born in Australia, the total number of migrants from non-English heritage makes up the vast majority of the Australian population. Migration continues to grow and become more diverse as the Australian Government's migration program continues to support Australia's high level of cultural and linguistic diversity.

The size and reach of ethnic and multicultural community broadcasting:

- 2,070 hours of ethnic community broadcasting each week.
- Broadcasts in 110 languages across metropolitan, regional and country Australia.
- 97 radio stations (including 6 full-time ethnic stations).
- Over 4,000 volunteers from 125 cultural groups.

Ethnic community radio programs operate very differently from general radio programs and have extensive production involvement from community members. More detailed evidence is provided in the Brief overview and Appendices.



# Ethnic Community Broadcasting – A Brief Overview

## 1 Participation and Democracy

Ethnic and multicultural community broadcasting is Australia's largest multilingual media institution. It is crucial in supporting cultural and linguistic diversity, providing information and services, creating skills and training, maintaining community cohesion and promoting cultural development in over 100 languages. National and international research shows that ethnic community media promotes participation and citizenship<sup>25</sup>. This participatory media model gives a voice to the 300 multicultural communities in the world's most multicultural nation.

## 2 Economic Benefits

Community media strengthens national and local economies by:

- Providing information about small and 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 multicultural and multilingual volunteers, worth \$61 million annually.
- Developing transferable skills increasing employability.

## 3 Transferable Skills

Community radio develops transferable skills in media, 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.

## 4 Cost Effective

The community broadcasting sector continues to be the most cost effective and efficient means of providing multilingual and multicultural radio for Australia's culturally and linguistically diverse communities. It is also by far the most prodigious producer of such programs, providing almost five times as many hours of individual programs as SBS Radio at one-eighth of the cost. See [Appendices 2](#)



## 5 Government and Settlement Service

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.

## 6 Audience

There are now 4.9 million people that speak a Language other than English at home; this is a massive increase of almost 1 million since 2011. Over half the population (56%) of Australians listen to community radio and every week 1.6 million people listen to ethnic community radio<sup>26</sup> and 2.8 million LOTE speakers are occasional listeners to community radio<sup>27</sup>. These *National Listener* surveys are very broad and conducted in English. Other targeted research shows that on average 50% of the language group will listen to ethnic radio and some groups as high as 80% listen to Ethnic radio therefore listenership assessment is much higher when surveys are held targeting ethnic communities. See [Appendices 3](#) and [Appendices 7](#)

## 7 Volunteers

Community radio engages 23,000 volunteers nationwide in production, station governance, management and administration, over 4,000 of these volunteers work exclusively in community language programming at a value of \$61 million. See [Appendices 8](#)

## 8 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 unique public space for dialogue that encourages mutual understanding, breaks down stereotypes and counters racism.

## 9 New and Emerging Communities

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. See [Appendices 4](#)



## **10 An Essential Service**

The Ethnic sector is the most diverse sector within community broadcasting<sup>28</sup>. 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.” See [Appendices 5](#)

## **11 Established Communities: maintenance and connection**

The ethnic sector services a large population of older generation; seniors and mature age make-up a large part of the established communities. Established communities have a strong connection to language retention and to social connection – these seniors have maintained the continuity of their language community, and functions to maintain continuity of culture and identity. The example is given of the Greek established communities; however, a similar experience exists for all the larger established communities. See [Appendices 6](#)

## **Second Generation**

Ethnic radio assists in intergenerational cultural cohesion. Many communities, especially established communities, reveal concerns on how to encourage young people to become more involved in community based multilingual programs. The experience of young people born from a migrant community can be very different from that of their parents; many young people are familiar with two languages and two cultures. See [Appendices 6](#).

## **12 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.

## **13 Rich local content and talk based information**

Ethnic community broadcasting is rich in content for a number of reasons, including the strong emphasis on maintenance and development of language. There is a high level of language content – and 50% requirement of spoken word for each program. The recent Station Census shows that ethnic community radio devote a large proportion of their broadcast time (86%) to spoken word programming; this has been above 80% since 2003<sup>29</sup>. ‘Maintaining community support and engagement’ was ranked very highly by the ethnic sector<sup>30</sup>. See [Appendices 7](#)

## **14 Large Numbers of Ethnic Community Broadcasters**

The Ethnic sector is the most diverse sector within community broadcasting<sup>31</sup>. An ethnic radio program is made-up of dozens of members and representatives of a language group, it is not given to individuals but is owned by a language community. There are at least 4,000 ethnic volunteer broadcasters involved in radio production. See [Appendices 8](#)



# NEMBC MEDIA Leading the Way

**It really has been a huge year for the NEMBC and our new production team at NEMBC MEDIA, with a massive potential for growth in 2020–21.**

The NEMBC created a new enhanced identity: NEMBC MEDIA, which focuses on member engagement to produce radio and TV productions. This media model combines traditional broadcasting methods to create podcasts and videocasts and then distributes these programs across multiple digital platforms.

NEMBC MEDIA plans to provide new opportunities to enhance program quality, offer unique training, develop new revenue streams and connect programs and language groups across the country.

Organisations and private entities are presently seeking the NEMBC to develop promotion programs throughout the ethnic demographic. Our reputation as the Multicultural Media organisation to deliver results on a national platform and across all media is acknowledged by the broader community – we are quickly becoming the 'go to' organisation for national diversity language delivery and broadcasting!

NEMBC MEDIA is working in a broad range of areas:

## Speak My Language



The NEMBC is actively engaging with 40 multilingual community radio programs across 4 States to produce radio programs that provide quality information about healthy ageing to culturally and linguistically diverse seniors.

The on-air information is broadcast in different languages and assists seniors and their families and friends to make informed decisions about their needs today, and for the future.

It's not just one radio program but a series of topics that are delivered over many weeks. Specially trained bilingual facilitators are linked to the community radio program.



ICMS broadcasters at the Speak My Language launch in Canberra with Hon Ken Wyatt AM, MP, Minister for Senior Australians and Aged Care.

Culturally and linguistically diverse seniors, aged care experts, doctors and community leaders take front stage, as they feature each week on-air to talk about their own aged care experiences and journeys, with the hope of inspiring others to pick up the phone and seek help.

The program concludes this year but the NEMBC hopes to return in 2020 with an aged care program that reaches the whole country.

## Online Safety Campaign



This campaign supported members to provide important information about online safety for children in different languages. The NEMBC distributed radio podcasts to assist parents and children's safety online to 26 different cultural groups in 13 different languages.

More than 25 hours of radio podcasts were played on 170 radio programs at 35 radio stations across every State in Australia.

The NEMBC continues to promote the podcasts and they are available on our website.

The project was a partnership with Embrace Society and supported the eSafety Commissioners national campaign.

## Media Representation and Diversity





The NEMBC is always looking for ways to create employment pathways for our members with a long term goal to improve media representation in Australia.

The NEMBC partnered with Media Diversity Australia (MDA) to further strengthen the possibilities of internships in mainstream media. The NEMBC has assisted in establishing an MDA branch in Queensland with 4EB and in Victoria there was a launch on the 12 November 2019. Media Diversity Australia is a nation-wide not-for-profit organisation run by journalists and communications professionals. They are working to make our news media more reflective of all Australians.

## The mid-year Walkley Awards



The NEMBC is pleased to support a new media diversity Award – Media Diversity Australia – that inspires excellence in media diversity, encourages broader media representation and provides the opportunity for ethnic community broadcasters to make an application to a Walkley Award. The NEMBC is working with partners Media Diversity Australia and 'cohealth –care for all' and creating visibility and promotion for the ethnic community broadcasting sector.

## Harmony Votes Active and Equal



Arabic & English	Farsi & English	Dari & English
		
<b>Hala Abdelnour</b> Hala is the founder and director of Global Echo Consultants, a change agency focusing on effective strategies, diversity and collaboration; she joined the Diaspora Action Australia Board in 2014 as a member and was elected its Chair in 2016.	<b>Leila Afshari</b> Leila immigrated to Australia in 2003, from Iran and given my interest in leadership and organizational behaviour research areas, I transferred from Engineering to Management studying in 2011 and completed my PhD in Management in 2016.	<b>Maryam Zahid</b> Maryam came to Australia as a refugee in 1999 at age 20. She works as a Domestic Violence Prevention Project officer for Sydney West Multicultural Services. She is the founder and director of "Afghan Women on the Move".

The NEMBC MEDIA was a key player in the Harmony Votes campaign in the 2019 Federal election, which provided an opportunity for women from migrant and refugee backgrounds to have a say about who makes decisions on their behalf. Harmony Votes called on women from migrant and refugee backgrounds to exercise active citizenship. Active citizenship means "being involved in making society a better place – paying attention to issues that affect us, our families and our communities, and working for change".

Organised by Harmony Alliance: Migrant and Refugee Women for Change and the NEMBC.

## Next Generation Media

The NEMBC is pursuing a project, Next Generation Media training, to support the African community and especially those from South Sudan. The project will recruit African young people not involved in community broadcasting, to undertake an intensive media project to engage more ethnically diverse young people in community broadcasting and provide them a good basis for ongoing media participation. There will be a summer school for two weeks followed by 3 months of on-air broadcasting.



