



Application for a community television licence (in the broadcasting services bands)

ABA 64

About this form

1. Please read these notes and the *Allocation of community television licences Broadcasting services bands - Guide to applying for a licence* before completing this application.
 2. The ABA requires the application to be provided in both hardcopy (paper) and electronic form.
 3. The ABA understands that the electronic version of the application may not include all the documentation provided with the printed version as some information (such as certificates) cannot be provided in electronic form.
 4. Do not bind or staple any part of the printed copies of the application. Applications may be presented in two ring binders or lever arch folders.
 5. The electronic version can be sent to the ABA on disk (mailed with the printed version), or via email to info@aba.gov.au.
 6. Identify each appendix according to the question number to which it relates. For example, an appendix which contains information sought in question 16 would be called 'Appendix Q.16'. Include a list of appendices with brief descriptions at question 83.
 7. The appendices may be attached as separate Word files.
- Provision of information to the ABA**
8. Under section 136(1) of the Criminal Code, it is an offence to provide false or misleading statements, whether orally, in a document or in any other way, to the ABA.
 9. All sections of this application form must be completed.
 10. If you have any questions about completing the application, please contact the Licensing Section on (02) 9334 7700 or free call 1 800 226 667.
 11. For details of where to send applications, please refer to the Allocation of Community Television Services Broadcasting Services Bands - Guide to Applying for a Licence (the guide).

Section 1 - Licence details *

Please identify the community broadcasting service being applied for:

1. The name of the licence area plan.

Adelaide (television)

2. The name of the general area served.

Adelaide

3. The service licence number/s that you wish to apply for (SLXXXXXXX)

SL1150811

* **Note 1:** The above information is contained in part 3 of the guide (Service Information) and the relevant licence area plan.

Section 2 - Applicant details

4. Full name of applicant (as shown on the organisation's Certificate of Registration of a Company).

C31 Adelaide Limited. A.C.N. 104 643 736

5. Address for legal purposes of:

- (a) the registered office under the Corporations Law; or

Unit 2 / 151 Henley bch rd.
TORRENSVILLE 5031

- (b) the address of the principal office, head office or principle place of business.

Unit 2, 49 Holland Street
THEBARTON SA 5031

6. Telephone and fax numbers. Indicate whether these are private or business numbers. Private numbers will not be made public.

Tel	08 8234 6955	Fax	08 8234 6977
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7. Name and title of contact person for this application.

Name Mr Philip O'Donnell
Title Station Manager

8. Telephone number of the contact person.*
(This person should be easily contactable on this number.)

Tel 08 8234 6955

9. Contact address for mail.*

PO Box 596
TORRENSVILLE SA 5031

10. Email address (if available)

phil@c31.com.au

11. The physical address, if known, of the proposed broadcasting studio.

As per question 5b

* **Note 2:** If the contact telephone number and address are private, please note this against questions 8 and 9 and provide these numbers on a separate page so that they can be removed from the applications made available to the public.

Section 3 - Company status

Constituting documents and Company structure

12. Provide a copy of the applicant's Certificate of Registration, as 'Appendix Q.12'.
13. Provide a copy of the applicant's constitution and memorandum, including any by-laws, as 'Appendix Q.13'. The copy provided should be certified by the Australian Securities and Investments Commission (ASIC) as the true copy registered with that authority.
14. Indicate any proposed changes to the applicant's constituting documents and provide details and reasons for the proposed changes, including a timeframe for having the changes ratified by ASIC.

None proposed

15. What are the objects or aims of the organisation?

The objects for which the Company has been established are:-

(a) To advocate for, apply for and to accept grants of licences to operate community educational television and broadcasting stations within the Commonwealth of Australia and from time to time to apply for, obtain, accept grants of, purchase, acquire, transfer, takeover, hire, lease, sell, dispose of, deal in and otherwise turn to account any licences, order, consents, permits, rights, options or concessions whatsoever relating to or in any way connected with community educational television pursuant to or in accordance with or under and by virtue of the Broadcast Services Act 1992 as amended and any statutory modification thereof or any statutory provision substituted therefor.

(b) To undertake, carry on and conduct the business of proprietors and operators of community educational television stations, transmitting and receiving stations and any other stations used for visual and/or sound transmission or reception by any other contrivance, apparatus, device or means whatsoever and to undertake, promote, form, establish, carry on, operate and conduct all or any of the businesses of manufacturers, makers, producers, directors, importers, exporters, buyers, sellers, retailers, wholesalers, hirers, distributors, services and repairers or dealers in and agents for plant, machinery, equipment, masts, units, instruments, apparatus, gear, appliances and technical and other materials, goods, chattels and articles, personnel, staff, actors, directors, producers, musicians, technicians and others whatsoever used for or employed in or in any way connected with community educational television, broadcasting, transmission and receiving and any other means of visual and/or sound transmission and receiving of whatsoever nature and kind.

