

**ADEQUACY OF LOCAL NEWS AND  
INFORMATION PROGRAMS ON COMMERCIAL  
TELEVISION SERVICES IN  
REGIONAL QUEENSLAND, NORTHERN NSW,  
SOUTHERN NSW AND REGIONAL VICTORIA  
(AGGREGATED MARKETS A, B, C AND D)**

August 2002  
Sydney



Australian  
Broadcasting  
Authority

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# TERMS OF REFERENCE

DATED 6 DECEMBER 2001

## Investigation pursuant to Part 13 Division 2 of the Broadcasting Services Act 1992

The Australian Broadcasting Authority (the ABA) has decided to conduct an investigation pursuant to Part 13 Division 2 of the *Broadcasting Services Act 1992* (the Act) into:

- i. The adequacy of the contribution by commercial television broadcasting licensees in regional and rural Australia to coverage of matters of local significance;
- ii. Community concerns about whether coverage of local news and information by commercial television services is responsive to audience needs in regional and rural Australia; and
- iii. The adequacy of the current regulatory framework to meet the objects of the Act.

The Investigation will be conducted by the ABA in accordance with its functions and powers under the Act.

The objects of the Act relevant to this Investigation are:

- 3(1)(a) to promote the availability to audiences throughout Australia of a diverse range of radio and television services offering entertainment, education and information; and
- 3(1)(b) to provide a regulatory environment that will facilitate the development of a broadcasting industry in Australia that is efficient, competitive and responsive to audience needs; and
- ...
- 3(1)(g) to encourage providers of commercial and community broadcasting services to be responsive to the need for a fair and accurate coverage of matters of public interest and for an appropriate coverage of matters of local significance.

The Act confers on the ABA a range of functions and powers that are to be used in a manner that, in the opinion of the ABA, will produce regulatory arrangements that are stable and predictable, and deal effectively with breaches of the rules established by the Act.

The Investigation will be conducted for the purposes of the performance of the ABA's functions, which include the following primary functions:

- c. to allocate, renew, suspend and cancel licences and to take other enforcement action under the Act;
- i. to monitor compliance with codes of practice;
- j. to develop program standards relating to broadcasting in Australia;
- m. to inform itself and advise the Minister on technological advances and service trends in the broadcasting and the datacasting industry; and
- n. to monitor, and to report to the Minister on, the operation of this Act.

In conducting the Investigation, the ABA will have regard to:

- i. The nature and extent of local news and information programs provided by commercial television broadcasting licensees in regional and rural Australia, and how these have changed over time;

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- ii. The level of community concern about changes by commercial television broadcasting licensees to their coverage of local news and information in regional and rural Australia;
- iii. Local news and information programs in regional and rural Australia provided by other terrestrial free-to-air broadcasting services;
- iv. The financial and other capacity of commercial television broadcasting licensees in regional and rural Australia to provide local news and information programs; and
- v. Legislative requirements affecting commercial television broadcasting licensees in regional and rural Australia, including licensing, ownership and control, and conversion to digital transmission.

In the performance of the Investigation, the ABA will consider such matters as are necessary to address the issues identified in this Terms of Reference, including but not limited to:

1. How local news and information services promote a diverse range of radio and television services offering entertainment, education and information in regional and rural Australia;
2. How local news and information programs are responsive to audience needs in regional and rural Australia;
3. The extent to which commercial television services broadcast in regional and rural Australia are responsive to the need for an appropriate coverage of matters of local significance;
4. Reasons for changes to the nature and extent of local news and information programs in regional and rural Australia provided by commercial television services; and
5. Whether any regulatory intervention is necessary or appropriate to ensure the provision by commercial television broadcasting licensees of adequate and sufficient local news and information programs in regional and rural Australia and, if so, options for such intervention.

# ABBREVIATIONS

ABA	Australian Broadcasting Authority
ABT	Australian Broadcasting Tribunal
DCITA	Department of Communications, Information Technology and the Arts
FACTS	Federation of Australian Commercial Television Stations
NBN	NBN Limited
Prime	Prime Television Ltd
Southern Cross	Southern Cross Broadcasting (Australia) Limited
SES	State Emergency Services
WIN	WIN Television Pty Ltd

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**



# EXECUTIVE SUMMARY

On 22 November 2001, the Australian Broadcasting Authority (ABA) decided to commence an investigation into the adequacy of local news and information programs provided on commercial television services in regional and rural Australia.

The investigation was a response to community concerns at the time about the closure of news bureaux in Canberra, Cairns, Townsville, Darwin and Alice Springs by Southern Cross Broadcasting (Australia) Limited in November 2001. This followed similar closures by Prime Television Ltd in Canberra, Newcastle and Wollongong in June 2001.

The ABA called for submissions from the general public and interested parties, and conducted a survey of all commercial television broadcasting licensees. The ABA made a number of visits to commercial television stations in regional and rural Australia and held public meetings in a number of locations in regional and rural Australia in early 2002.

Submissions from regional broadcasters who had closed their local news bureaux emphasised the high costs and low ratings of the programs. Notwithstanding this, there was a significant level of community concern about the closures.

The concept of localism has been one of the main themes underlying the purpose of the legislation, policy and planning associated with broadcasting over many decades. One of the objects of the *Broadcasting Services Act 1992* (the Act) is:

To encourage providers of commercial and community broadcasting services to be responsive to the need for ... an appropriate coverage of matters of local significance. (s.3(1)(g)).

The Act addresses this object to some extent by specifying a minimum obligation on licensees to provide a service that 'contributes to the provision of an adequate and comprehensive range of broadcasting services in (the) licence area'.<sup>1</sup>

This report is an account of the findings and conclusions arising from the data and information gathered and submissions received. This report also examines whether or not the current coverage of matters of local significance in the four aggregated markets is appropriate, whether the relevant objects of the Act are being met and, if not, what regulatory intervention, if any, could be made to promote those objects. The ABA will continue to monitor community concerns in relation to the other regional markets and proposes to conduct further investigations into those markets.

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<sup>1</sup> Schedule 2 Part 3 Clause 7(2)(a).

## ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT

Although the ABA's investigation covered commercial television services across regional and rural Australia, having regard to the extent of community concern in the four aggregated television markets of Regional Queensland, Northern NSW, Southern NSW and Regional Victoria,<sup>2</sup> the ABA decided to focus its attention on those markets.

Between 1989 and 1992, a number of regional areas that had received television services from monopoly providers were aggregated to form a smaller number of large areas with competing providers. The stated aims of this aggregation were to:

- Provide three commercial television services in most of regional Australia;
- Ensure that the commercial television services provided in regional areas are comparable to those in capital cities;
- Create larger, more viable television markets (called 'approved markets') in regional Australia; and
- Encourage competition between the regional television station operators.

One of the concerns that was raised during the investigation was whether, in the industry's adaptation to these new larger markets, there has been insufficient attention to audience needs for local news and information.

The ABA found that in the four aggregated television markets, all of the licensees broadcast separate signals into 'sub-markets' that generally correspond with the major population centres (and with pre-aggregation service areas, with the exception of Warwick). In the case of every sub-market, each of the relevant licensees broadcasts separate local advertising but in some cases, only one licensee broadcasts news bulletins that provide news about matters of significance to the audience in the sub-market.

Accordingly, in this investigation, for the purpose of considering the extent to which object 3(1)(g) of the Act is being achieved, the ABA has considered the extent to which there is appropriate coverage of matters of local significance, particularly through the broadcast of local news and information programs, in sub-markets that generally correspond with the pre-aggregation service areas and the areas into which commercial television licensees currently broadcast local inserts.