## ARTS and Fashion

The NEMBC is developing a pre-production pilot for television (and possibly radio) "Multicultural Arts" – a program focusing on Art, fashion, music, dance, performance, film, festivals and cultural events, in diverse languages with either sub-titles or voice over translations. The idea is to capture the contemporary diversity arts market and showcase what multicultural and ethnic communities are making, designing and celebrating to enhance their language, heritage and traditions in a half hour weekly national refined arts program. We have secured in-kind the facilities of C3I and their technical assistance to film this pilot. We are looking at having a one episode HD quality (not-for-air) pilot finished by March 2020, before we commence full production in July.

# NEMBC MEDIA Leading the Way

## Sports Programs

Sports Programs have included AFL, and A-League Soccer, with new initiatives are being developed in Basketball, Twenty-20 Cricket, National Rugby League and Rugby Union.



We broadcast a full season of the Multicultural AFL Football TV Panel Show and also developed and produced the pilot on local Soccer "All About A-League". All together, we produced over 200 hours of podcasts and over 30 hours of telecasts across 38 episodes of programs for six months in the year. We would like to thank our major funding partners, the Australian Football League (AFL), the Community Broadcasting Foundation Ltd. (CBF) and C3I TV for their support and technical advice.



The NEMBC also delivered 10 live match-day calls in seven languages as well as AFL news podcasts in languages per week for the entire AFL season.

The most significant event was the first ever live diversity language broadcast by the CRN Satellite Service. This was towards the end of the season and in future the NEMBC will be broadcasting the live match call nationally by satellite. The other exciting development was the training of our first regional and interstate callers this year, ready to bring live AFL match day calls from Perth, Adelaide and Sydney next year.



L-R: Fiv Antoniou – Multicultural AFL TV Show Director, Habir Singh Kang – TV panellist, Vanessa Gatica – AFL TV Show anchor, at Radio National on the Sports program hosted by Amanda Smith.

We also had preliminary discussions with the ICC (International Cricket Council) to produce a live call of games in the Hindi, Punjabi, Sinhalese, Nepalese and Pakistani languages for the International Twenty20 World Cup for women and men in 2020.

## New sports in 2020

Next year, for our NSW, ACT and Queensland multicultural listeners, we anticipate a regular weekly radio podcast of Everything NRL (National Rugby League) including previews and reviews of Rugby Union games. We have had discussions with one of our members that is interested in producing the podcast for radio distribution next NRL / Rugby Union season.



In another development for 2020, the NEMBC is preparing to produce a national pilot series TV program dedicated to domestic and international basketball, with an all-African cast – exciting times ahead!



## **Summary: Investment to drive sector growth for Ethnic Community Broadcasting**

Community broadcasting is Australia's largest independent media sector, a key pillar in the Australian media landscape, and recognised internationally<sup>1</sup> as one of the most successful examples of localised, participatory and diverse media.

Ethnic and multicultural community broadcasting plays a vital and central role in strengthening social cohesion and citizenship within our diverse Australian community. It is highly valued by established migrant communities for the critical role it plays in maintaining language and culture, providing crucial information on services and commentary on issues. Ethnic community radio is and has been a pivotal aspect of all Australian migrant communities' economic, social and cultural development. Ethnic radio also supports intergenerational linguistic and cultural connections between the first and second generations in migrant communities. Ethnic community broadcasting also plays a vital role in helping newly-arrived migrants and refugees build supportive networks within their own community and assists them in learning about their new country.

Ethnic community broadcasting is a dynamic diverse sector, serving the needs of hundreds of thousands of Australians of all ages in urban and regional areas across Australia. It is highly cost-effective by harnessing the skills, expertise and time of more than 4000 volunteers from 125 distinct cultural groups<sup>2</sup> who create 2,070 hours<sup>3</sup> of content every week in over 110 languages<sup>4</sup> broadcast via 100 radio stations<sup>5</sup>.

Government funding is necessary in catalysing and building the capacity of this voluntary sector. Additional funding is requested to improve the following areas:

### **1. Targeted Support for Refugee and New and Emerging Communities**

There is a need to support new and emerging communities across Australia. Community radio provides newly arrived communities the necessary media communication and social skills to be fully engaged with Australian society and other communities. Ethnic radio is the perfect vehicle for the dissemination of culturally and linguistically specific information about settlement services.

Public investment is sought to build the capacity of new and emerging communities in regional areas to provide information about government services and local programs, education and media skills training to improve employment opportunities, give leadership opportunities for all ages and strengthen community participation.

Investment in establishing and sustaining Multicultural Community Radio facilities in regional centres is paramount.

**Investment sought:**  
**\$1,800,000 over three years**



## **2. Training and Skills Development for Ethnic and Multicultural Broadcasters**

Given the large volunteer base in ethnic broadcasting, training and skills development are vital. Training is a highly specialised service for language maintenance and therefore needs to be customised to meet the needs of a diverse range of broadcasters.

Public investment is sought to build on our successful youth media training conducted in 2017 and 2018 by rolling the program out across regional Australia. With a volunteer base of 4,000 broadcasters, the training funding sought is less than \$100 for every person in the ethnic broadcasting sector.

**Investment sought:**  
**\$350,000 annually**

## **3. Content and Program Production**

Maintenance and development of language means that *program content* is the backbone of local community produced ethnic broadcasting<sup>6</sup>. Each individual radio station makes a submission to the Community Broadcasting Foundation (CBF) based on their content needs and the radio stations' Development Resources.

However, output has increased by 53% in the last decade with no commensurate increase in public investment. This has led to a decline in the rate paid a decade ago of \$50 to less than \$40 for each hour of content produced, with no significant increase in the amount of funding to match the growth. This has led to a considerable loss of funding for a majority of stations. There is substantial pressure on the sector's capacity to develop quality content across a diverse number of cultural groups. Public investment is therefore sought to restore and increase the average hourly rate for content production to \$60 per hour.

**Investment sought:**  
**\$1,100,000 annually**

**Total investment sought:**  
**\$1,800,000 over three years**  
**\$1,450,000 annually**  

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**\$3,250,000**





# Detail: Investment to drive sector growth for Ethnic Community Broadcasting

## I Targeted Support for Refugee and New and Emerging Communities

There is a need to support new and emerging communities across regional Australia.

The NEMBC's core work is focused on supporting these needs and ensuring that they are represented with a voice on community radio stations.

From 2011 to 2018 the NEMBC has supported regional centres in Victoria through its *ENGAGE* project. Research identified a lack of support for migrant communities in regional areas. There has been a significant number of new arrivals to regional areas since 2010, however, those groups do not have a voice on their local radio station. The *ENGAGE* project established partnerships, organised training and was able to start new radio programs for a range of culturally diverse communities. This work has been continued in NSW.

The NEMBC identified a number of significant barriers to new and emerging migrant communities' access to existing radio services including trying to fit into an established radio station's culture. For example, the historical predominance in some regions of 'Country and Western', or in other cases an over-crowded programing grid.

**Rather than cause disruption to the existing radio services, and possibly create community tension, it is better to develop a multicultural community radio facility with its own broadcast opportunities, run and operated by the local multicultural communities.**

The service could re-broadcast full-time Ethnic radio station programs to fill air-time and establish local radio production studios to produce local content to broadcast at specific times. The local community could broadcast at peak times to gain maximum listenership in their community.

The benefits of starting a multicultural community radio facility:

- Make the region a sympathetic 'host' for new arrivals
- Promote successful settlement and wellbeing
- Give voice to culturally diverse communities
- Provide information about government services and local programs
- Offer employment opportunities
- Provide education and skills training to enhance employment opportunities
- Empower and provide community participation
- Give leadership opportunities for all ages
- Create multicultural community hubs for cross cultural communication (in English).
- Develop technology and new digital multimedia platforms
- Increase women's participation

- Provide Youth with a vehicle for expression and development
- Build social inclusion and networks

Research shows that social support is one of the most important factors for promoting sustainable resettlement. It is particularly important early in the resettlement process when new arrivals face the practical and emotional challenges of settling in a new country. When new arrivals hear their own language on radio it provides a strong sense of identity and assists integration.

A Sudanese focus group participant said that his language on the radio;

*“preserves the culture and the national origins and it keeps people, makes it easier for people, to settle knowing that they are not really total strangers”<sup>7</sup>*

A Tongan community participant, an emerging community, highlighted the importance of hearing their language:

*“There is a sense of pride there too, hearing your own language go over the radio”<sup>8</sup>*

Several participants in a Turkish group found the radio had a unifying effect:

*“The radio station is not separating us, it’s integrating us to Australia, its very important. Our children are growing up Australians anyway, maybe they’re having difficulty adapting culturally, but through the radio, they will be able to get some help and adapt ..”<sup>9</sup>*

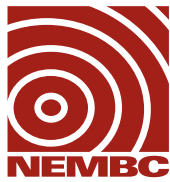
The existence of social networks can instil a sense of belonging among new arrivals, provide them with resources and assist them in better access to services such as housing and employment.