Further details see 'Appendix Q13'

If the organisation is membership based, provide a copy of the applicant's membership application form, membership numbers (including a list of the names and addresses of members) as 'Appendix Q.16'.

Membership as at 11th January 2005 is 182. See Appendix Q.16 CONFIDENTIAL

How many of these are financial members? (Please advise if you wish the names and addresses of members to be kept confidential).

Financial members are 182. Please See Appendix Q.16.i CONFIDENTIAL

We wish the names and addresses of the members to be kept confidential

What is the current membership fee?

Individual \$22.00 Concession \$16.50 Organisation \$55.00

16. If the organisation is not membership based, how will members of the community to be served participate in the operations of the service?

Membership based organisation

17. If you intend to have a committee and/or sub-committee structure, list the current members of the board of directors or committee of management (as appropriate), including their positions.

List positions yet to be filled as vacant positions

CURRENT BOARD OF DIRECTORS

John Giles - Chairman
Helen Robinson – Deputy Chairman
Brian Dutton – Secretary
Jan Roberts – Treasurer
David Modra
Paul Fleming
John McConchie
Chika Anyanwu
Gerry Bloustien

List the names of any other office bearers and their positions.

Ex officio Phil O'Donnell – Station Manager; Michael Hutton – Legal Advisor; Gloria Owen – Minutes Secretary

Indicate how members and/or volunteers join committees and/or sub-committees.

C31 invites interested members/volunteers to join the programming and technical committees. C31 holds an Annual General Meeting where Members (Volunteers) can nominate 3 members to the Board.
Members not appointed to the Board who are interested in either the programming or technical areas may volunteer their time to the programming or technical committees.

How often do these committees/sub-committees meet?

Meetings are normally held weekly

18. If you do not intend to have a committee or sub-committee structure, how will the station be managed?

Station manager and other executive positions, with advice from committee and subcommittee structures

19. List the names of office bearers, if any, since registration.

CURRENT BOARD OF DIRECTORS

John Giles - Chairman
 Brian Dutton – Secretary
 David Modra
 Jan Roberts – treasurer
 Paul Fleming
 John McConchie
 Helen Robinson – deputy chairman
 Chika Anyanwu
 Gerry Bloustien

PAST

Tony Nicholls
 Andrei Koeppen
 Philip Elms
 Anna Sennis

How does the applicant appoint office bearers?

Appointed by the Board

21. (i) Provide a chart as 'Appendix Q.21(i)' showing details of the applicant's organisational structure illustrating all relationships between the structures.

Please see attached appendix

(ii) Describe the reporting mechanisms and decision-making powers of the organisational structure set out in Appendix Q.21.ii.

Day to day operational responsibility is vested in the station manager, who works within instructions and guidelines set out by the board. See Appendix Q.21.ii.

(iii) Provide details of any positions held by employees and volunteers.
 Include any duty statements as 'Appendix Q.21(iii)'.

Employees paid:
 Station Manager – Philip O'Donnell FT
 Employees (unpaid):
 Pat Giles – Programming manager
 Jo Nicolle – Office manager
 Don Caddy – Engineering / operations manager
 Phil Johns – Library
 Paul Fleming – Presentations manager
 Jan Roberts – Treasurer
 Helen Robinson - Marketing

(iv) How will decisions be made in key operational areas, such as business advice

Decisions will be based on the expertise of Board Directors and ex-officio board members who have relevant expertise.

The majority of the Directors have had experience in fields related to media and/or media production, and management, including a number of Directors being affiliated with Media Departments in the four major tertiary institutions in South Australia, including the University of Adelaide, University of South Australia, Flinders University and TAFE SA. In addition, C31 Adelaide has appointed an ex-officio board member with expertise in the areas of Law and Accountancy. This appointment enables the Station Manager to concentrate on operational matters while seeking their input on more "macro" decisions as required.

Matters of policy and procedure are the responsibility of the Board, with input from relevant committees on certain issues. These policy decisions, once ratified by the Board, are implemented at operational level by the Station Manager

Occasionally, the Board may seek advice from alternative sources with expertise in specific areas.

22. If the applicant is an existing community television or other broadcaster, provide copies of the Minutes of Annual and Special General Meetings since registration or incorporation.

Please see Appendix Q.22. Confidential

23. (i) Who will be responsible for the day to day running of your organisation?

The Station Manager is responsible for the day-to-day operations of the Station, with input from the Board and volunteers. This is done in conjunction with an evolving body of policies and procedures – see attachment Q.23(i)

- (ii) What authority will this person or body have for making decisions?

The Station Manager makes decisions based on the Broadcast Services act, Codes of Practice, other relevant laws and regulations, as well as the policy and practises as determined by the Board and Committees.

This person is given authority to make decisions by the Board

- (iii) How will this person or body be appointed and to whom will they report?

The Station Manager was appointed by the Board and reports to the Board at official Meetings which are held on a monthly basis

24. What checks and balances are in place to ensure the service remains a community asset?

C31 ensures the service remains a community asset through our constitution, volunteers and through our close ties with the education sector.