As a result of its investigation, the ABA has found:

- There has been an overall increase in the quantity of local news broadcast in the four aggregated markets since aggregation, with each sub-market in these areas (except Warwick) having at least one news service. There has, however, been a decline in competing sources of news since the mid-1990s.
- There has been a significant decline in local information (other than news) broadcast in the four aggregated markets since aggregation.
- There are legitimate community concerns in the four aggregated markets that:
  - there is a lack of diversity in broadcasts of matters of local significance by commercial television licensees in those markets (object 3(1)(a) of the Act);
  - there is a lack of competition in delivering local news and information (object 3(1)(b) of the Act); and

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<sup>2</sup> Approved Markets A, B, C and D respectively.

- some regional commercial television broadcasters are not sufficiently responsive to audience needs for local content, particularly programs about matters of local significance (objects 3(1)(b) and 3(1)(g) of the Act).
- Compliance by regional commercial television broadcasters in the four aggregated licence areas with the statutory condition (clause 7(2)(a) Part 3 Schedule 2 of the Act) has not, of itself, resulted in the achievement of objects 3(1)(a), 3(1)(b) and 3(1)(g) of the Act.

To promote the relevant objects of the Act, the ABA proposes to add greater specificity to the generally expressed statutory licence condition, by imposing an additional condition on all regional licensees in the four aggregated markets. The proposed additional condition should ensure that each licensee is sufficiently responsive to audience needs by requiring each commercial television licensee to broadcast a minimum amount of programs about matters of local significance to each sub-market.

The ABA expects that the combined effect of the statutory condition and the proposed condition would be that audiences in the sub-markets will continue to receive daily commercial television local news bulletins, with all commercial television licensees broadcasting a minimum amount of matters of local significance. By interpreting “matters of local significance” broadly, the ABA hopes to encourage innovative and relevant local programming, which will complement local news services.

The proposed additional licence condition will become effective six months from the date that it is made, and will be reviewed after two years. The proposed additional licence condition would:

- Require each licensee in the aggregated markets to broadcast matters of local significance in each of the sub-markets, meeting a minimum of 90 points per week and 960 points per sub-market per eight weeks.
- Enable licensees to accrue points for the broadcast of matters of local significance: 2 points per minute of local news and 1 point per minute of local current affairs or local information, all within specified time zones (Monday to Friday – 3 pm to 11 pm; Saturday and Sunday – 8 am to 11 pm).
- Require each licensee to report on compliance to the ABA, in a form approved by the ABA, within 30 days of 30 June and 31 December each year.

The ABA believes that the amount of local emergency information is inadequate. As the FACTS code is currently under review, the ABA recommends that FACTS adopt a code to deal with the broadcast of emergency information as soon as possible and, given the urgency of the matter, separately and prior to registration of the principal code.

In addition, the ABA is aware that the affiliation agreements between the regional licensees and the metropolitan networks appear to have a bearing on the broadcast of local news and information. Accordingly, the ABA will investigate separately this relationship and its impact on the capacity of regional licensees to broadcast matters of local significance.



# 1. APPROACH TO THE INVESTIGATION

## Background

In June 2001, Prime ceased its local news bulletins in Canberra, Newcastle and Wollongong. On 22 November 2001, Southern Cross Broadcasting (Southern Cross) closed its news bureaux in Canberra, Cairns, Townsville, Darwin and Alice Springs. As a result of community concerns at the time, on 22 November 2001, the ABA decided to investigate the adequacy of local news and information programs provided on commercial television services in regional and rural Australia.

## Terms of reference

On 6 December 2001, the ABA released the terms of reference for the investigation and announced that it was investigating:

- what is meant by matters of local significance;
- what constitutes adequate coverage of matters of local significance;
- whether commercial television services provide appropriate coverage of matters of local significance in regional and rural Australia; and
- the level of community concern about the coverage of local news and information by commercial television services (and the responsiveness of that coverage to audience needs) in regional and rural Australia.

## Submissions

In releasing the terms of reference on 6 December 2001, the ABA called for submissions on a telephone hotline,<sup>3</sup> by email, fax or mail (submissions closed on 15 February 2002). The ABA received 128 submissions from the community (including Federal, State/Territory and local government representatives and local business interests); a list of persons who provided comment or made submissions is at Schedule 1. Electronic versions of submissions (where provided) are

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<sup>3</sup> As indicated in the news release announcing the terms of reference, calls to the hotline were not treated as formal submissions to the investigation. The information provided was, however, included in analysis and the results considered by the ABA as evidence for the purposes of the investigation.

available on the ABA website ([www.aba.gov.au](http://www.aba.gov.au)); hard copies of all public submissions are available in the ABA library in Sydney.

Some submissions were made to the ABA in confidence. The sources of information from these submissions, where used in this report, have not been provided.

## Licensee survey

The ABA conducted a survey of all 48 commercial television licensees. The Federation of Australian Commercial Television Stations provided a submission on behalf of its members, and regional broadcasters also made separate submissions. All 33 regional licensees provided information on matters sought by the survey.

## Station visits / public meetings

The ABA made station visits to Wollongong (WIN), Tamworth (Prime), Launceston (Southern Cross), Canberra (ABC), Perth (Nine) and Hobart (WIN) and public meetings<sup>4</sup> were held in Newcastle, Wollongong, Canberra, Townsville, Mt Isa, Cairns and Mildura (see Schedule 2).

## Focus of the report

Initially, the ABA's investigation covered all commercial television broadcasters in regional and rural Australia. Press reporting and complaints to the ABA, however, indicated that while there was a general dissatisfaction with coverage of matters of local significance across Australia, the areas of primary concern were NSW and Regional Queensland, where local news bulletins had ceased (that is, Canberra, Newcastle, Wollongong, Cairns and Townsville).

Once the ABA's investigation had commenced, the ABA received over 100 submissions from people in rural and regional Australia directly affected by the closure of news bureaux. As might be expected, most submissions were received from NSW / ACT, followed by Regional Queensland (the areas most recently affected by the loss of local news services). The ABA also received submissions and information from members of the community in Regional Victoria (see table 1).

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<sup>4</sup> The decision on where public meetings were held was based on areas that were the source of most submissions. In addition to submitters and licensees, representatives of Federal, State/Territory and local governments were invited to attend.

**Table 1 Submissions (by location)**

Area	No of Submissions
NSW (incl the ACT)	52
Regional Queensland	47
Regional Victoria	5
Other <sup>5</sup>	15
<b>Total</b>	<b>128</b>

In order to gauge the distribution and level of public concern, the ABA held public meetings in Newcastle, Wollongong, Canberra, Townsville, Mt Isa, Cairns and Mildura (the decision on where public meetings were held was based on areas that were the source of most submissions).

From all the evidence available to the ABA, it is clear that the highest levels of community concern can be found in the four aggregated markets. This is not surprising as the process of aggregation in regional Australia delivered outcomes to the four aggregated markets different to those delivered elsewhere in regional and rural Australia (see chapters 3 and 4). Similarly, because the aggregated markets contain within them a significant proportion of the regional and rural population and a number of significant regional centres, any changes to local news or local information are more likely to have a noticeable effect than in areas outside these markets (see maps 1-4).

As a result, the ABA has restricted this investigation report to the four aggregated markets. The ABA will continue to monitor community concerns in relation to the other regional markets and proposes to conduct further investigations into those markets.