The existence of strong ethnic communities, in terms of both formal and informal associations within communities, is critical to a refugee’s adjustment in an unfamiliar environment<sup>10</sup>.

A Multicultural radio facility would be a voice to connect and link people together. Connections with one’s ethnic community are also important to assist in the maintenance of ethnic identity<sup>11</sup> which in turn has been found to influence mental health<sup>12</sup>. Ethnic communities have also been found to buffer the effects of adversity, especially ethnic and race based discrimination<sup>13</sup>. Further, they can help to promote harmonious relations between new arrivals and the wider community by serving as a link between them.

A Multicultural radio facility could create a partnership with a metro full-time Ethnic radio station to rebroadcast and make up air-time. This would create connections between the city and the region and links that help new arrivals feel connected with a wider Australia. This type of partnership also builds wider networks, creates the possibility to share information in languages across the state and to foster economic ties.

The NEMBC has identified Griffith, Tamworth, Wagga Wagga and Shepparton as sites that require initial attention. Further work will be required in other regions to research and identify other sites and work with state governments, settlement services and multicultural organisations.



## **Sustainability**

Once established a Multicultural radio facility can seek local revenue raising options and sponsorship through local community enterprises and businesses. Membership to the Multicultural radio facility would be another source of revenue. There are also project opportunities that can secure funding in partnership with multicultural communities.

Sponsorship and program announcements are forms of revenue raising. The local community has deep and significant connections to ethnic market segments that important for service announcements, and sponsorships from the government, industry, education and business sectors.

There are also funds through the state government and regional grants. The Federal Government supports the viability and maintenance of ethnic community: "The Communications and the Arts portfolio is committed to improving communications services to regional and remote Australia and provides funding to support community broadcasting services throughout Australia ..." <sup>14</sup>

### **The Funding request**

To support new and emerging communities and specifically in regional areas, the NEMBC requires 1.8 million over three years.

This would include further research and development, partnerships, training, establishing radio facilities and initial start-up and set-up for infrastructure; re-broadcasting and local broadcasting.

**Investment sought:**  
**\$1,800,000 over three years**



## 2 Training and Skills development for Ethnic and Multicultural Broadcasters

As communities produce ethnic community radio programs they need to be of certain quality to be successful. Media training and skill development for broadcasters and content producers is critical.

The sheer number and diversity of volunteers within the ethnic community broadcasting sector sets it apart from other forms of community broadcasting, in that training needs to meet the cultural and linguistic needs of a wide range of ethnic groups. In ethnic community broadcasting, training must incorporate familiarisation with Australian laws, civic, and social attitudes, which are often different to some recent arrival communities.

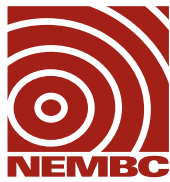
Investment in training and skill development will:

- help new and emerging communities transition more smoothly into Australian society
- support young people and women to become community leaders through their involvement in the community broadcasting sector
- advance the skills needed to assist seniors in maintaining their language and culture
- provide the skills needed to keep up with an ever-changing world of new media platforms, media law and globalization.

New digital platforms are a prominent part of the media landscape and training in this area is crucial for the many language groups in ethnic community broadcasting.

There have been a number of innovative training programs run by the NEMBC which illustrate how targeted funding can improve skills development.

- **Training new and emerging communities.** The NEMBC establishes training programs by identifying where new communities are emerging and growing but are not yet represented on local community radio stations. The NEMBC has produced a Media Kit to assist stations and service providers to create linkages with new and emerging communities in their local area. However further training programs and assistance is necessary to get these new communities on-air. A recent Station Survey shows a decline in language programs at radio stations. With more funding support, there would be growth in radio programs servicing language groups that are under-represented.
- **Training young people who want to be on radio.** The 'Next Generation Media' (NGM) training project by the NEMBC provides resources to young people who have not been involved in community radio previously. NEMBC provides summer-school intensive radio and leadership training courses. Participants are supervised and mentored as part of the training, as they broadcast for three-months on-air. Despite its success, the program – and in particular the ability to roll out similar training in a larger number of areas, particularly in rural and regional areas – has been hampered by limited funding.



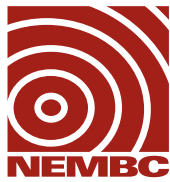
- **Adapting to new multimedia platforms.** The NEMBC facilitates training programs to assist ethnic communities to adapt to new technologies such as digital editing, podcasting, streaming and networking in languages. The website 'Culture Cloud' helps ethnic community broadcasters to set up an online platform whereby they can develop a stronger profile for their radio programs and language. However, while young people tend to adapt quickly to new technologies, the majority of ethnic broadcasters are seniors who need assistance and support in this area. Ethnic broadcasters are less inclined to take up these new technologies due to an already heavy volunteer workload including meeting the needs of their cultural group. New technologies are an area that needs funding assistance so ethnic communities are not left behind.
- **Targeted support for regional and rural areas.** The NEMBC's regional training program – ENGAGE – targeted country and rural areas and resulted in four new radio programs commencing in Shepparton, Mildura and Bendigo. The ENGAGE program needs ongoing funding to work with more language groups, for sustainability, to mentor groups once they are on-air, and to expand the work to other states in Australia. This is especially pertinent as more new and emerging communities are moving to regional areas.
- **Marketing, branding and promotion.** Successful marketing and promotion of these programs has encouraged uptake and significantly increased the number of people participating in training. An important component of training is the need to communicate with partners and radio stations, and market and promote the programs so that ethnic communities are fully aware of the benefits.
- **Ongoing professional development.** Full-time ethnic stations already run basic training programs but are in constant need of professional development to train and re-train their existing ethnic broadcasters. These stations, however, are the least likely to take up the present accredited training opportunities. Regional and rural areas that lack resources and training facilities are also in need of assistance to outreach and run training programs to specifically targeted ethnic broadcasters.

The ethnic sector has a track record of developing and operating successful training programs. The previous Australian Radio Training Project (AERTP) (from 1998 to 2003) showed that over 2,435 ethnic broadcaster trainees participated throughout the life of the project. Trainees came from 82 different language groups; female trainees slightly outnumbered male trainees and the project had 70 active trainers.

The community broadcasting sector recognises the need for more training funds. Presently the National Training Program (NTP) already has ethnic community broadcasting: youth, women and new and emerging communities as one of its priorities. However, only a relatively small percentage of ethnic broadcasters are serviced by these funds. There is a need for a more targeted and innovative approach and the need for training that encompasses the overarching needs of ethnic broadcasters – culturally and linguistically.

Training for ethnic communities is different in that it deals with a large number of volunteers and while the 'classroom' activities are of utmost importance, it is the organisational aspect of bringing together cultural groups that needs high consideration.

In the report on the first five years (2005 to 2010) of the NTP only 9% of funding went to ethnic training<sup>15</sup>. The rate of trainees was 13% of people who identified as being ethnic, and an even smaller proportion of actual ethnic broadcasters would have been trained. The next three years of the NTP, 2011 to 2013 witnessed a similar low participation rate from the ethnic community broadcasting



sector. It is now time the downward trend is reversed to engage more African and other new migrant communities into broadcast training as the sector needs to balance the Ethnic content.

With additional funding, the NEMBC sees a real opportunity to do things differently, and actively market and promote skills development opportunities within the ethnic community. NEMBC will draw upon its extensive experience from the AERTP, from the successful programs it has run, and its understanding of and experience with ethnic broadcasters, radio stations and partnerships with multicultural organisations.

An ethnic specific training program will be able to draw upon the recommendations of the NTP to; "enable more cost-effective trainer training" and to "spread the delivery of training across RTOs [Registered Training Organisations] for the primary national training"<sup>16</sup>.

The NEMBC believes that a dedicated ethnic specific training will be able to deliver a more culturally aware training with larger and better outcomes for ethnic community broadcasters.

**Investment sought:**  
**\$350,000 annually**



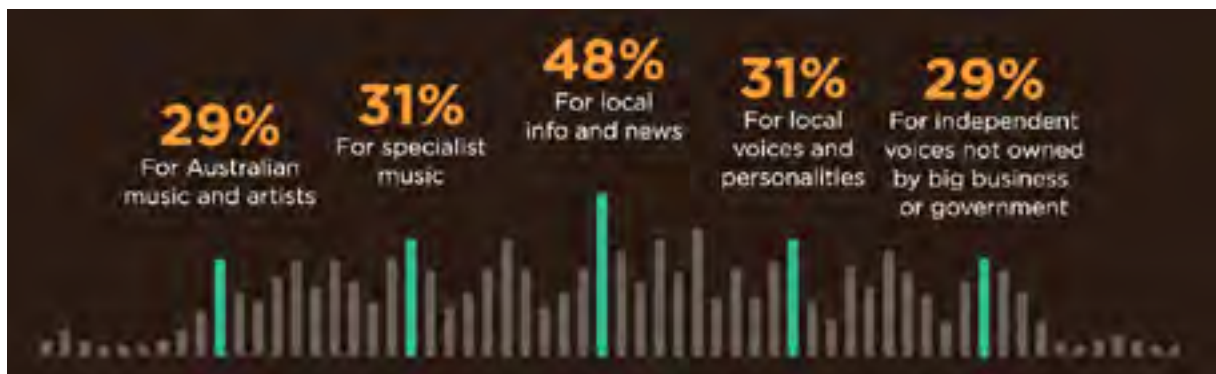
### 3 Content and Program Production

Maintaining program quality and community support are key priorities for the ethnic community broadcasting sector.

