

NEMBC Projects

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) currently offers the following two types of projects to clients, aimed at reaching culturally and linguistically diverse communities through our network:

Content Production and Distribution:

In this project option, the NEMBC produces the content and manages distribution on community radio and/or online. The following services are included:

- ★ Script development
- ★ NAATI-certified translations
- ★ Audio recording (in English and in-language)
- ★ Graphic design
- ★ Video production
- ★ Community radio distribution and/or
- ★ Online distribution through website, social media, tailored email and/or monthly newsletter.

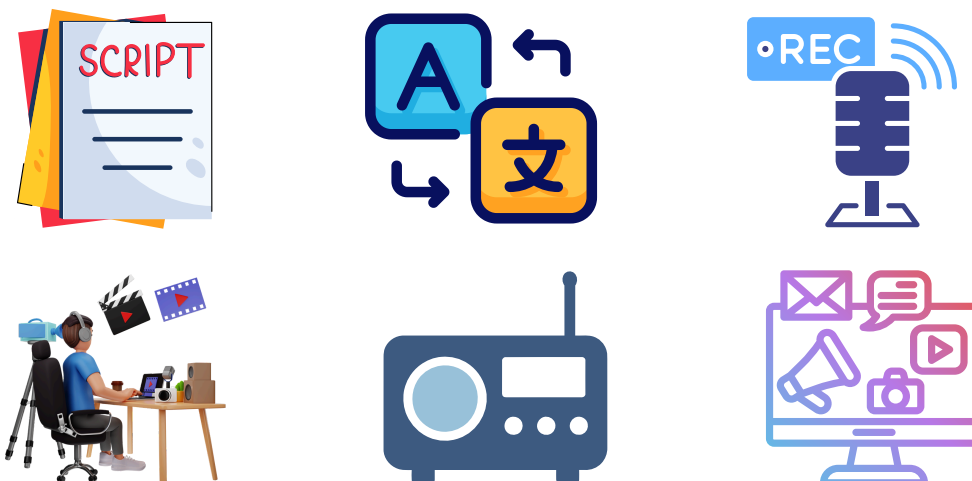
Distribution Only:

In this project option, the NEMBC manages the distribution of content provided by the client. The NEMBC always reviews the content to ensure it has the appropriate tone, messaging and quality. The following services are included:

- ★ Community radio distribution and/or
- ★ Online distribution through website, social media, tailored email and/or monthly newsletter.

Content Production Only:

In this project option, the NEMBC produces content and provides it to the client without handling any distribution.



Why partner with the NEMBC?

We are the peak organisation supporting ethnic and multicultural community broadcasting, promoting multiculturalism and countering racism in Australia.

We connect people with their ancestry, language and culture, while upholding integrity, professionalism and self-reliance.

The NEMBC ensures ethnic communities have a strong voice in Australian broadcasting and advocates for policies supporting diversity, inclusion and community broadcasting sustainability.



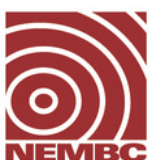
Our network is nationwide, covering all states and territories and is made up of NEMBC-affiliated community radio stations, radio producers and multilingual programs that target CALD audiences.

1,000+
Members

130+
Languages



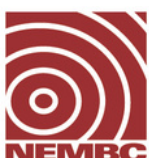
Arabic
Cantonese
English
Filipino
Greek
Gujarati
Hindi
Indonesian
Italian
Japanese
Korean
Malayalam
Mandarin
Nepali
Punjabi
Sinhalese
Spanish
Tagalog (Filipino)
Tamil
Urdu
Vietnamese
And many more!



Some of our project partners



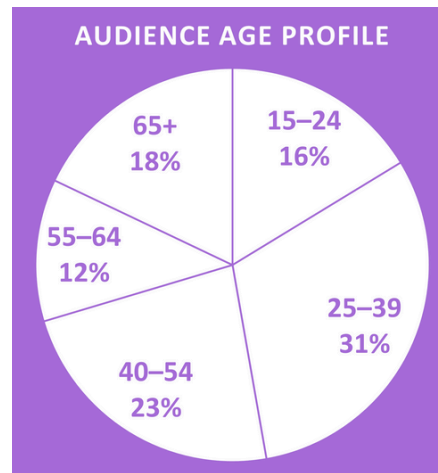
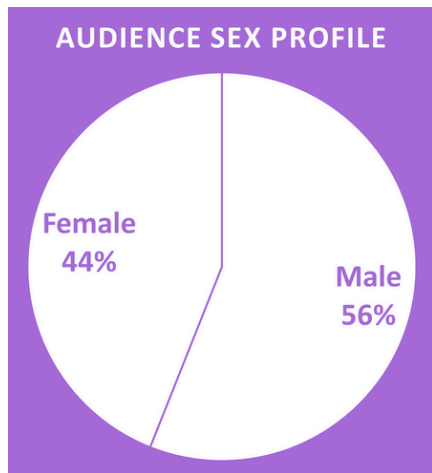
A summary of all the projects is included on the Projects section on the NEMBC website at nembc.org.au/projects



Why target CALD audiences through community radio?

According to the Community Broadcasting Association of Australia’s Community Radio Listener Survey 2025 (Wave 1), an estimated **5,358,000 people aged over 15 tune into community radio each week**, representing **25 per cent of the population** in that age group.

On average, each listener spends **15.6 hours** listening per week.

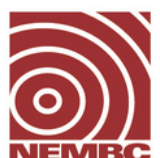


Source: CBAA Community Radio Listener Survey - 2025 Wave 1

Weekly Community Radio Listening by Daypart

Daypart Audience	Weekly listeners	Percentage of weekly listeners
Breakfast (5am-9am)	3,854,000	72.00%
Mid-morning (9am-12pm)	3,629,000	68.00%
Afternoon (12pm-3pm)	3,152,000	59.00%
Drive (3pm-7pm)	3,330,000	62.00%
Evening (7pm-12am)	1,953,000	36.00%
Late Night (12am-5am)	1,366,000	25.00%
Total	5,358,000	100.00%

Source: CBAA Community Radio Listener Survey - 2025 Wave 1



Why do people choose to listen to community radio?

Statement	Weekly listeners	Percentage of weekly listeners
Local information / local news	2,711,000	51.00%
Local voices / local personalities	1,932,000	36.00%
Music not available on other stations	1,838,000	34.00%
They play Australian music / support local artists	1,798,000	34.00%
Independent voice / free from commercial or government influence	1,466,000	27.00%
Diversity in programming	1,452,000	27.00%
Locals can participate in the station	1,385,000	26.00%
Local emergency information	1,261,000	24.00%
Programs/content not available elsewhere	1,232,000	23.00%
Programs in languages other than English	512,000	10.00%
Other	419,000	8.00%

Source: CBAA Community Radio Listener Survey - 2025 Wave 1

Let's work together!

If you'd like to get in touch to collaborate on your project, please email projects@nembc.org.au