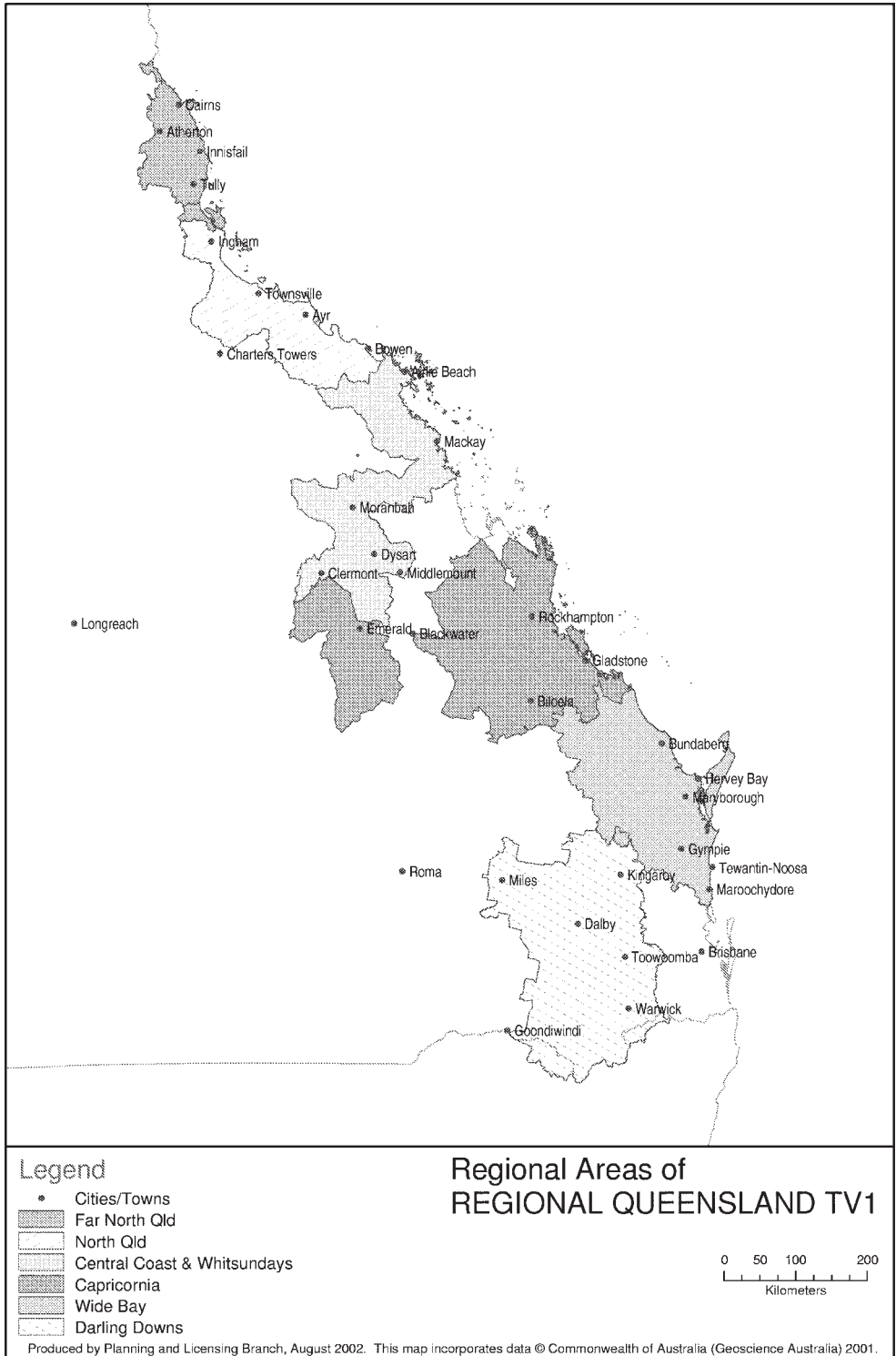
This report examines:

- regulatory policy underpinning legislative requirements, over time;
- the growth of commercial television broadcasting in regional Australia and the factors that have shaped the broadcast of matters of local significance;
- the extent of coverage given to matters of local significance by regional broadcasters, and whether regional broadcasters are meeting their obligations under the Act;
- the level of community concern about changes by commercial television broadcasting licensees to coverage of local news and information in regional and rural Australia; and
- whether any regulatory intervention is necessary or appropriate to ensure the contribution by commercial television broadcasting licensees to an adequate and sufficient level of local news and information programs in regional and rural Australia and, if so, options for such intervention.

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<sup>5</sup> Includes submissions from the public where no address was provided.