The two key factors influencing program quality are:

- the high proportion of locally produced, talk-based content in ethnic community radio programs; and
- the high number of volunteers involved in ethnic broadcasting program production.

#### **The reasons why people listen to community broadcasting**



Source: Community Broadcasting Association Australia (CBA)

**Talk-based and information-rich content:** Content production is the backbone of ethnic community broadcasting; the majority of program content being locally produced is talk-based and rich in locally specific information. Ethnic community broadcasting is rich in content for a number of reasons:

- There is a strong emphasis in ethnic broadcasting on maintenance and development of community languages.
- Almost 5 million Australians speak a language other than English at home<sup>17</sup>.
- Almost 2.8 million LOTE speakers listen to community radio<sup>18</sup>, and weekly 1.6 million people listen to ethnic community radio<sup>19</sup>. These *National Listener* surveys are held in English and the number would be much higher if it was conducted in languages other than English.
- There is a high language spoken word content requirement (50%) maintained by stations. The Community Broadcasting Foundation (CBF) ethnic grant guidelines have been very specific in relation to language content programs to maintain multilingualism.
- Ethnic stations and broadcasters devote a large proportion of their broadcast time (86%) to spoken word programming; this has been above 80% since 2003<sup>20</sup> – according to the Community Broadcasting Sector Census<sup>21</sup>.
- Ethnic stations broadcast an average of 117 hours of spoken word or talkback, each week<sup>22</sup>.

**Large number of volunteer ethnic broadcasters:** An ethnic radio program is not a single individual but is owned by an entire community, comprising dozens of members and representatives of a language group. As such, each hour of program content may involve a number of community members.

For example, at station 1CMS in Canberra each program has to show proof of connection to the language community. 1CMS has 30 multilingual programs but has 130 registered broadcasters – averaging 4.3 people per program.

The Stations Census, commissioned by the CBAA and carried out by McNair, showed that ethnic community radio stations have a high number of volunteers compared with other subsectors (see graph below). The 6 full-time ethnic stations make up a large proportion of volunteers (on average 285) and the total 80 stations that broadcast ethnic programs provides a total of 4,000 volunteers.

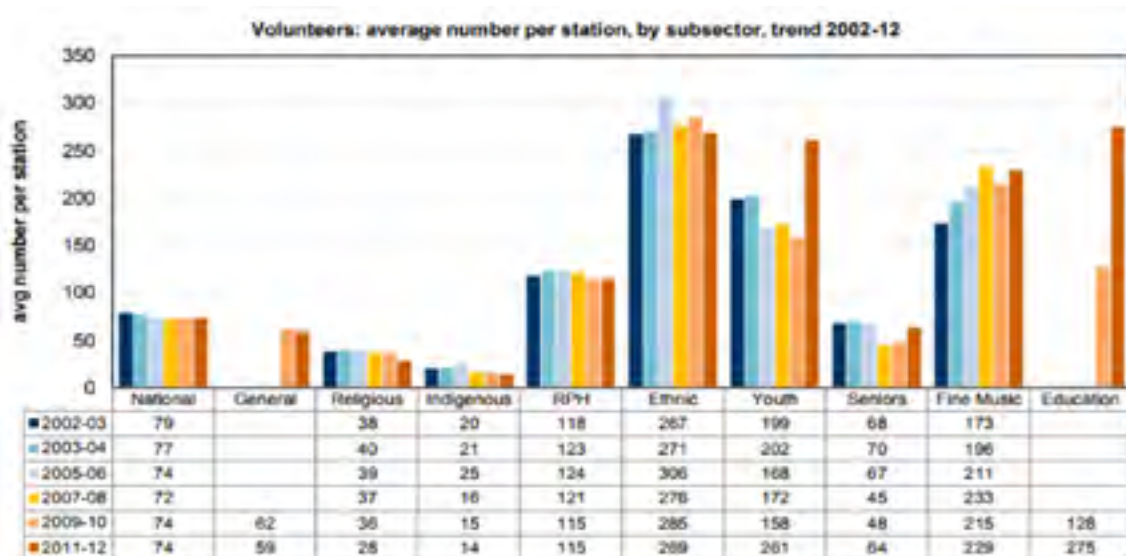


Figure 1. Volunteers: average number per station by subsector

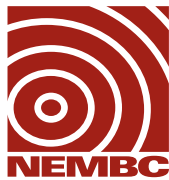
Content production when viewed on an hourly rate basis shows that there has been a significant decline in government funding. Strong growth in the community broadcasting sector has seen output increase by 53% in the last decade<sup>23</sup> without commensurate increase in public investment. This has led to a decline in the rate paid for each program from \$50 to, at times, \$45 and now at \$35 for each hour of ethnic content produced. This is putting significant pressure on the sector's capacity to develop quality content across a diverse number of cultural groups.

Public investment is sought to restore and revitalise the hourly rate for content production to \$60 per hour. Anything less will not help and in fact will continue to see the breakdown of this important service to 5 million Australians of diverse backgrounds.

There has also been a decline in overall income for Ethnic Community broadcasting Sector since 2011 while there has been growth amongst general, educational and at senior's stations: according to the Community Broadcasting Sector Financial Health of Community Radio Survey October 2017, see more information [Appendix 9](#).

**Investment sought:**  
**\$1,100,000 annually**





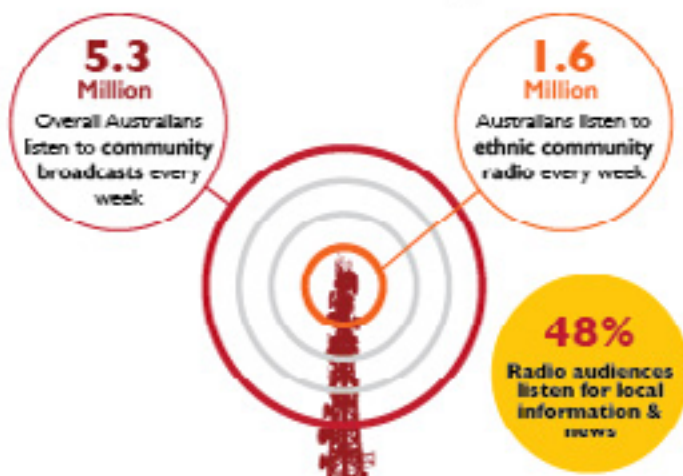
## Ethnic Community Radio Stations Australia wide

Australian population born overseas or have a parent born overseas.



### Listeners

Ethnic Community Broadcasting is a key pillar of media in Australia and unique in the world.



### Volunteers



4000  
Volunteers involved

\$61 Million  
Economic value of volunteer effort

Rich local content and talk based information.



### Languages



Lithuanian Hindustani Spanish Maltese  
Gujarati German Korean Malaysian  
Moroccan Scottish Fijian Ukrainian Harari  
Kurdish Vietnamese Congolese Khmer  
Italian Azerbaijani Tagalog Bengali  
Egyptian Albanian Arabic Armenian Czech  
Irish Chinese Filipino Urdu Swedish  
Latvian Danish Sri Lankan French Amharic Creole  
Cypriot Assyrian Montenegro Bosnian  
Greek Hmong Sudanese Bengali Farsi  
Portuguese Pashto Thai Afrikaans Hebrew  
Polish Hungarian Dutch Bangladeshi  
Mandarin Chinese Japanese Chinese  
Russian Oromo Lebanese Mauritian Macedonian  
Punjabi Norwegian



## APPENDIX I

### Social cohesion and inclusion

#### **Community media promotes social cohesion, inclusion, and citizenship**

Australia is one of the most multicultural nations in the world.

In the 2016 Census, nearly half (49%) of all Australians were either born overseas or had at least one parent who was born overseas. The 2016 Census not only revealed that we spoke more than 300 languages at home, but more than one in five Australians (21%) spoke a language besides English at home; that's 4.9 million of the Australian population<sup>32</sup>.

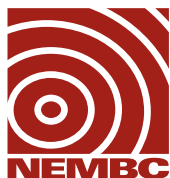
Since 2000, 74% of migrants have come from non-English speaking backgrounds<sup>33</sup>. In 2017/2018 migration and humanitarian programs were expected to bring 245,400 people to Australia – the highest since World War II – with the majority being from non-English speaking countries<sup>34</sup>.