C31 is closely aligned with all SA tertiary institutions, with board representation from each of the three universities. We have a TAFE representative who also works with the board, and a board member representing secondary educational institutions.

Our collaboration with tertiary institutions is such that the University of SA provided us with free accomodation for our start up year, and the University of Adelaide is now providing our permanent accomodation at greatly subsidised rates.

The code of practice highlights the role of community television and it's ability to communicate with the community at large. Volunteers involved in the day to day operation are trained in the requirements to ensure a fundamental understanding of this.

The currrent constitution under its objectives, clearly states the need for C31 to meet this requirement. This is reinforced through C31's "not for profit" status and its adoption of the code of practice.

25. What person or body will be in a position to exercise control over the station and how will community access and participation take place?

The Board and Management of C31 and Advisory Board, as outlined in the business plan, attachment Q27

26. What measures will be put in place to ensure that the service will be operated on a non-profit basis?

C31 Adelaide Limited has been incorporated as a not for profit company and continues and will continue to operate as such

Under ASIC Laws, as a company limited by guarantee, C31 Adelaide Limited must be audited by independent auditors on a yearly basis. Board Members will also ensure that the company operates as not-for-profit

27. What business plan do you have in place to meet organisational objectives?

Refer to Q.27

***Note 3:** If the applicant has any other documents or material which gives further information about its policies, structure, or aims and objectives, you may wish to provide copies to the ABA.

Section 4 - Previous relevant broadcasting experience

28. Has the applicant conducted a community television service under the community television trial arrangements? Yes No

If the answer is yes, please provide detailed information regarding these broadcasts, including the dates, location, hours of operation and the community interest served.

Broadcast	Dates	Location	Hours of operation	Community interest served
	23 rd April 2004 till current	Adelaide	9.00am to 11.30pm approx	Community Service Announcements, locally produced programs, associations with Universities, Schools and other community based associations.

29. Has the applicant had any other broadcast experience? Yes No

If the answer is yes, please provide detailed information regarding these broadcasts, including the dates, location, hours of operation and the community interest served.

Broadcast	Dates	Location	Hours of operation	Community interest served

30. If you answered 'yes' to questions 28 or 29, did the applicant receive any comments or complaints about the service during any of the transmission periods, or during off-air periods? Yes No

If yes, describe how the comments or complaints were handled.

One complaint only, handled by station manager. Board advised. Many positive comments acknowledged by phone or in writing
Please also refer to Question 80 (ii)

31. Provide details of any difficulties or problems experienced during any of the broadcasts mentioned at questions 28 or 29 and how they were managed.

no

32. Provide as much detail as possible describing how the broadcasts mentioned at questions 28 or 29 were funded.

Locally produced programs obtained individual sponsors by offering sponsorship announcements promoting their services or products. These spots vary from 15-60 seconds.
The station charges profit organisations a fee to air their programs, not for profits are not charged.
Hire fee for the studio

Section 5 - The proposed service

Community interest represented

33. Describe in as much detail as possible the community that you propose to serve detailing the current and future needs of that community.
Provide evidence in support of your claim/s.

Please refer to the marketing section of the Business plan (Q.27). There we go through a comprehensive analysis and segmentation of the community we propose to serve.

34. Provide details of each existing media service (radio, television, print and other relevant media) that also serves the community need that the applicant is proposing to serve.

Commercial Radio Stations: Austereo, 5AA 1395AM, 5DN 1323AM, Fresh FM, Mix 102.3FM, 919FM, 5UV, SAFM 107.1FM, MMM 104.7FM, SBS Radio 106.3, ABC Classic FM 103.9, ABC 891, ABC Newradio 972, 5MU 1125, Radio TAB 11539, Nova 91.9

National Radio Stations: 5WF, JJJFM, ABC Classic FM, Radio National 729,

Community Radio Stations: 5RTI 531, Rete Italia 1629, Adelaide Greek Radio 87.6, Energy FM 88, 5EFM 88.3, Coast FM 88.7, PBA-FM 89.7, Fresh FM 92.7, Three Radio 93.7, Power FM 98.7, 5MBS 99.9, WOW 100.5, Radio Adelaide 101.5, 5EBI 103.1, Life FM 107.9, Doriforos 152.125

Commercial Television Stations: SAS7, NWS9, ADS10

National Television Stations: ABC2, SBS28

Press: The Advertiser, Messenger Press, Sunday Mail, The Australian & Weekend Australian

35. To what extent do these existing media services meet the needs of the community the applicant proposes to serve?

With the Eastern States controlling the majority of programming community content is limited. Local news is limited to one channel with all giving community service announcements. Locally produced programs combine Music - Local Noise, Awsam TV, Fusion, Level 31, Club TV & Base TV with local music played over night each night, Religion - Tomorrow's World, Oceans of Light, Buone Notizie, Key of David, Vivere, Zontas, Sport - Horse Play, Real Football (soccer), SANFL Footy (Aussie Rules), Torque TV (Motor Sport), The Soccer Show, Youth - SayTV, Lifestyle - Fame & Fortune, Greek Style, Hellenic Presence, Tellestallone, Get Up Tucked, Sam Mac's Single Bed (variety for ages 18-40), Pathways of Self Discovery (mediation, complimentary health). Locally produced programs are given prime time preference over all other programs.