Map 1

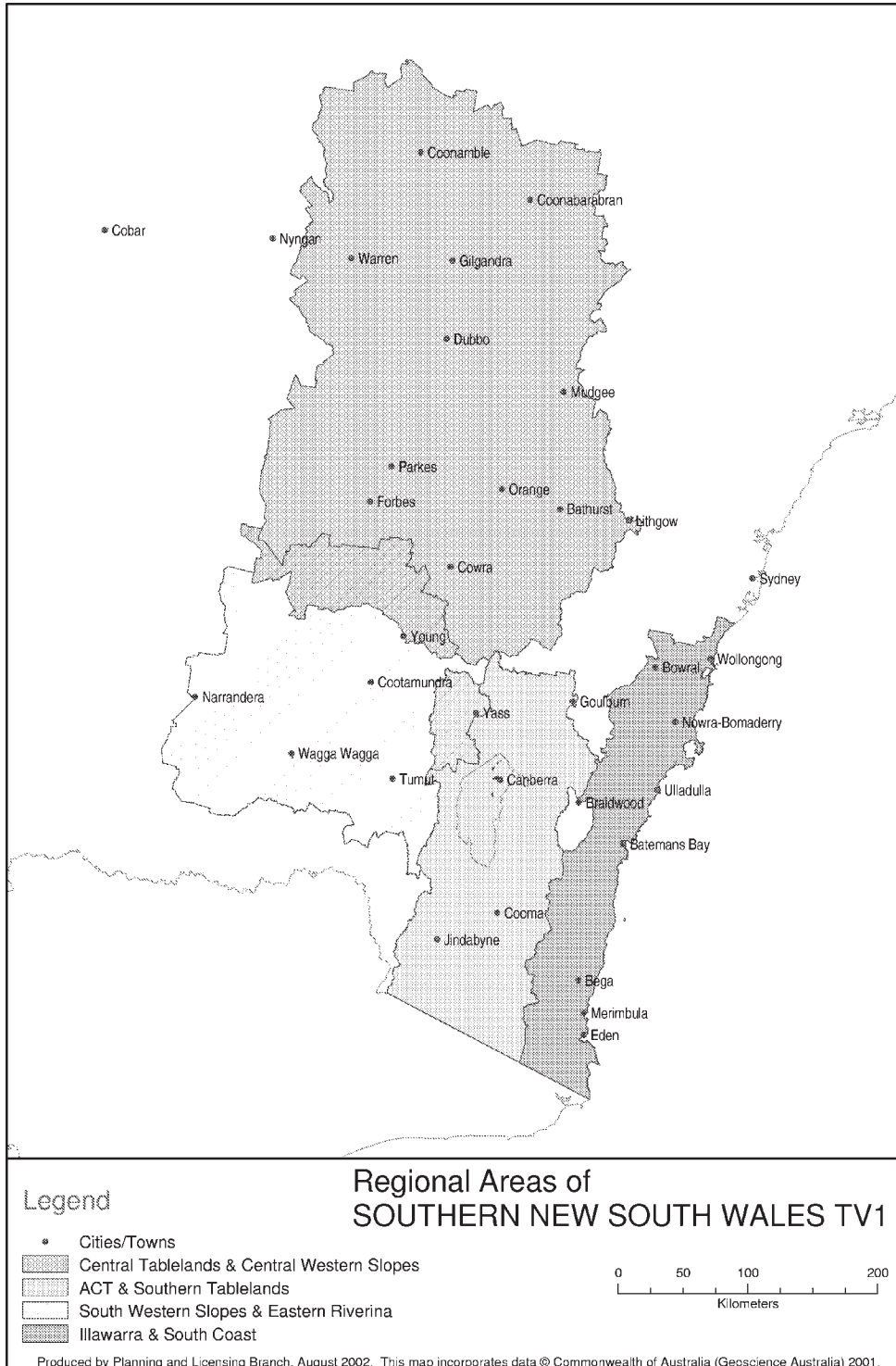




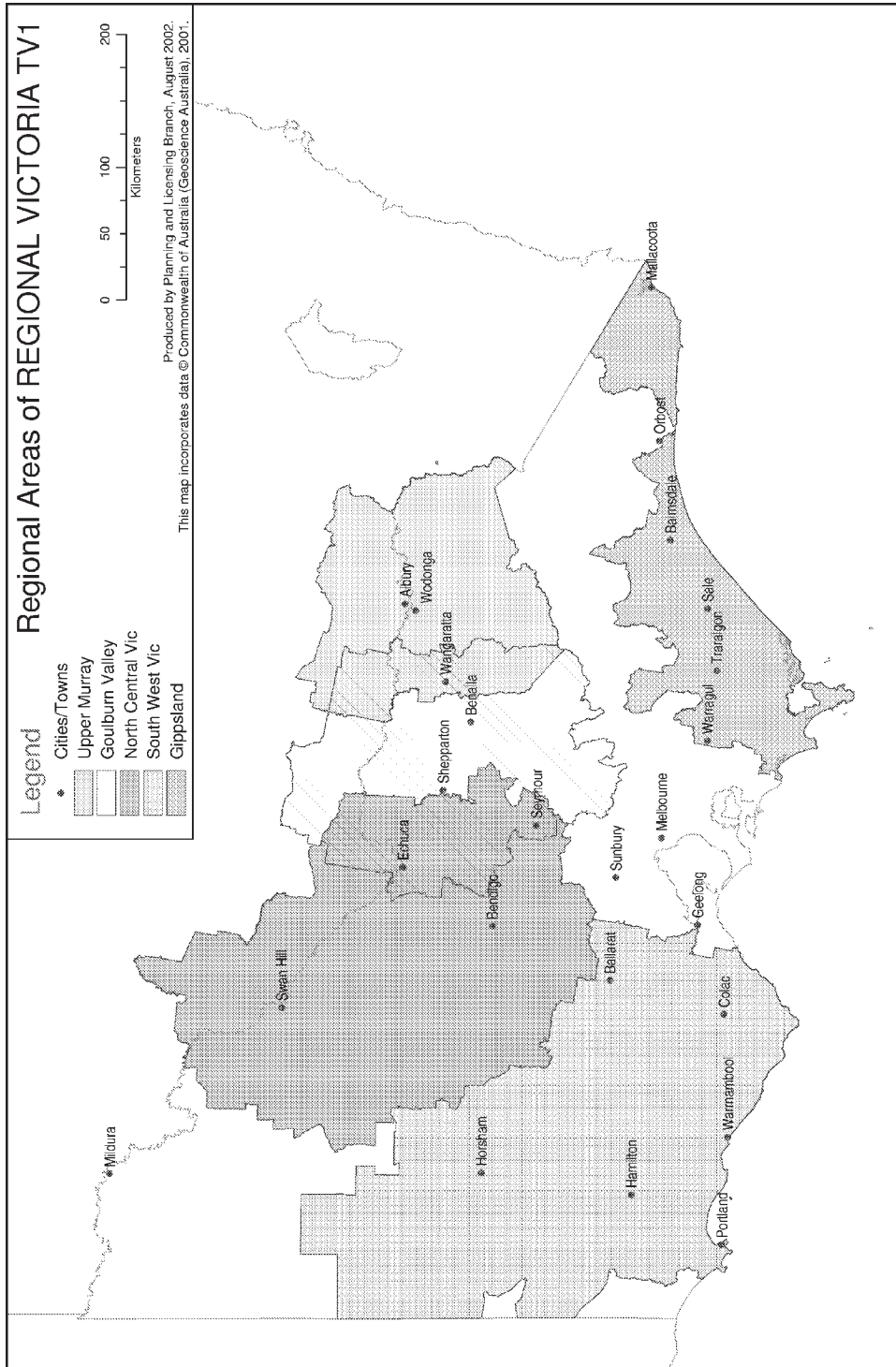
Map 2



Map 3



Map 4





## 2. REGULATION OF LOCAL NEWS AND INFORMATION PROGRAMS ON COMMERCIAL TELEVISION

This section of the report sets out the legal and policy framework for the ABA's investigation.

### The *Broadcasting Act 1942* and the policy of localism

The concept of localism was one of the main themes underlying the purpose of the legislation, policy and planning associated with broadcasting over many decades.

Under the *Broadcasting Act 1942* (the 1942 Act), the local content of commercial television broadcasting services was regulated through written undertakings given to the Australian Broadcasting Tribunal (the ABT) by applicants for commercial television station licences. The undertakings were interpreted by the ABT to require an adequate coverage of local, national and international news and current affairs.<sup>6</sup> The undertakings stated, relevantly, that the licensee would:

- (i) provide an adequate and comprehensive service in pursuance of the licence, having regard to:
    - (a) the nature of the community to be served in pursuance of the licence;
    - (b) the diversity of the interests of that community; and
    - (c) the nature of the other broadcasting and television services (if any) of which satisfactory reception is being obtained by that community; ...
- ss. 83(5) and 86(10).

The ABT was obliged to conduct an inquiry into the renewal of a commercial television station licence: s. 86(7). One of the issues that the ABT was obliged to consider during such an inquiry was whether the licensee had failed to comply with the undertaking: s. 86(11B). The inquiries examined the standard of the news and current affairs service provided by the licensee.

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<sup>6</sup> The general principles applied by the ABT in assessing a licensee's compliance with the undertaking to provide an adequate and comprehensive service were set out in the ABT's Policy Statement No. 6 'A Licensee's Undertaking to Provide an Adequate and Comprehensive Service in Pursuance of the Licence'.

## Senate Select Committee on Television Equalisation

In 1987, the Senate Select Committee on Television Equalisation identified localism as one of the central components of the existing broadcasting regulation. The Committee stated:

The concept of localism has never been explicitly prescribed, nor fully explained, in any broadcasting legislation or single government policy statement. Notwithstanding its existence over a long period, the ambiguity and the complex nature of the concept means it cannot be easily defined.<sup>7</sup>

The Committee adopted the description of localism in the Department of Communications' 1984 report entitled 'Localism in Australian Broadcasting – A Review of the Policy of Localism in Australian Broadcasting' (the Oswin Report):

In broad terms it refers to the notion that commercial (and, as appropriate, public and ABC) radio and television stations should be individually operated units located in as many areas as possible, the size of the service being such as will reasonably permit the station to be commercially viable. Derived from this notion is the belief that ownership and programming should be controlled at the local level and that the programming provided should cater for the particular needs and interests of the community within the station's service area.<sup>8</sup>

The Committee decided that, in the context of television broadcasting, localism referred to:

... locally produced programs which are designed to meet the needs of the particular local communities; locally originated programs (ie those to which local stations purchase rights); local ownership and control; and local advertising. The concept of localism is said to include support for local institutions and causes. In practice, local programs are predominantly regional news and interviews, and major regional events (typically racing carnivals and football finals).<sup>9</sup>

In other words, the policy of localism comprised significantly more than, but included, programming of matters of local significance. The Committee noted that the significance of localism might decrease in the future. However, it also noted that news had been an important element of local programming for many years, and that the provision of local news services was particularly valued in regional communities.