In 2018–19, the planning figure for the Migration Program remains unchanged at 190,000 visas, marking the seventh consecutive year this figure has been used. This continues the highest planning level on record. (Immigration, Permanent migration, Henry Sherrell [www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/pubs/rp/BudgetReview201819/Immigration](http://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/BudgetReview201819/Immigration))

- The preliminary estimated resident population (ERP) of Australia at 30 June 2017 was 24,598,900 people. This is an increase of 388,100 people since 30 June 2016, and 87,200 people since 31 March 2017<sup>35</sup>.
- The preliminary estimate of natural increase for the year ended 30 June 2017 (142,700 people) was 7.5%, or 11,600 people lower than the natural increase recorded for the year ended 30 June 2016 (154,400 people)<sup>36</sup>.
- The preliminary estimate of net overseas migration (NOM) for the year ended 30 June 2017 (245,400 people) was 27.1%, or 52,400 people higher than the net overseas migration recorded for the year ended 30 June 2016 (193,000 people)<sup>37</sup>.

National and international research shows that community media promotes social cohesion and citizenship, particularly by assisting new and emerging communities to better understand their new country and their rights and responsibilities as citizens. Community radio is also better able than public or commercial broadcasters to respond to the needs of ethnic communities because they serve specific geographical areas with local content and interest. The principles of access to community radio also allows for ethnic communities to become a broadcaster and develop media skills.





## APPENDIX 2

### Cost effectiveness

#### **Community radio is the most cost-effective means of meeting specialist content needs**

The community broadcasting sector continues to be the most cost effective and efficient means of providing ethnic and multicultural radio for Australia's culturally and linguistically diverse communities. It is also by far the most prodigious producer of such programs, providing almost three times as many hours of individual programs as SBS Radio and at a much lower cost.

A simple indicator of the cost-effectiveness of the core and targeted funding provided for the support of ethnic community broadcasting is to compare the community radio sector's output and cost to the public purse with that of the Special Broadcasting Service.

SBS Radio is an important part of the media landscape and deserves support and funding. However to make a simple comparison SBS Radio broadcasts a total of 334 unique hours each week in 74 languages<sup>38</sup>. Ethnic community radio broadcasts 2,070 hours each week and in 110 languages. Funding for SBS radio was \$28.7m while funding for ethnic community radio was \$3.9m. Therefore, in general terms an SBS program is worth \$1,652 per hour and ethnic program on community radio worth \$36 an hour annually.

The NEMBC would like to see an increase of \$60 an hour for ethnic community broadcasting.



## APPENDIX 3

### Audience

Nearly 21% of Australians (4.9m), that's one in five Australians, speak a language other than English at home<sup>39</sup>. Nearly 5 million! [www.abs.gov.au/ausstats/abs@.nsf/lookup/Media%20Release3](http://www.abs.gov.au/ausstats/abs@.nsf/lookup/Media%20Release3)

Weekly 1.6 million people listen to ethnic community radio<sup>40</sup> and 2.8 million LOTE speakers are occasional listeners to community radio<sup>41</sup>. These *National Listener* surveys are very broad and held in English. Other targeted research shows that on average 50% of the cultural group will listen to ethnic radio and some groups as high as 80% listen to Ethnic radio. Therefore listenership assessment is much higher when surveys are held targeting ethnic communities.

The Community Radio National Listener Survey May 2018 reports that:

"Over one third (34%) of people who regularly speak a language other than English in their household listen to community radio during a typical week"

(Community Radio National Listener Survey May 2018 Who Listens Page 9)

Other data on understanding listenership – to non-English radio programs – has been conducted by the Special Broadcasting Service (SBS). They conducted research<sup>42</sup> amongst 1,437 people from five different cultural groups; Filipinos (406), Greek (401), Lebanese (400), Somalis (401) and Vietnamese (400). Their general finding was that 53% of people from a non-English Speaking background listen to language other than English programs<sup>43</sup>. These numbers vary with each cultural group and, in general, can be as high as 82% amongst the Vietnamese, 65% Lebanese, 51% Somali and 57% Greek or lower amongst the Filipino at 26%<sup>44</sup>.

Other factors need to be considered such as those migrants that speak English at home and listen to ethnic community radio. This is not considered in the National Listener Survey, therefore the listenership figures could be higher. It needs to be considered that while 50.7% of the population was born in Australia the total number of migrants from non-English heritage makes up the vast majority of the Australian population. There are households that may not speak English at home and are established migrants but still listen to community radio.



## APPENDIX 4

# New and emerging communities

### The New and Emerging Communities

A “new and emerging community” is any ethnic community that has experienced a significant percentage increase in the number of people arriving in Australia in the past fifteen years. The NEMBC has identified eighty one communities that can be relatively small and may experience the following: high levels of unemployment, English language barriers, low-income status or other social factors that could be defined as special needs<sup>45</sup>.

Recently arrived communities lack resources and do not have access to established media in their own language. As mentioned previously, many refugees and members of new emerging communities are vulnerable and have come from backgrounds of extreme disadvantage, having been forced to leave their homes because of armed conflict and human rights abuses<sup>46</sup>.

There are a number of ways in which refugee and newly arrived communities differ from other ethnic communities, and hence why specifically targeted services for these groups are essential.

- **Increase and change in migration level:** There has been a shift over the last decade in terms of the ethnic make-up of migrants to Australia, with the result that several communities have significantly grown in size in a relatively short time. For example, immigrants from North-East Asia increased their representation from 1.7% in 2000 to 4.1% in 2016 and Southern and Central Asia has increased from 1.0 in 2000 to 2.2% in 2016. The first significant refugee grouping recruited from Africa came in the 1980s and were East Africans – Somalian, Eritreans and Ethiopians. The next stage included displaced people from West Africa – Sierra Leone, Liberia and the Congo. Sudan has emerged as the largest group to arrive in the last 10 years.

In November 2016, the in-scope Australian population aged 15 years and over was 19.1 million people. Of these people, an estimated 6.8 million (35%) were born overseas.

Around 1.9 million of the people born overseas arrived in Australia to live after 2006 and were aged 15 years and over on arrival. This represents 10% of the total population aged 15 years and over. Of these, 254,600 were an Australian or New Zealand citizen before arrival or held New Zealand citizenship as at November 2016. This group is not covered in this analysis. The remaining 1.7 million people were recent migrants or temporary residents, who are the focus of this commentary. Of these:

- 57% were recent migrants (588,200 people had a permanent visa and 360,200 people were now Australian citizens)
- 40% were temporary residents (662,900 people had temporary visas)<sup>47</sup>.



UK, CIs & IOM(d)	1 198 000	5.0
New Zealand	607 200	2.5
China(e)	526 000	2.2
India	468 800	1.9
Philippines	246 400	1.0
Vietnam	236 700	1.0
Italy	194 900	0.8
South Africa	181 400	0.8
Malaysia	166 200	0.7
Germany	124 300	0.5

- In 2015–16, net overseas migration (NOM) reflected an annual gain of 182,165 persons, 3.0% (5,300) more than in 2014–15.
- At 30 June 2016, 28.5% of Australia's estimated resident population (6.9 million people) was born overseas<sup>48</sup>.

This has significantly increased the need for culturally and linguistically specific and appropriate broadcasting for these rapidly growing communities, and hence the need for support for the communities themselves to provide such content.

- **Migration to rural and regional areas:** The migration intake has witnessed more migrants moving to rural areas, particularly as a result of government support to encourage workforce opportunities and rural economic growth. This has ensured regional employers have access to the information they need about various migration and visa programs available to help them in filling skilled vacancies.

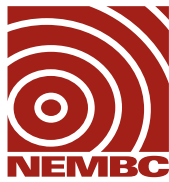
There will be a larger demand on infrastructure, support and services in regional areas to support new and emerging communities as the Federal Government prepares to introduce a scheme requiring new arrivals to work outside the major cities for five years. While visas approved for the regional sponsored migration scheme have fallen from 20,510 five years ago to 6,221 in 2017 there will be a much larger increase of numbers as the government tries to ease congestion in capital cities.

There is an equivalent need for newly arrived migrants to have access to adequate settlement services to assist their smooth transition to a life in Australia. Recent experience with relocating new migrants in country towns, such as Tamworth and Castlemaine, that are unfamiliar with cultural diversity and in the absence of adequate settlement services has been a recipe for tension<sup>49</sup>.

## **Providing relevant services for refugee and humanitarian assistance**

Humanitarian migrants, refugees and some new emerging communities come from backgrounds of extreme disadvantage, having typically been forced to leave their homes because of armed conflict and human rights abuses<sup>50</sup>. The Sudanese are the largest group numerically to have arrived from Africa over the last five years with more than 23,000 Sudanese now residing in Australia, with a large presence in Victoria.

The Sudanese are among the most disadvantaged communities in Australia, having not only come from backgrounds of extreme disadvantage in their home country, but then also experiencing disadvantage once in Australia. More than 40 per cent of Sudanese left school before Year 11 compared with 16 per cent of the general community; while at least 50 per cent of residents aged 35 to 44 are earning less than \$250 a week (compared with the community average of 28 per cent)<sup>51</sup>.



Community radio plays a vital role in assisting new and emerging communities establish themselves within Australian society, by providing culturally and linguistically appropriate information about settlement services and other relevant information about Australian society, culture and current affairs.