36. How will the applicant continue to identify and serve the future needs of its community?

C31 Adelaide will continue to maintain and improve its ability to identify future community needs. With the assistance of OzTam surveys and promotion through C31 and we will continue to source and support locally produced programs to include the community.

C31 currently screens a station promo soliciting viewers to submit their program ideas. This policy will continue

37. Provide details of any research and/or community consultation carried out, or to be carried out in the future, for the purpose of gathering information about the needs of the community to be served.

Include results or documentation (including details of methodology and/or surveys used), relating to the research/consultation as 'Appendix Q.37'.

C31 continues to ask the community for feedback on their programming and needs. Our latest OzTam figures, which we receive on a regular basis shows our audience has increased from 50,000 in April (commencement) to 200,000 up to and including September 2004 results. This report is very detailed and breaks down audiences for every 15 minutes of every day, age, group and sex. This information is invaluable to the channel as well as new people looking at a new program time slot. We will continue to receive this figures each quarter and when funds allow on a monthly basis. This information is also an essential tool in securing sponsorship.

In addition to this the board has been carrying out comprehensive analysis of the community sectors, as demonstrated in both the marketing section and the mindmap which is part of the business plan, (Q 27)

Our programming committee also meet weekly to review our schedule and take calls and answer questions from prospective program providers. Prospective program providers are then invited into the channel to discuss air time, financial costs etc

The advisory board will evaluate and assess matters of community needs on a regular basis (see Question 18 for details).

38. What steps, if any, has the applicant taken to merge, or negotiate some type of co-operative arrangement, with any other group that represents a similar community interest in the same licence area?

C31 is only aware of one other interested party. Two letters of invitation have been sent to OurTV inviting them to join us in applying for the permanent licence (letter attached Appendix Q.38). The first letter was rejected, the second received no response. C31 has a policy to be open to all community interests and as such believes that a true community approach embraces all interested parties working together.

39. If the applicant was allocated a community television licence, would it be willing to provide access to unsuccessful applicants?
If so, how would the applicant achieve this?

C31 considers it is representative of the whole community within it's footprint. C31 embraced those unsuccessful applicants for the trial licence and looks forward to joining with any other applicant for the permanent licence. C31 would immediately contact any unsuccessful applicant with a view to inviting them to become part of C31

Community participation

40. Will members of the community have access to the applicant's decision-making processes?
If so, how? Please provide as much detail as possible.

Members of the community will have access to the decision making process at all levels. There are mechanisms that will be established or existing mechanisms will be improved to ensure that community members will have access to the decision making process. This will be achieved both through direct access at the Board level and also through our Advisory Board

41. What, if any, measures will be taken to encourage community access and participation in the day-to-day operations of the proposed service and the selection, provision and development of programs?

C31 will conduct regular meetings for public comment on programs, adverts and community service announcements. In addition the community can be involved in the day to day operation through volunteering.

Availability of service

42. Will the service be provided free to the general public?

Yes No

43. What are the proposed initial hours of operation of the service?

Indicate if and how the hours of operation of the service are expected to increase over a period of time.

Hours

Sunday to Saturday - 9.00am - 11.30pm general programming

Sunday to Saturday - 11.30pm - 9am Montage TV (visual slideshow with music)

Programming

44. Provide details of the proportion (as a percentage) of proposed programs to be broadcast in relation to the following formats and origins:

FORMAT	ORIGIN	PROPORTION %	
Religion, entertainment, sport, education, ethnic and community.	(i) local/original material	33.5	
Religion, sport, community and ethnic.	(ii) national syndication	13	
Religion, childrens, and lifestyle.	(iii) international syndication	7.5	
Deutsche Welle	(iv) filler programs*	21.5	
RBC Entertainment provide classic movies, family series, and documentaries.	(v) other arrangements	24.5	
		Total	100 (Please see attached Appendix Q44.)

Note: For proposed programs not originated locally or sourced within Australia, provide details of their origins in relation to the formats set out above.

* 'Filler programs' can be defined as low-cost or free programming, such as that supplied by Deutsche Welle (DW), and are typically used if a broadcaster is unable to fill their program schedules with community material..

44. Provide a program schedule for a typical week (showing the day and proposed broadcast time for each program or type of program) as 'Appendix Q.45'.

Describe the program content.

Will the programs be purchased and if so, from whom?

Which programs will be locally produced?

See appendix Q44.

45. Describe how the programs proposed would meet the needs and interests of the community to be served.

Provide evidence in support of this claim.