## The *Broadcasting Services Act 1992*

The *Broadcasting Services Act 1992* (the Act) came into force on 5 October 1992 and established a new framework for the regulation of program content issues, including provisions for the ABA to replace the ABT as the broadcasting regulator.

In passing the Act, Parliament sought to move away from the closely prescriptive approach of the 1942 Act. However, the ABA was charged with responsibility for monitoring the operation of the

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<sup>7</sup> *Localism in Australian Broadcasting: A Review of the Policy of Localism in Australian Broadcasting*, James Oswin, Department of Communications, 1984, para. 2.3, p. 5.

<sup>8</sup> *Ibid*, para. 2.4, p. 5.

<sup>9</sup> Report of the Senate Select Committee, *Television Equalisation*, AGPS, 1987, pp. 145-146.

broadcasting industry against the policy objectives of the Act, and was empowered to regulate to achieve the objects of the Act.

## Objects of the Act

Section 3 of the Act sets out the objectives of broadcasting regulation. Where the 1942 Act stipulated procedures and used terms such as 'provide' and 'ensure', the Act attempts to 'facilitate', 'promote' and 'encourage' the outcomes specified in section 3, indicating that a less interventionist form of regulation is intended.

The purpose of the objects, identified in the Explanatory Memorandum to the *Broadcasting Services Bill 1992*, is 'to set out clearly the outcomes Parliament wishes to see in the regulation of broadcasting, to assist in the formulation of decisions consistent with the policy enshrined in the Act, and to guide the ongoing administration and enforcement of the Act.' The objects are not listed in any order of priority. While each is of importance, all are not equally relevant to every function.

Further, it was recognised in the Explanatory Memorandum that 'there are tensions between the objects. It is intended that the ABA, in the exercise of its regulatory powers, should have regard to the competing objectives, drawing on its ability to assess community views and needs, and to monitor developments in the broadcasting industry.'

In its terms of reference, the ABA identified the following objects of the Act (at section 3(1)) as relevant to this investigation:

- (a) to promote the availability to audiences throughout Australia of a diverse range of radio and television services offering entertainment, education and information;
- ...
- (b) to provide a regulatory environment that will facilitate the development of a broadcasting industry in Australia that is efficient, competitive and responsive to audience needs; and
- ...
- (g) to encourage providers of commercial and community broadcasting services to be responsive to the need for a fair and accurate coverage of matters of public interest and for an appropriate coverage of matters of local significance; ...

For the purposes of this investigation, the ABA has taken the view that the object of primary significance is object (g). Objects (a) and (b) are relevant, and are not inconsistent with object (g), but are of somewhat less significance.

## Appropriate coverage of matters of local significance

Although the policy of localism did not survive in the *Broadcasting Services Act 1992*, the new legislation reflected a continuing expectation that programming should cater for the particular needs and interests of the community within the licensee's licence area and deal appropriately with matters of local significance.

The concept of 'matters of local significance' is a relative one, to be distinguished from matters having a more general significance. What is 'local' can depend on the context, and can be more or less restrictive, relating to a particular place or to a particular town, district or even country.

The Explanatory Memorandum states in reference to object 3(1)(g) that:

The reference to “local” means the area in which any particular broadcasting service is provided.

On this definition, the starting point for determining what is an appropriate coverage of matters of local significance is an analysis of services by reference to each area in which any particular broadcasting service is provided. In considering the extent to which this object is being achieved, what are matters of local significance is a question of fact. In relation to each such area, there is then a question whether the service provides ‘appropriate coverage’ of matters of significance to the area.

The effect of this approach is to distinguish coverage of matters of local significance from coverage of matters of national or state significance, or even coverage of matters that are significant to an audience that extends beyond the area covered by the particular broadcasting service. This approach is consistent with the ordinary meaning of ‘local’.<sup>10</sup>

## **Responsiveness to audience needs**

Object 3(1)(b) has the objective of an industry that is ‘efficient, competitive and responsive to audience needs’. Thus, the goals of efficiency and competitiveness are qualified by an objective that the industry should also be responsive to audience needs. Audience needs may vary from one area to another, and the extent to which the regulatory environment succeeds in facilitating an industry that is responsive to those needs may also vary.

## **Diversity**

Object 3(1)(a) is concerned with the satisfaction of a broad range of general and special interests and needs of Australian audiences through the availability of a diverse range of radio and television services (see the Explanatory Memorandum). A similar goal is underlying object 3(1)(c) (to encourage diversity in control of the more influential broadcasting services). A diverse range of broadcasting services can be expected to deliver variety in program content and a variety of perspectives.

In the ABA’s view, diversity in program content includes both variety in program category as well as variety within categories. There is a need for variety within the category of local news and information programs because of the likely range of views about what constitutes news, and the like range of interpretations of news events, especially matters of political significance.

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<sup>10</sup> The *Macquarie Dictionary* relevantly provides the following meanings of ‘local’:

1. relating to or characterised by place, or position in space: *local situation*.
2. relating to, characteristic of, or restricted to a particular place or particular places: *a local custom*.
3. belonging to or made in a particular country rather than overseas.
4. relating to a town or a small district rather than the entire state or country.



## Regulatory policy under the Act

Section 4(1) of the Act provides relevantly:

The Parliament intends that different levels of regulatory control be applied across the range of broadcasting services ... according to the degree of influence that different types of broadcasting services ... are able to exert in shaping community views in Australia.

The Explanatory Memorandum states that 'a high level of regulation is to apply to commercial broadcasting services as those services are considered to exert a strong influence in shaping views in Australia'.

Section 4(2) of the Act provides relevantly:

The Parliament also intends that broadcasting services ... in Australia be regulated in a manner that, in the opinion of the ABA:

- (a) enables public interest considerations to be addressed in a way that does not impose unnecessary financial and administrative burdens on providers of broadcasting services ...; and
- (b) will readily accommodate technological change; and
- (c) encourages:
  - (i) the development of broadcasting technologies ... and their application; and
  - (ii) the provision of services made practicable by those technologies to the Australian community.

The Explanatory Memorandum explains that this provision 'declares Parliament's intention that the regulation of broadcasting services in Australia be flexible', aiming for 'an appropriate balance between catering for public interest considerations, and imposing financial and administrative burdens on broadcasting service licensees ... licence conditions should only be imposed if this is the most effective means of ensuring that public interest considerations are met, when financial costs are considered'.

## Role of the ABA

Section 5(1) of the Act provides:

In order to achieve the objects of the Act in a way that is consistent with the regulatory policy referred to in section 4, the Parliament:

- (a) charges the ABA with responsibility for monitoring the broadcasting industry ...; and
- (b) confers on the ABA a range of functions and powers that are to be used in a manner that, in the opinion of the ABA, will:
  - (i) produce regulatory arrangements that are stable and predictable; and
  - (ii) deal effectively with breaches of the rules established by this Act.