It also equips disadvantaged communities with media skills and new media platforms, facilitating their capacity to communicate with each other and build stronger and more resilient community networks. Recent research suggests that a lack of these community networks or 'network capital' is a significant factor affecting employment prospects (or the lack thereof) for these communities<sup>52</sup>.

Community radio also helps to create linkages between community service providers and multilingual communities, providing their communities with multilingual settlement information.

### **Snapshot**

"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, ... it's something in your own language and it keeps you occupied and abreast of what's happening ... issues that are also happening in the country itself, not just overseas."<sup>53</sup>

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<sup>54</sup>.



## APPENDIX 5

### Community Media Matters

The ethnic radio sector is perhaps the most diverse sector within community broadcasting<sup>55</sup>:

Dr Rhonda Jolly in *Media of the people: broadcasting community media in Australia*<sup>56</sup> states that broadcast community media has done much to enhance Australian cultural diversity. It does much also to furnish ordinary Australians with an opportunity to contribute to debate on social and political issues.

In *Community Media Matters*<sup>57</sup> Michael Meadows and his colleagues argue that community broadcasting in Australia empowers audiences 'to re-engage in the processes of democracy at the grass roots' level creating social coherence through diversity'.

Community broadcasting can be seen therefore as an alternative medium to public service and commercial media. As such, it occupies 'an important space in citizen participation' and is an important, though neglected, media sector<sup>58</sup>.

Similarly, the European Parliament's definition of community media is that of a sector that is non-profit, owned by, or accountable to the community that it seeks to serve. Community media is open to participation in program-making and management by members of the community<sup>59</sup>.

Academic Kevin Howley argues community media are:

... grassroots or locally oriented media access initiatives predicated on a profound sense of dissatisfaction with mainstream media form and content, dedicated to the principles of free expression and participatory democracy, and committed to enhancing community relations and promoting community solidarity<sup>60</sup>.

What distinguishes community radio from other media is the high level of people's participation, both in management and program production aspects. Furthermore, individual community members and local institutions are the principal sources of support for its operation<sup>61</sup>.

Community radio is not about doing something for the community but about the community doing something for itself, [that is] owning and controlling its own means of communication<sup>62</sup>.

Community Radio is characterised by the active participation of the community in the process of creating news, information, entertainment and culturally relevant material, with an emphasis on local issues and concerns<sup>63</sup>.

What appears common to these views is that community media offer people 'the opportunity to talk back to the large institutions of public life'. Community media provide communities, that is, those with a common identity, with technical infrastructure and training to use technologies to communicate with larger publics<sup>64</sup>. Community media provide 'a forum for those whose perspectives, opinions and interests are marginalised within the dominant media discourse to participate in the public sphere'<sup>65</sup>.

In Kevin Howley's view:

The voluntary nature of community media encourages people to gain skills which promote democracy – speaking and listening, cooperation and equanimity. Community media consciously adopt participatory decision-making structures and practices that promote a sense of belonging to and responsibility toward an organisation and its relationship with the wider community. For individuals community media cultivate a more deliberate approach to participation in public life, nurture social networks within and between communities and potentially encourage innovative ways to think about democracy<sup>66</sup>.

The 'Community Media Matters' findings indicate that while metropolitan and regional stations are performing an important social, cultural and informational role for their audiences, ethnic language programming appears to be fulfilling an essential role for many ethnic communities that simply cannot access the information they require from any other source. Our results indicate that it is providing an essential service for new migrants. But 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.

While the most prominent program format for the community radio sector is music, ethnic stations are more likely to carry spoken-word content than music content. This is indicative of the sector's importance as a source of local, national and international information for its audiences who may often have poor English skills or who are looking for news from their home country. Spoken word programming comprises almost 64 per cent of ethnic stations' total programming, while it makes up just 26 per cent of programming on generalist stations (CBOnline, 2006:30; ACMA, 2005:2). Similarly, music comprises only 36 per cent of ethnic station programming while it constitutes 74 per cent of programming on generalist stations (CBOnline, 2006:30; also ACMA, 2005:2). The figures are consistent, with minimal variation, between the 2002–2003 survey (ACMA, 2005) and the 2003–2004 survey (CBOnline, 2006). These findings very likely reflect Community Broadcasting Foundation funding guidelines which require programs to run 50 per cent language spoken-word programming in order to receive funding for particular programs – ethnic programming featuring primarily music does not attract funding.

If we look solely at the number of responses and points of discussion in the range of ethnic focus groups, the most commonly-mentioned themes are, in order of frequency:

- Maintenance of culture and language;
- Maintenance of community connections and networks;
- Music programming;
- Provision of community news; and
- Provision of news and information from overseas.

Other important topics of discussion which received attention during the discussions, but which appear a little less regularly than the five major themes identified above, are:

- Station accessibility;
- Provision of community announcements (government information, visa information etc); and
- News and information from Australia (national and state news, as opposed to the 'community news' theme identified above).





## APPENDIX 6

# Established communities and second generation

### Seniors and established communities

Established migrant communities tend to have a high proportion of seniors and mature age members, as the migrants who arrived as part of the post-World War II migration streams of the late 1940s and 1950s are now in the older age groups. The top 5 countries of birth with the highest proportion of their populations aged 65 years or older are Italy (56%), Greece (55%), Hungary (51%), the Netherlands (43%) and Malta (42%)<sup>67</sup>.

Despite being considered established as defined by years since migration, English proficiency is still relatively low among many of the senior members of these communities. When these migrants arrived in Australia, a large percentage were able to secure employment that required very little English (e.g. factory work), or else set up small businesses where they could survive on limited English.

Established communities consequently have a strong connection to language retention. In maintaining the continuity of their language, these senior members continue to play a central role in maintaining continuity of culture and identity for their communities.

As an ageing group with limited access to other media because of language barriers, ethnic community radio becomes both a 'connection' to the community and a means of 'companionship'. At the same time, as this first generation of native speakers ages, there is a risk that much of the language proficiency and with it the rich cultural history of our migrant communities will be lost. Retention of language and culture during this time – not only to maximise the continued participation of seniors in wider community life, but also to facilitate inter-generational transfer of language and culture to younger people – is of the utmost importance.

### Snapshot of the Greek Community

Greeks are today one of the more established ethnic groups in Australia, and their experience is illustrative of the wider post-war immigrant community. Although migration from Greece and Cyprus to Australia slowed down considerably after the 1970's, the 2016 Census showed that Greek was still in the top six languages other than English spoken at home<sup>68</sup>.

By 2018 those who migrated here in the 50s and 60s will be over 75 years of age and this ageing group will reach its peak. The 2013 financial crisis in Greece has also seen the return of approximately 20,000<sup>69</sup> Greek-Australians till 2017, alongside many 'new' Greeks trying to migrate to Australia for the very first time

With an increasingly ageing Greek migrant population, much of the rich cultural history of those first Greeks will be lost, and with that comes the loss of language. There is however evidence of active interest in retaining the Greek language across 2nd and 3rd generations, with more than 1000 students enrolled in the Greek Orthodox Community of Melbourne & Victoria (GOCMV) after-hours community language schools, and another 5500 students studying Greek at 40 after-hours community language schools throughout Melbourne<sup>70</sup>.

Ethnic community broadcasting can help language maintenance of the older generations and act to facilitate keeping languages alive.



## Second Generation Youth

Many communities, especially established communities, are concerned about how to effectively encourage young people to become involved in multilingual programs. The experience of young people born from a migrant community can be very different from that of their parents, as many young people are familiar with two languages and two cultures<sup>71</sup>.

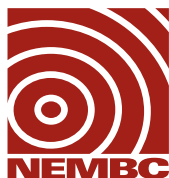
Second generation migrants typically have little or no first-hand experience of living in the culture and society of their parents. Being raised in Australia for the majority of their lives, second generation migrants face the challenges of finding their space and identity within different cultural landscapes. They can experience immense pressure to fit into both Australian culture and their parent's culture and this conflict can challenge their ability to sustain their culture and language maintenance; this is one of the biggest challenges. The deterioration of language ability is affected by various factors such as parental influence, lack of opportunities to speak their mother tongue, lack of contact with members from the same community and a perceived lack of relevance.

According to the 2017 ABS statistics, only around 21 percent of second generation Australians speak a language other than English at home, with that number dropping to 2 percent for third-plus generations<sup>72</sup>.

The 2016 Census not only revealed that we spoke more than 300 languages at home, but more than one in five Australians (21%) spoke a language besides English at home. Mandarin remains the next most common language, spoken at home by one in every 40 Australians. Moreover, less than half our overseas-born population (42%) spoke only English at home in 2016, while 8.3% spoke Mandarin, 3.5% spoke Cantonese and 3.1% spoke Vietnamese. For those of us born in Australia, one in 12 spoke a language other than English at home, the most common being Greek (0.8%), Arabic (0.8%) and Italian (0.7%).

Language is critical to cultural connection, in that it *“gives meaning to an ethnic group because it connects the present with the past through its oral traditions, literary forms, music, history, and customs”*<sup>73</sup>. Furthermore, language is the key pathway to understanding one's traditional culture and motherland.