C 31 has the ability to build its local programs to meet the needs and interests of its community. C31 commenced April 2004 and has grown local content from zero to over 130 hours a month. All of this local programming is not provided for by other television services in the licensed area and is very much meeting the needs and interests of niche markets in its community. OzTam figures show the popularity of our local content as do the number of calls and emails we receive requesting more information. We are currently working towards a number of events in SA that are very popular but not being aired on the commercial channels, C31 to date has been fortunate in being able to offer all community groups and organisations access to free airtime (where applicable, some programs pay for airtime). In the future as local program fills C31 is committed to ensuring program diversity from the general community.

46. Does the applicant have a programming policy or guidelines?

If yes, please include a copy as 'Appendix Q.47.i'.

Yes

No

47. Describe any program supply agreements that the applicant is proposing for its service.

See copies of those agreements Appendix Q.47.ii..

C31 has two agreements as listed below. An agreement must be signed before any program will be aired

Sponsored Program Provider Agreement (attached Appendix Q.47)

This agreement is used by groups or individuals who pay for airtime and receive 2 minutes of sponsorship time during a 30 minute program. The other 1.5 minutes advertising is used by C31 to promote our sponsors

Community Program Provider Agreement (attached Appendix Q.47A)

This agreement is generally used by Not for Profit organisations who we do not charge airtime.

48. What procedures does the applicant have to review and develop new, quality and diverse programming?

The Programming Committee is there to review and develop new, quality and diverse programming. Our Programming Committee meets once a week to discuss proposed new programs and review current content and diversity.

The programming committee comprises of several appropriately qualified and experienced persons, and determines the structure of day to day programming in accordance with direction from the board of C31 and in consultation with management. The Station Manager and the Programming Manager, as well as a board member of C31, have been included on this committee.

49. How will filler programming be used?

Filler programs are free to air programs. These include Deutsche Welle Satellite (German & European topical & News programs) and some locally produced programs ranging from 2-40 minutes are generally used when programs run short in time, and we need to bring the time up to the next program. Filler programs will over time be replaced by locally produced content. A number of the DW programs will continue to air as they have proven to be very popular and provide alternative and interesting viewing for all communities.

Section 6 - Capacity to provide the proposed service**FINANCIAL CAPACITY TO PROVIDE THE PROPOSED SERVICE****Capital costs of establishing the service**

51. (i) Set out the capital costs of establishing your service using the categories and format shown below. Include funds you have already expended, your proposed expenditure and the expected total expenditure.

Expenditure category	Already expended \$	Proposed expenditure \$	Total \$
Technical equipment (studio, control and test equipment)	62,000	Nil	62,000
Transmission equipment (transmission links, masts, transmitters and antennae)	117,000	180,000	297,000
Power generation equipment	Nil (part of lease agreement with Broadcast Australia)	Nil	Nil
Land and ancillary facilities, buildings, furniture and fittings	Nil	30,000	30,000
Other pre-operations expenses	Nil	Nil	Nil
Total capital costs	179,000	210,000	389,000

- (ii) List specific items of equipment.

List includes major items but does not include other equipment such as computers, furniture and fittings, some monitors etc

- (iii) Explain your estimation for the costs listed above providing all evidence, such as copies of quotes for equipment etc, as 'Appendix Q.51.

Not applicable. See above.

52. If you are an existing broadcaster, provide a list of all existing capital items that will be used for the proposed service.

See 51 above. In addition we have many minor items not listed., eg furniture and fittings, office equipment and computers, monitors.

53. (i) Provide details of the amount and source of all funds available for the establishment of the proposed television service using the categories and format shown below.

Source	Funds \$
Members' funds (including subscriptions)	
Grants (please specify)	
Donations:	
Community /personal business	
Loans, overdrafts, mortgages	

Other (please specify)	
Total funds	We are an existing service

(ii) Provide evidence supporting your estimation for the funds listed above as 'Appendix Q.53'.

54. What contingency plans for alternative funding sources does the applicant have in place should the funding listed above not become available?

Provide evidence in support of your claims.

C31 is an established service.

Estimates of income and operating costs

Note: When making financial estimates please assume zero inflation and use costs which are current at the time of application.

55. (i) Provide details of the estimated income of the proposed service using the categories and format shown below:

Revenue category	Pre- operational \$	Year 1** \$	Year 2 \$	Year 3 \$
Government sources	Nil	Nil		
Community sources	Nil	Nil		
Business sources	100,000	Nil		
Donations	Nil	Nil		
community				
personal				
business				
Grants	Nil	Nil		
government				
non-government				
members				
Subscriptions	Nil			
members		3,500	4,500	6,000
subscribers		Nil		
Sale of air/program time	Nil	188,000	169,000	202,500
Newsletter program	Nil	Nil		
guide				
sales				
sponsorship				
revenue				
Other sales (T-shirts etc)	Nil	201		
Promotions/ fundraisers (concerts, functions)	Nil	Nil		
Sponsorship announcements	Nil	13,000	56,500	88,000
Contra deals	Nil	Nil		
Hire of facilities (e.g. OB van)	Nil	5,200		
Miscellaneous	Nil	Nil		

Other (specify) Educational/Training For Further detail please See Appendix Q. 55.i CONFIDENTIAL	Nil	Nil		
Total estimated income	100,000	209,700	230,000	296,500

Note: These figures are at absolute minimum based on our current position. We expect to achieve significantly higher results in the areas of sponsorship announcements and the sale of air time.