In accordance with section 5, one of the primary functions of the ABA is to monitor, and to report to the Minister on, the operation of the Act: s. 158(n).

## Provisions of the Act concerning program content

Schedule 2 of the Act sets out a number of licence conditions that include conditions relating to content. In particular, each commercial television broadcasting licence is subject to the following condition:

... the licensee will provide a service that, when considered together with other broadcasting services available in the licence area of the licence (including another service operated by the licensee), contributes to the provision of an adequate and comprehensive range of broadcasting services in that licence area. (clause 7(2)(a) Part 3 Schedule 2 of the Act)

This licence condition is, to some extent, analogous with the undertakings required under the 1942 Act. However, rather than imposing on licensees an individual obligation to *provide* an adequate and comprehensive service, it sets a minimum obligation to *contribute* to the provision of an adequate and comprehensive range of broadcasting services.

Read together with the objects, particularly those at 3(1)(b) and (g), the changed wording suggests that the *Broadcasting Services Act 1992* aimed to promote greater responsiveness to audience needs by facilitating competition between broadcasters. Thus, the removal of the old 'adequate and comprehensive service' requirement tended to free individual broadcasters to seek out more specialised niches in markets, rather than encouraging them to attempt to be all things to all viewers. If, however, freer and more competitive markets in broadcasting services failed to serve viewer interests, the Act provided '...a range of redressive measures to the regulatory authority to deal with breaches or adverse trends'.<sup>11</sup>

Having regard to the ABT's view that an 'adequate and comprehensive' service included coverage of local news and current affairs, as well as to object 3(1)(g) of the Act, it seems reasonable to conclude that an 'adequate and comprehensive range of broadcasting services' also includes adequate coverage of local news and current affairs. Further, a comprehensive range of broadcasting services entails a variety of programming including not only variety in categories of programming but also variety within each category.<sup>12</sup>

While the ABA cannot alter the statutory licence conditions, it does have the power under the Act to impose additional conditions, provided that they are not inconsistent with the statutory licence conditions. Conditions of commercial television broadcasting licences must be relevant to the broadcasting services to which those licences relate. (subsection 44(1) of the Act)

The former system of program standards determined by the ABT was replaced by a system of industry-developed codes, except in relation to Australian content on television and children's television, which are governed by ABA-mandated standards. The Act provides for the development by industry groups, in consultation with the ABA, of codes of practice covering a range of matters, including promoting accuracy and fairness in news and current affairs programs and such other matters relating to program content as are of concern to the community.<sup>13</sup>

<sup>11</sup> Explanatory Memorandum to the *Broadcasting Services Bill 1992*, p. 2.

<sup>12</sup> Compare the ABT's Policy Statement No. 6 'A Licensee's Undertaking to Provide an Adequate and Comprehensive Service in Pursuance of the Licence'.

<sup>13</sup> Section 123.

If the ABA is satisfied that there is convincing evidence that a particular code is not operating to provide appropriate community safeguards, section 125 of the Act gives the ABA the power to determine a standard in relation to a particular matter. A standard determined in this way becomes a condition of licence for all licensees within the relevant section of the broadcasting industry.

## Appropriate coverage of matters of local significance in the aggregated markets

With the introduction of the 1992 legislation, more competitive markets and a self-regulated industry replaced the protected markets and prescriptive regulation that 'localism' policy approaches delivered in the 1980s. The new legislation (for example, object 3(1)(g) of the Act), however, reflects a continuing expectation that programming should cater for the particular needs and interests of the community within a licensee's licence area, and deal appropriately with matters of local significance.

The four aggregated markets cover very large geographical areas and the populations within those areas appear to comprise several communities with different needs and interests. For example, the Regional Queensland aggregated market includes the communities of Cairns and the Darling Downs; the Southern NSW aggregated market includes the communities of Canberra and Wollongong. In those circumstances, it is important to decide whether object 3(1)(g) could be satisfied by programming that sought merely to provide audiences in the aggregated markets with coverage of matters of significance within the relevant aggregated market, or whether there are communities within those markets that have particular needs and interests that must be separately addressed in order to satisfy the objective of appropriate coverage of matters of local significance.

The starting point for understanding what is required by object 3(1)(g) is the Explanatory Memorandum which contains a definition of 'local' - the area in which any particular broadcasting service is provided. This definition suggests that, where a separate broadcasting service is provided, there should also be coverage of matters of local significance to the area that receives the separate broadcasting service. In other words, the boundaries of the area covered by a separate broadcasting service may be treated as the boundaries of a community that has particular needs and interests that should be addressed by coverage of matters of significance to that community.

Commercial television broadcasting services in the aggregated markets are typically single broadcasting services, but with 'local inserts' comprised of advertising and, in many cases, local news and information broadcast to smaller areas within the relevant aggregated market. As appears later in this report, these smaller areas generally correspond with the pre-aggregation service areas, and they were described by WIN and Prime as 'sub-markets' within aggregated markets. These areas are usually based on the major population centres within the relevant aggregated market. With one exception (the Warwick pre-aggregation service area), there is at least one commercial television broadcasting service that broadcasts local news to each pre-aggregation service area.

In the ABA's view, the practice of broadcasting 'local inserts' reflects the reality that the aggregated markets are too large and diverse to be treated as single communities that have discernable needs and interests in terms of receiving coverage of matters of particular significance to them as one community. Further, the use of 'local inserts' tends to indicate that there is a discrete community

within the area that receives those inserts. In the ABA's view, it is reasonable to infer that commercial television licensees would not broadcast local inserts unless they perceived that there is a particular audience for those inserts.

## **ABT research about localism**

In 1991, the ABT commissioned research into localism<sup>14</sup> in the aggregated market of Northern NSW. The report found that there were similarities between the then current television channel broadcast boundaries and people's own perception of locality, suggesting that the broadcast boundaries had developed from the 'grass roots' up. It also found that people living in the regions covered by the research (Taree, Coffs Harbour, Muswellbrook and Tamworth) had no doubt that those living in other regions would not be at all interested in news from their particular area.

The study found that generally speaking, within a particular region, people had similar ideas on what constitutes 'local':

... shared geography, an individual's travel patterns (work or shopping), places which engage in the same sporting events and activities where competition brings people together, places where close friends and relatives live, places which might be visited for specialised advice/treatment (eg medical, legal) and for some, places where they have lived before.<sup>15</sup>

The report found that local news was valued and highly desired by people in the region across all regions, age groups and sexes, and that people really enjoyed the local news on television. It also found that there appeared to be considerable interest in programs produced locally, either about the area or for the area.

## **Licensee views presented to this investigation**

As indicated above, WIN and Prime generally characterised what is 'local' by reference to sub-markets that corresponded to the pre-aggregation service areas. Although Southern Cross did not make submissions about the meaning of 'local' in terms of geographical boundaries (but used the expression 'local news service' to refer to a news service which is station produced), it informed the ABA that it provides separate advertising to areas that correspond to each of the sub-markets identified by WIN and Prime, through split signals.

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<sup>14</sup> Frank Small & Associates, *Towards a Better Definition of Localism and Audience Needs in Approved Market B, Northern NSW*, 1991.

<sup>15</sup> *Ibid*, p. 35.

On the more general subject of localism, WIN submitted:

**Localism is the heart of a regional television service and local news is a significant part of localism.** Therefore, we believe that this enquiry should be looking at the total package of “localism”, not just one part of it. ...