Multicultural broadcasting gives second generation youth an opportunity not only to learn about their traditional culture and heritage, but also to connect and communicate with their contemporaries who have similar lived experiences and in so doing sustain their heritage as a living and evolving culture within Australian multicultural society. Encouraging and supporting multicultural youths to embrace their traditional culture openly will enable them to appreciate diversity and alleviate their anxiety about not fitting in.



### **Snapshot**

“For first – and second-generation migrant youth growing up in Australia's multicultural society.... being brought up in a diasporic community but also within a global youth media culture, can mean that these young people's experience of community and ethnicity is very different from that of their parents ... Due to their greater participation in the broader Australian society, and greater participation in the educational system, many of these young people have become familiar with two languages, two cultures and ultimately vastly different ways of life from those experienced by their elders.

... Understanding the processes that inform the creation and maintenance of both ethnic minority and Australian mainstream identities amongst second-generation young people is critical if these young people are to feel included and recognised, whilst avoiding the alienation and social exclusion that has had such ugly results in other parts of the world. It seems that this is especially so for migrant youth of Islamic background, who face a particular challenge in maintaining their cultural heritage in spite of an increasingly hostile public and media discourse”<sup>74</sup>.

*Lisa Hopkins, Swinburne University of Technology, Second-generation youth and the new media environment*



## APPENDIX 7

### Rich local content

#### Rich local content and talk based information

##### Why They Listen

- The key reason that survey respondents gave for listening to community radio was that stations have “*local information/local news*” (47%). This explanation prevails irrespective of the listener’s age, location, how long they listen for, or what time of day they listen. The second and third most common reasons given for listening to community radio were that they have “*specialist music programs*” (33%) and “*play Australian music/support local artists*” (32%).
- Whilst “*local information/local news*” and “*specialist music programs*” were often key reasons for listening to community radio, these two attributes were more likely to be cited amongst those respondents who spent the most time listening to community radio.

Ethnic stations also devote a large proportion (86%) of their broadcast time to spoken word programming

The proportion of community radio airtime dedicated to spoken word programming declines the further away from major cities a station is based. While metropolitan stations dedicate 35% of their programming to talk, only 20% of regional and 13% of rural and remote community radio airtime is spoken word programming.

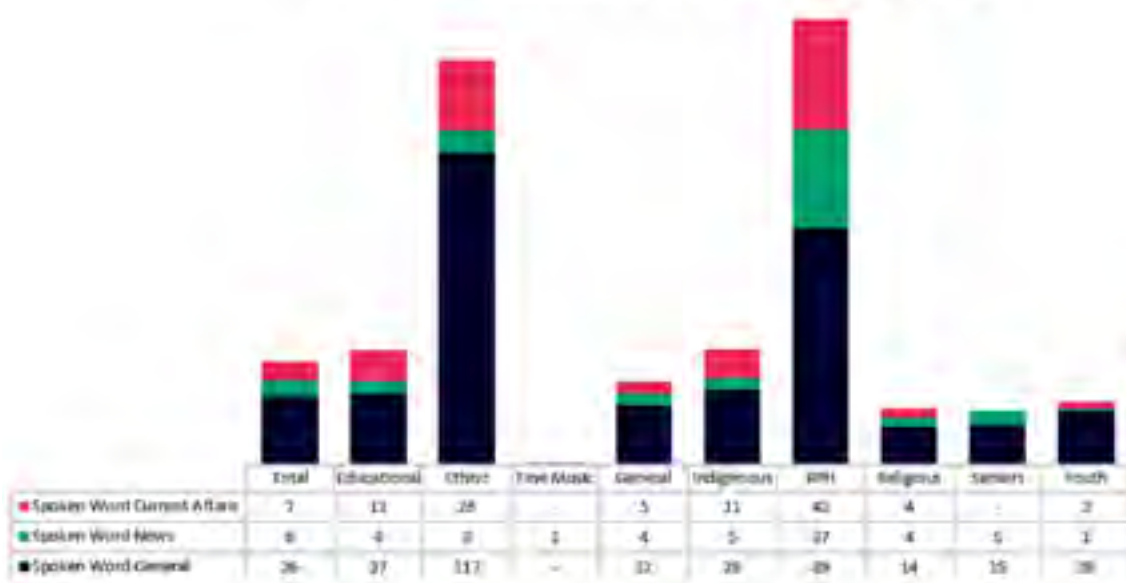
On average, metropolitan stations broadcast 59 hours of spoken word programming each week, more than half of which is talkback. By comparison, suburban stations broadcast 45 hours, regional stations 35 hours and rural and remote stations only 26 hours of spoken word each week.

While RPH stations dedicate all of their airtime to spoken word programming to meet the needs of their community of interest, ethnic stations also devote a large proportion (86%) of their broadcast time to spoken word programming. Ethnic stations broadcast an average of 117 hours of general spoken word, or talkback, each week.

Educational and Indigenous stations both dedicate approximately a quarter of their programming time to spoken word programs, with an average of 27 and 28 hours respectively of talkback programming each week.

General stations broadcast an average of 31 hours of spoken word each week or 18% of their total broadcast hours. Of this spoken word programming, 22 hours is talkback, 5 hours is current affairs and 4 hours is news broadcasts.

Average Spoken Word Hours by Week, by Category 2015 - 2016



Spoken Word & Music Mix	Total	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
Music Programming	77%	74%	14%	99%	81%	77%	7%	65%	88%	80%
Spoken Word General	15%	16%	70%	0%	13%	16%	5%	8%	7%	12%
Spoken Word News	3%	3%	5%	1%	2%	2%	22%	2%	3%	1%
Spoken Word Current Affairs	4%	7%	12%	0%	3%	5%	5%	2%	0%	2%

## A large percentage of specialist programs are locally produced.

Seventy two percent (72%) of all specialist programming is produced locally by community broadcasting stations. For some specialist programming, this figure is significantly higher.

Nearly all (99%) programming produced by young people is produced locally in community broadcasting stations.

Similarly, over 96% of Seniors, 96% of Ethnic and 95% of LGBTIQ programming is produced in-house.

Eighty four percent (84%) of all Sports programming is locally produced, as is 77% of RPH Radio Reading programming, 73% of Women's programming and 71% of Indigenous programming.

Religious stations continue to produce the lowest percentage of their content locally, with only 56% of all religious programming broadcast each week produced by local community radio stations.

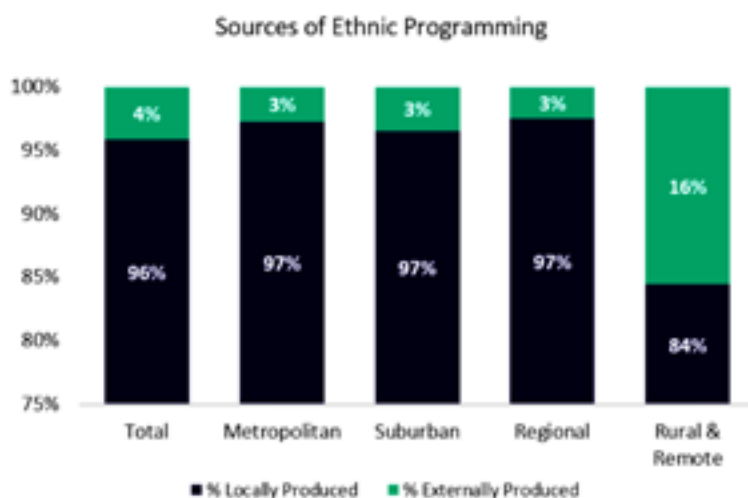


Source: [www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf](http://www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf)

As well as serving Indigenous communities, community radio broadcasts programs that meet the needs of many other Culturally and Linguistically Diverse (CALD) communities in Australia.

A total of 2,070 hours of ethnic programming is broadcast each week, of which 96% is locally produced. Most (1,541 hours) is broadcast by metropolitan and suburban stations.

Of particular note, 79%, or 1,629 hours are presented in language other than English or an Australian Indigenous language each week. Nearly all of this is produced locally by community stations.