Note 4 * Please indicate the estimated pre-operational period. This is the period between the allocation of the licence and the commencement of service.

** Year 1 is the first 12 months of operation from the commencement of the service.

(ii) Provide evidence supporting your estimates in the pre-operational period, including copies of sponsorship agreements, grants, contra deals.

C31 is an operational station

(iii) Provide evidence supporting your estimates in the first three years of operation and detail any assumptions you have made in answering question 55(i), including proposed sponsorship rates, if available.
Provide evidence as 'Appendix Q.55 iii CONFIDENTIAL

Financial predictions for years two and three are based on operating and revenue experiences in year one. Please see rate card attached Q55(iii)

56. How will you determine the effectiveness of the service in reaching its financial objectives?

Each financial year C31 produces budgets and cashflow forecasts.
The board at it's meetings continually assesses the financial position, and our day to day operations are monitored by our treasurer.
We seek advice from major accounting firms as required, and ensure that our accounts are audited regularly

57. Will funds be available for the purchase of ratings data?

Yes

58. How do you intend to market the service for revenue raising purposes?

C 31's marketing plans are evolving through experience and innovation. On granting of the permanent licence history shows that this will be an additional benefit to the marketing of C31. As a consequence we expect our income from sponsorships to increase in accordance with specific sponsorship plans awaiting implementation. Please see marketing section of the Business Plan, attachment Q.27

59. What business plan does the applicant have in place to manage the community television assets, current and future liabilities?

C31 has an active business plan in place which is currently limited by the fact that C31 is the holder of a temporary licence. This plan dictates our future direction, and when C31 is awarded the permanent licence this plan will be expanded to take into account our new opportunities. Please see appendix Q.27

60. To the extent the service proposes to rely upon sponsorship income, how will you sell up to seven minutes of sponsorship per hour?

Provide a detailed business plan.

C31 is utilising outside agencies to approach major corporate sponsors, and has recently introduced telemarketers who are approaching small to medium sized businesses. This method has proven to be successful in other community television stations.

In addition, C31 solicits sponsorship directly on air.

Please see marketing section of the Business plan, appendix Q.27 for further detail on the marketing business plan

61. Provide evidence of services, facilities, staff and equipment provided without charge, or at a subsidised rate by other institutions or organisations, (e.g. rent-free premises; station manager's salary paid by another institution) and estimate the actual costs borne by other organisations.

The University of SA provided rent free premises from start up until 31st December, 2004 (valued at \$20,000 per annum).

Our current premises are being provided by the University of Adelaide rent free for the next 12 months (valued at \$28,000 per annum). In addition, the University of SA and 5AA have donated furniture (valued at \$10,000) and Telstra, through NDC, have provided free of charge, transmission equipment in excess of \$75,000.

In addition, university staff provided services free of charge through representation on our board.

- 62.(i) Using the categories listed below, provide details of the estimated operating costs of the proposed service.

Indicate (show?) where costs have been offset by services provided free-of-charge.

Cost category (suggested only)	Pre-operational \$	Year 1** \$	Year 2 \$	Year 3 \$
Wages and salaries	NA	43,800	71,325	112,200
Programs	NA	21,800	17,500	24,700
Promotions	NA	3,600	4,000	5,200
Technical	NA	64,500	140,000	104,000
Administration	NA	21,900	24,900	36,250
Other (please specify)				
Total operating costs	NA	155,600	257,725	282,350
Please see Appendix 62.i for further breakdown CONFIDENTIAL				

- (ii) Explain how the technical costs were calculated and provide evidence.

The technical costs are based on Transmitter Site Lease agreement with Broadcast Australia

63. If operating costs exceed revenue for any period, provide details of how the shortfall will be covered, and the source(s) of these funds.

From a cash perspective we are planning to be cash positive at all times. In the event that costs exceed revenue, we will pursue options in considering bank overdrafts, loans, membership drives and on-air appeals. So far during the service's operations it has been able to manage and resolve any shortfalls in its operating budget.

64. What if any experience does the applicant or a controller of the applicant have in managing an enterprise or business requiring significant amounts of funds to operate.

The board and management of C31 has extensive experience and expertise in managing a service of this type and size.