1. Localism is something that is unique to regional television, primarily because it is virtually impossible to be “local” in a capital city like Sydney or Melbourne, each of which contain several individual communities within them (eg Penrith; Geelong) who receive no television coverage of matters of local significance unless the “matters” are deemed to have state or national appeal.

2. We define localism as being any *regionally produced* program, information service / announcement, or advertising commercial **that is generally targeted at a specific community within a licensed service area**, together with support for community activity provided in cash and kind to local charities, community appeals, cultural and sporting bodies, schools, and community projects. “Regionally produced programs” include news, sport and weather bulletins and updates; regular series; special events programs; and documentaries. This type of localism is the most obvious, however, the other forms are just as important and greatly appreciated by local communities.<sup>16</sup>

The programming that licensees produce for individual sub-markets mainly comprises material produced within the sub-market, including community information relating to the sub-market and advertising for businesses and products available in the sub-market. Locally produced material includes news and updates, sport, weather bulletins and updates, emergency warnings, special event programs, community service announcements and documentaries, all relating specifically to the sub-market in which it is produced.

## Community views

Representatives of local communities (including Federal, State/Territory and local governments), local business interests and ex-television staff articulated that, for them, ‘local’ meant their town, and that matters of local relevance included local and State/Territory news and current affairs, local sport and local weather.

Various submissions cited issues of importance to local communities. These ranged from everyday matters, such as weather information necessary to inform farmers’ decisions and to assist people plan their recreational activities, through to coverage of festivals, carnivals and events that are happening in the community. Other issues of local importance included issues about local government, and matters concerning agriculture, health and law and order in the community.

A number of submissions to the inquiry argued the importance of television coverage of local issues in informing the community and helping to develop a sense of local identity. Other submissions argued strongly that television coverage provides and should provide communities with information about what is happening and should be a means of expressing the unique features of the community.

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<sup>16</sup> WIN submission, p.2.

## **ABA's view – matters of local significance**

On the basis of the submissions made by licensees and the community about what constitutes local programming in regional Australia, the ABA has concluded that matters of local significance include, but are not necessarily limited to, the following:

- news about people and events that happen in the local area;
- opinions or perspectives of local residents about events that happen in other places but that have an effect on locals or the local area;
- news about the local economy and local industry;
- sporting events that happen in the local area, or that concern sporting teams or participants from the local area or supported by the local area;
- the weather, and its effects, in the local area;
- community services in the local area;
- the activities of members of the community in the local area; and
- features of the local area such as the local geography, and local fauna and flora.

## **ABA's view – local areas**

Based on the available material, what is appropriate coverage of matters of local significance in the aggregated markets cannot be determined simply by reference to the boundaries of each aggregated market because the areas covered by each of those markets are too big, and their populations are too diverse. In the ABA's view, there are two guiding principles that may be adopted in identifying the geographical units within which audiences have an expectation of receiving coverage of matters of significance to their community:

- (a) the areas into which commercial television licensees currently broadcast local inserts; and
- (b) the areas that were service areas prior to aggregation.

As appears from table 2, the ABA has found that these two principles generally result in the identification of the same areas, and that those areas are centred on the major population centres within each of the four aggregated markets.

**Table 2 Local news and/or information broadcast in pre-aggregation service areas (as at January 2002)**

Pre-aggregation service areas	Licensees broadcasting local news	Licensees broadcasting local information
<b>Regional Queensland</b>		
Cairns	WIN	WIN
Townsville	WIN	
Mackay	WIN, Seven Network	
Maryborough	WIN, Seven Network	
Rockhampton	WIN	
Toowoomba	WIN	
Warwick <sup>17</sup>	-	
<b>Northern NSW</b>		
Coffs Harbour	Prime	Prime, NBN Ltd, Southern Cross
Lismore <sup>18</sup>	Prime	
Newcastle <sup>19</sup>	NBN Ltd	
Tamworth	Prime	
Taree	Prime	
<b>Southern NSW</b>		
Dubbo	WIN, Prime	WIN, Prime
Orange	WIN, Prime	
Wagga Wagga	WIN, Prime	
Canberra	WIN	
Wollongong	WIN	
<b>Regional Victoria</b>		
Albury/Wodonga	WIN, Prime	WIN, Prime, Southern Cross
Ballarat	WIN	
Shepparton	WIN	
Bendigo	WIN	
Traralgon	WIN	

<sup>17</sup> Warwick received the Toowoomba news service.

<sup>18</sup> Prior to aggregation, the Gold Coast formed part of the Lismore service area; it is now covered by both the Northern NSW and the Brisbane licence areas. The licensees in Northern NSW provide local advertising inserts to the Gold Coast and one of the Brisbane metropolitan licensees splits its signal to provide a news service. There were no concerns raised by the Gold Coast community about the coverage of matters of local significance in that area.

<sup>19</sup> While the Central Coast of NSW receives local advertising inserts, it was not a separate service area prior to aggregation. There were no concerns raised by the community about the coverage of matters of local significance in the Central Coast.

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Accordingly, in this investigation, for the purpose of considering the extent to which object 3(1)(g) is being achieved, the ABA has considered the extent to which there is appropriate coverage of matters of local significance, particularly by the broadcast of local news and information, in the areas specified in table 2.

The effect of this approach is to distinguish coverage of matters of local significance from coverage of matters of national or state significance, or even coverage of matters that are significant to an audience that extends beyond the area covered by the particular broadcasting service. This approach is consistent with the ordinary meaning of 'local'. This approach is also consistent with the submissions made by licensees and the community about what constitutes local programming in regional Australia.

In the ABA's opinion matters of 'local' significance are matters that relate to areas in which a particular broadcasting service is provided. These areas generally correspond with major population centres, the areas that licensees themselves identify as 'sub-markets', and the pre-aggregation service areas.



### 3. COMMERCIAL TELEVISION BROADCASTING IN REGIONAL AUSTRALIA

#### The introduction of television in Australia

A framework for the licensing of commercial television services was first established by the *Television Act 1953* and the first commercial television broadcasting licences were granted in 1956. Initially, two commercial television broadcasting licences were granted in both Sydney (ATN and TCN) and Melbourne (GTV and HSV), followed by national services (the ABC) in Sydney and Melbourne. The introduction of commercial television services to other capital cities and regional areas was a staged approach. Commercial television services commenced operation in Brisbane (BTQ and QTQ), Adelaide (ADS and NWS) and Perth (TVW) in 1959 and Hobart (TVT) in 1960.

In allocating licences, the Australian Broadcasting Control Board was tasked to ensure that 'adequate and comprehensive' programs were provided by commercial television stations to serve the best interests of the general public'.<sup>20</sup> In addition, under the television ownership limitations, a person was prohibited from owning, or being in a position to exercise control, either directly or indirectly, more than one station in any capital city or more than two stations in Australia (the 'two station rule').

#### The growth of television in regional Australia

In 1959, the Postmaster-General invited applications for commercial television licences to serve the major areas of regional Australia. Preference was given to local applicants not associated with metropolitan stations, provided they could 'demonstrate their capacity to provide, in the circumstances prevailing in the area, a service comparable to that available to city viewers'.<sup>21</sup>

By the early 1970s, all major regional centres across Australia were served by one commercial television broadcasting service and the ABC, a second commercial television service was broadcasting in Perth (STW) and a third commercial television service was in operation in each of Sydney (TEN), Melbourne (ATV), Brisbane (TVQ) and Adelaide (SAS). At this time, regional television licensees faced little or no competition from other television services but, as a quid pro quo, were subject to high levels of regulation designed to ensure that services were adequate and comprehensive.