Source: [www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf](http://www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf)



Weekly hours of Ethnic Content	Total	Metropolitan	Suburban	Regional	Rural & Remote
Total Ethnic Programming Hours	2,070	781	760	331	197
Locally Produced Ethnic Programming	1,983	750	734	323	166
<b>% Ethnic Programming Produced Locally</b>	<b>96%</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>	<b>84%</b>
Non English, Non Indigenous Language Content	1,629	607	656	224	131
Locally Produced Non English, Non Indigenous Language Content	1,609	611	649	208	129
<b>% Non English, Non Indigenous Language Content Produced Locally</b>	<b>99%</b>	<b>99%</b>	<b>99%</b>	<b>97%</b>	<b>98%</b>

Source: [www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf](http://www.cbaa.org.au/sites/default/files/media/CBAA%20Programming%20%26%20Community%20Development%20Census%202016%20Report%20V2.1%20Final.pdf)

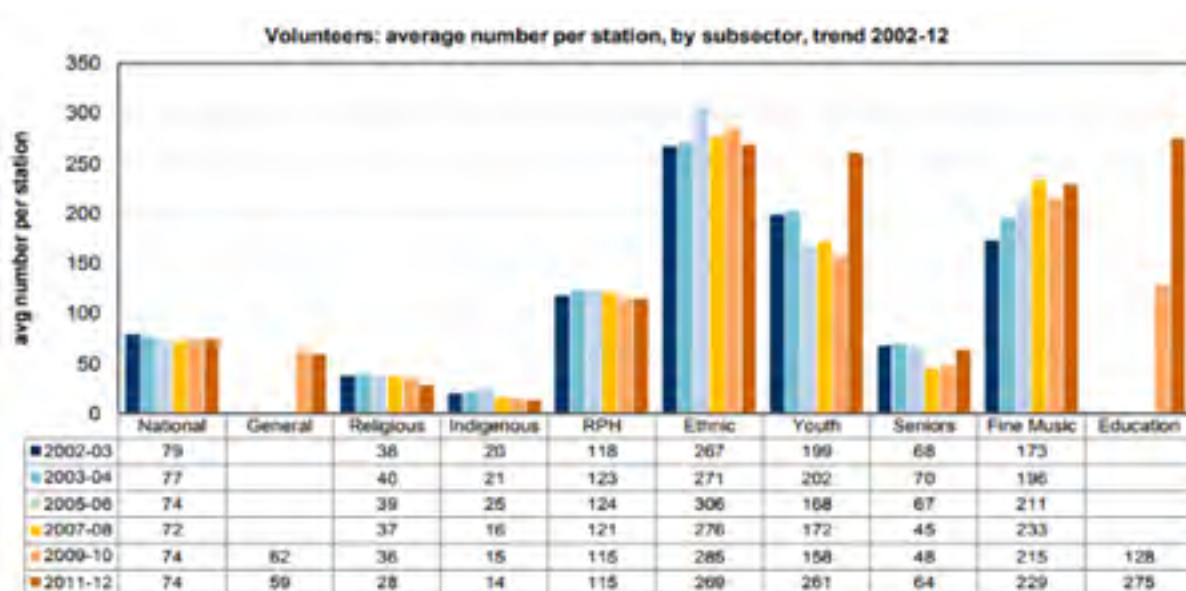


## APPENDIX 8

### Volunteers

The ethnic radio sector is perhaps the most diverse sub-sector in community broadcasting. In 2006, ethnic programmers broadcast in 95 languages from 125 radio stations across Australia. Seven of these stations are full-time ethnic stations, with more than **4000 broadcasters involved in the sector** (NEMBC, 2006:5).

The Stations Census confirms the large number of volunteers involved in the production of ethnic programs.



Ethnic community radio programs have the highest amount of volunteers. On average there are 285 volunteers per station – from the 7 full time ethnic stations – a total of almost 2,000 volunteers. Combined with other general stations there are almost 1,000 multilingual radio programs in Australia. Generally multilingual programs have between 2 to 6 people connected to them. A general figure of 4,000 regular ethnic volunteer broadcasters is reliable and there are many more involved in the radio program.

## APPENDIX 9

### Income

#### **Overall income fell amongst ethnic, fine music and RPH stations.**

The first section of the 2016 Financial Health of Community Radio Survey asked stations to provide information about their income for the 2015–2016 financial year. Detailed information about stations' various sources of income, including government funding and grants, fundraising and operating income, was provided. Sector income has increased significantly since the last census was conducted in 2011–2012. Community radio stations collectively generated \$103,533,154, including CBF grants, in the 2015–2016 financial year.

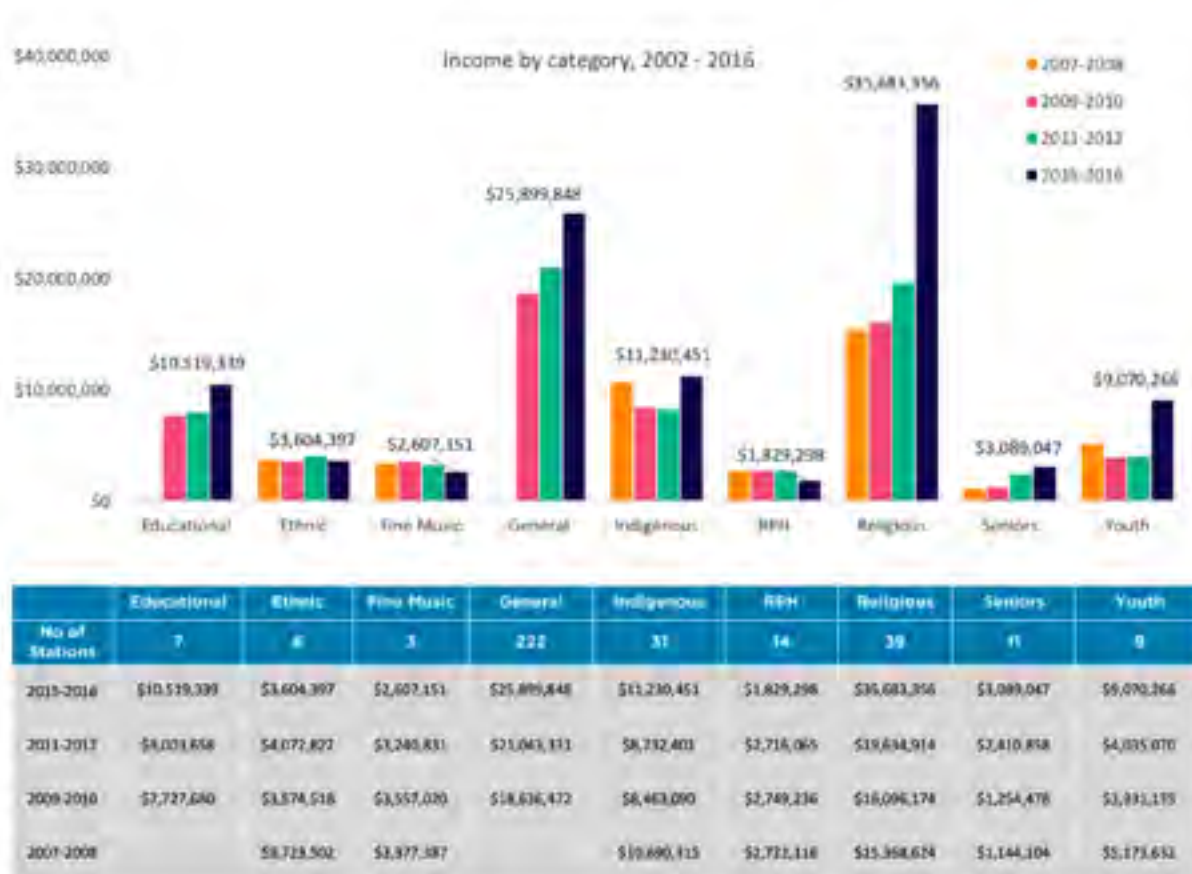
This represents an increase of 41%, or \$30,143,206, over the last four years. While it is important to note that the inclusion of 57 temporary community broadcast license holders in the sample have contributed to the increase in total income generated by the sector, as these stations reported significantly lower average income per station than permanent community broadcast license holders the effect is not significant. Income growth was strongest across regional and metropolitan stations, with these stations reporting total income 84% and 47% higher than four years ago respectively.

Rural stations also grew, while suburban stations reported income lower than in 2011–2012. Youth stations experienced the most significant growth since the last Census, with income growing by 125% between 2011–2012 and 2015–2016. Significant increases in total income were also reported by religious stations, who reported income 82% higher than in 2011–2012. Growth was also seen amongst general, educational and seniors stations.

Whilst in most community broadcasting sectors there was a significant improvement in station income this was not the case for ethnic, fine music and educational stations.

	Income 2016–17	Expenditure 2016–17	Change from 2015–16 (Income)	Change from 2015–16 (Expenditure)	Expenditure as a % income 2016–17
Educational	10,408,499	10,215,308	-1%	-3%	98%
Ethnic	3,035,571	3,194,762	-16%	-15%	105%
Fine Music	2,802,782	3,096,188	8%	-8%	110%
General	23,903,338	21,415,376	-8%	-11%	90%
Indigenous	16,407,793	14,779,677	46%	23%	90%
RPH	2,460,419	3,492,459	35%	81%	142%
Religious	29,448,444	28,888,324	-17%	-18%	98%
Seniors	2,942,355	2,918,761	-5%	-3%	99%
Youth	4,712,918	4,846,945	-48%	-46%	103%

*Table from Community Broadcasting Sector: Financial Health of Community Radio Survey 2016–2017 Financial Year*



Source: [www.cbaa.org.au/sites/default/files/media/CBAA%202017%20Financial%20Health%20of%20Community%20Radio%20Survey%20FINAL.pdf](http://www.cbaa.org.au/sites/default/files/media/CBAA%202017%20Financial%20Health%20of%20Community%20Radio%20Survey%20FINAL.pdf)

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