At the board level we have members who represent all facets of business management. They come from various backgrounds including legal, accounting, senior management of major corporations, education, sales, and management consulting. Our station manager has over 10 years in managing commercial radio stations

65. If a company or organisation has purchased bulk airtime from the applicant, please provide the name of that company or organisation and set out all relationships that company or organisation has with the applicant, financial details of that company, including audited financial statements. Is that company or organisation operated not-for-profit?

NA

66. Provide details of all financial agreements, contracts or any other type of arrangement that the applicant has established with any other person or entity to provide any form of financial, contra or programming benefit or service. One example of this would be where a person or entity signs as a guarantor on loans or contracts.

Provide your evidence as 'Appendix Q.66.'

NA

66. Detail financial arrangements for the distribution and reinvestment of surplus revenue.

Currently C31 will be re-investing any surplus capital in station growth. In the longer term, surplus revenues will be returned to the local community to assist with local community program production.

TECHNICAL CAPACITY TO PROVIDE THE PROPOSED SERVICE

Proposed technical facilities

67. (i) Describe the applicant's plans and timetable for establishing and installing technical facilities, including studios, transmitter and emergency power equipment (if any). Explain the reasoning behind this timetable with as much evidence in support of the proposed timeframe.

Commenced broadcasting 23rd of April, 2004

(ii) How will the applicant ensure that the service commences within twelve months from the time of allocation of the licence?

Existing on air service

69. Describe any arrangements, existing or proposed, for sharing technical facilities and operating costs, using the following headings:

(i) name of other party;

Broadcast Australia

(ii) nature of arrangements

Hosting of transmitter

(iii) status of arrangements (concluded or proposed)

Site agreement commenced April 2004 and concludes April 2007

(iv) total cost;

\$70,000 per annum

(v) cost to applicant

As above

70. Has any company or organisation acted as guarantor to the applicant for the provision of technical or transmission equipment.
If yes, please provide a copy of all relevant contracts.

Yes

No

We have no guarantors.

71. (i) Provide details of the qualifications and/or relevant experience of proposed technical staff.

Donald Caddy, Engineering and Operations Manager,
 Technical support:
 Lawrence Sjoberg (formerly audio engineer at radio station 5DN)
 Bill Rowse, formerly transmitter engineer at Channel 7
 Con Sevastidis – microwave technician , NDC
 Please see appendix Q71(i) for resumes of above people

(ii) Why does the applicant consider that the proposed technical assistance will be appropriate for the establishment, operation and maintenance of the proposed service?

C31 considers the experience of the above to be outstanding in broadcasting, both television and radio. Already they have made a significant contribution in successfully managing our relocation of premises which was achieved within budget and one day earlier than planned.

72. How will the applicant be able to obtain the necessary equipment to provide the service in accordance with the technical specifications of the licence?

Equipment already in place

73. (i) What transmitter site does the applicant intend to use for its proposed service?

Currently using Broadcast Australia site, Mt. Lofty, SA

(ii) Has the applicant entered into any negotiations regarding the use of this site? Yes No

If not, why not? Provide evidence of all negotiations and/or agreements currently in place.

C31 has a transmitter site agreement with Broadcast Australia. See Appendix Q.62.ii
 CONFIDENTIAL.

(iii) What are the costs involved in using this site?
 as per contract.

(vi) What equipment is owned/leased and/or is proposed to be purchased, leased, borrowed or made available in some other way?

(Note: these costs should be included in your operating estimates at question 62).

C31 owns its equipment and transmitter and leases a portion of the Mt. Lofty site to house and power its transmitter. As part of the lease we have access to and share the SBS antenna.

MANAGEMENT CAPACITY TO PROVIDE THE PROPOSED SERVICE

Management experience/involvement in the community

74. Provide details of the management skills and experience to be brought to the service which is relevant to providing a community television service.
 In your response, make reference to the duty statements provided under Q.21(iii).

A description of management skills and experience brought to C31 are described in the Business Plan attached as Appendix Q27

Staffing details

75. Provide a total breakdown of proposed staffing for the first year of operation, listing proposed staff titles within each of the categories listed below.

N/A station already in operation

Category	Paid staff		Volunteers		Total
	\$		\$		\$
	F-T	P-T	F-T	P-T	Nos.
Programs (e.g. coordinators, announcers, panel operators etc)	-	-	-	-	-

Administration and sponsorship (e.g. station manager, accountant, office staff, sponsorship representative)	-	-	-	-	-
Technical (e.g. technical and maintenance staff responsible for studio and transmission equipment)	-	-	-	-	-
Totals	-	-	-	-	-

76. Indicate any changes to the organisation's staff numbers planned for years 2 and 3 of operation.

At present C31 is operated mainly through volunteers. It is anticipated that the permanent licence should improve revenue flows to the extent that in 2006 C31 will be able to engage additional paid staff.

77. Outline proposals for recruiting and training staff, both paid and volunteer.

See Policies and Procedures Manual (still being developed) attached as Appendix Q23 (i)

C31 is negotiating personal development training with Hudson TMP to introduce a training program for volunteers to assist them in developing personal skills to help them return to the workforce.

C31 staff are trained in the following:

Paid employees

To this point in time the paid positions sought to be filled were commissioned sales executives. The positions were advertised in the daily newspaper, on screen during C31 televised hours and within the existing volunteer staff members.

The training of these sales executives is conducted by the Station Manager in a one on one scenario. On commencement of employment all sales executives are given a copy of the Community Television Codes of Practice and Programming policies.

Volunteers

Volunteers are recruited by various means and include on screen announcements during C31 televised hours, the C31 website, Centrelink and Workplace rehabilitation and friends of existing volunteers and members.

All volunteers are interviewed and placed in areas of station function that suits their level of expertise and abilities. These areas are and include;

Administration and office management.

Program material acceptance, cataloguing and library filing.

Previewing all new and existing program material and cue sheet preparation.

On air program presentation.

Studio operations including camera operation, audio, vision switching, slide

Preparation and lighting.

Filming, taping and editing.

Audio.

Sponsorship announcement and station promotional pointer preparation including copywriting and voice over.

Inexperienced volunteers are placed initially in the program library with those who are experienced and are trained in previewing including program structure, technical requirements (vision and audio), formatting, program classification in accordance with the Codes and all day and night program compilation.

Volunteers wishing to participate in on air program presentation are placed with experienced operators and trained in all aspects of that station function including tape cueing, vision switching and an understanding of the program classifications as set out in the Codes of Practice.

The station manager and other departmental supervisors are available as additional trainers as required. On commencement of voluntary duties all new volunteers are given copies of the Community Television Codes of Practice and Programming policies.

78. If you are an existing broadcaster, how many paid staff and volunteers do you have?
Provide the names of these people.

Staff 1 Philip O'Donnell
46 Active Volunteers (103 registered)

Compliance with licence conditions and codes of practice

79. How does the applicant intend to ensure compliance with the Act and the conditions of the licence?

C31 has taken licence conditions and codes of practice into account in establishing its constitution, policies and practices, contracts and training procedures.

80. (i) Describe the operational measures and in-house policies the applicant would enforce to ensure compliance with the codes of practice if the licence were allocated.

C31 is developing comprehensive operating procedures in accordance with all relevant codes, which will be taken into account when deciding on the appropriate action to take in the circumstance

(ii) Describe how the applicant proposes to handle comments and complaints about its service from members of the public.

C31 has a procedure in place to handle any and all complaints in accordance with the community television Codes of Practice.

A schedule of on-air announcements (minimum 50 a year) is aired advising the C31 audience of the Codes of Practice and how they may obtain a copy.

Any and all complaints regarding compliance, programs and/or service to the community are referred to the C31 Station Manager who will consider, investigate and as required respond to the complaint. All complainants are directed to make any complaint in writing with their name and address provided.

Any and all complaints are to be responded to in writing within 60 days, include a copy of the Codes of Practice and point out to the complainant that they have the right to refer their complaint to the Australian Broadcasting Authority should they be dissatisfied with that response.

A register of any and all complaints is to be maintained (for a period of two years) by the Station Manager and is available to the Australian Broadcasting Authority as required.

Section 7 - Control of the licence

81. If the licence were allocated to the applicant would it, or any person associated with the applicant, be in a position to exercise control of more than one community broadcasting licence which is a broadcasting services bands licence in the same licence area?

no

82. If the licence were allocated to the applicant would the Commonwealth, a State or a Territory or a political party be in a position to exercise control of the licence?

no

Section 8 - Other matters

83. (i) Provide details of any other matters relating to the operation of the service that the applicant would like the ABA to take into account when considering its application.

C31 Adelaide Limited has been on air since April, 2004. In this time it has acquired significant infrastructure, established strong relationships with the education sector, built relationships with a large number of local program providers, operated within budget, and at all times ensured operations met with all codes and within the spirit of community television. In addition it has built a significant and positive viewer base.

Since C31 Adelaide applied for the temporary licence, it has always taken steps to embrace all community aspirants. To this end C31 has attempted to invite all other groups interested in community television to join with them in this community television application. Unfortunately the only other known aspirant has consistently declined our invitation. As previously stated in this application we would be happy to embrace any other interested parties.

C31 Adelaide Limited believes that, should it be allocated a permanent licence, it will be able to expand further to meet the community television needs of Adelaide.

Section 9 - Certification of application

Note 5: Provide appropriate authority by reproducing this section on a **separate** page.

This application is made on:

1st	March	2005
Day	Month	Year

By:

C31 Adelaide Limited

in relation a community broadcasting licence in the licence area plan:

Licence area plan	Adelaide
Service licence number	SL1150811

with the authority of the committee or board of the applicant company.

Signature			Signature		
Name John Giles			Name Philip O'Donnell		
Position held Chairman			Position held Station Manager		
Date			Date		
1	March	2005	1	March	2005
Day	Month	Year	Day	Month	Year

Affix seal here:

Seal	
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