<sup>20</sup> *Localism in Australian Broadcasting: A Review of the Policy of Localism in Australian Broadcasting*, James Oswin, Department of Communications, 1984, p. 39.

<sup>21</sup> House of Representatives, *Hansard*, 30 April 1959, p. 1783.

By the mid 1980s, however, there was mounting pressure for reform, including greater use of competition rather than regulation to ensure local relevance of regional broadcasting services.

## Aggregation

The Government sought to address the lack of diversity and competition in regional television services through a process known as 'aggregation'. The process of aggregation began with the introduction to the Parliament of the *Broadcasting Amendment Bill 1986*. The aims of the Bill (collectively known as the 'equalisation objective') were to:

- Provide three commercial television services in most of regional Australia;
- Ensure that the commercial television services provided in the regional areas are comparable to those in capital cities;
- Create larger, more viable television markets (to be called 'approved markets') in regional Australia; and
- Encourage competition between the regional television station operators.<sup>22</sup>

Parliament identified two alternative paths for regional commercial television broadcasting licensees to approach equalisation. They were:

1. direct aggregation – which involved the consolidation of a number of single service licence areas into one larger licence area (known as an approved market) with a sufficiently large population base to support three competing commercial television services, and
2. multi-channel services – whereby existing licensees would be permitted to broadcast one or two additional commercial television services within their existing licence areas.<sup>23</sup>

While Parliament proposed to permit commercial television licensees to adopt either the direct aggregation or multi-channel path to equalisation, the multi-channel approach was seen as an interim step, terminating with aggregation. Aggregation was the preferred path, as it was perceived as introducing competition into regional television markets more quickly than the multi-channel path.<sup>24</sup>

In August 1987, the Minister for Transport and Communications published *Equalisation of Regional Commercial Television: Indicative Plan* (the Indicative Plan). The Indicative Plan identified four approved markets in Eastern Australia:

- Approved Market A (Regional Queensland), including the service areas of commercial television broadcasting licences DDQ Toowoomba, FNQ Cairns, MVQ Mackay, RTQ Rockhampton, SDQ Warwick, SEQ Maryborough and TNQ Townsville.
- Approved Market B (Northern NSW), including the service areas of commercial television broadcasting licences ECN Taree, NBN Newcastle, NEN Tamworth, NRN Coffs Harbour and RTN Lismore.

<sup>22</sup> Ibid, p. 1.

<sup>23</sup> Ibid, p. 3.

<sup>24</sup> Ibid, p. 4.

- Approved Market C (Southern NSW), including the service areas of commercial television broadcasting licences CBN Orange, CWN Dubbo, CTC Canberra, RVN Wagga Wagga and WIN Wollongong.
- Approved Market D (Regional Victoria), including the service areas of commercial television broadcasting licences AMV Albury/Wodonga, BCV Bendigo, BTV Ballarat, GMV Shepparton and GLV Traralgon.

The Indicative Plan did not, however, cover four regions in eastern mainland Australia (Mt Isa, Griffith, Mildura and Broken Hill). Tasmania, also not included in the Indicative Plan, was to be covered by two competing commercial television broadcasting licences, with planning for television markets in South Australia, Western Australia and the Northern Territory to conclude at a future date (see below).<sup>25</sup>

## Consolidation of licences

To facilitate aggregation, a process of licence consolidations took place to ensure that each approved market was, at the end of the process, served by three competing commercial television services comparable to those in capital cities. This resulted from each of the three licensees in a market entering into program supply agreements (or network affiliation agreements<sup>26</sup>) with one of the three metropolitan commercial television networks.

Approved Market C was the first to proceed towards aggregation. By 31 December 1989, viewers throughout Approved Market C were served by the three competing commercial television broadcasting services CBN/RVN Southern NSW (consolidated in 1990 into one licence known as CBN Southern NSW), CTC Southern NSW and WIN Southern NSW. CBN (known as Prime) formed an affiliation with the Seven Network, CTC (known as Capital Television) affiliated with the Ten Network and WIN affiliated with the Nine Network. Table Three shows the grouping of pre-aggregation service areas, and the current network affiliation of each aggregated service in the four approved markets.

Approved Market A was the second of the four approved markets to undergo the aggregation process, and the aggregated services commenced broadcasting throughout the market on 31 December 1990. The three licensees entered into the following affiliation agreements: RTQ (known as WIN Queensland) with the Nine Network, STQ (known as Sunshine Television) with the Seven Network and TNQ (then known as Queensland Television) with the Ten Network.

Aggregation was finalised in Approved Market B (Northern NSW) in December 1991. The three licensees entered into the following affiliation agreements: NBN with the Nine Network, NEN with the Seven Network and NRN with the Ten Network.

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<sup>25</sup> ABT, *Broadcasting In Australia 1989*, Sydney, July 1990, p. 3.

<sup>26</sup> In addition to aggregation, the other key reform that facilitated affiliation was the liberalisation of the ownership and control limits in the late 1980s. Previously, individuals or companies were restricted to controlling two licences each – this effectively guaranteed ownership of almost all regional licensees was separate from that of metropolitan licensees. The move to 60% maximum audience reach (then to 75% in 1992) permitted a second, parallel process to aggregation that tended to facilitate the creation of larger commonly-owned networks.

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Approved Market D (Regional Victoria) was aggregated on 1 January 1992. While the Indicative Plan also provided for the consolidation of the BCV Bendigo and GLV Traralgon licences, the licensees elected not to consolidate the licences.<sup>27</sup> The service area for BCV was extended to cover Western Regional Victoria and the GLV service area to cover Eastern Regional Victoria. AMV formed an affiliation with the Seven Network, BCV/GLV (which remain under common ownership) with the Ten Network, and VTV with the Nine Network.

**Table 3 Pre- and post-aggregation licences and current network affiliations**

<b>Licences in pre-aggregation service areas / sub-markets</b>	<b>Consolidated licences in approved markets</b>	<b>Licensee</b>	<b>Current network affiliation</b>
<b>Approved Market A</b>			
FNQ Cairns TNQ Townsville	TNQ Regional Queensland	Southern Cross	Ten Network
MVQ Mackay SEQ Maryborough	STQ Regional Queensland	Seven Network	Seven Network
RTQ Rockhampton DDQ Toowoomba SDQ Warwick	RTQ Regional Queensland	WIN	Nine Network
<b>Approved Market B</b>			
NRN Coffs Harbour RTN Lismore	NRN Northern NSW	Southern Cross	Ten Network
NBN Newcastle NEN Tamworth ECN Taree	NBN Northern NSW NEN Northern NSW	NBN Ltd Prime	Nine Network Seven Network
<b>Approved Market C</b>			
CWN Dubbo CBN Orange RVN Wagga	CBN Southern NSW	Prime	Seven Network
CTC Canberra WIN Wollongong	CTC Southern NSW WIN Southern NSW	Southern Cross WIN	Ten Network Nine Network
<b>Approved Market D</b>			
AMV Albury/Wodonga BTV Ballarat GMV Shepparton	AMV Regional Victoria VTV Regional Victoria	Prime WIN	Seven Network Nine Network
BCV Bendigo GLV Traralgon	BCV Western Regional Victoria GLV Eastern Regional Victoria	Southern Cross	Ten Network

<sup>27</sup> Consolidation was not compulsory and, by remaining separate licences, the licensees were subject to a lower rate of licence fees than they would after consolidation.

In April 1994, viewers in Tasmania were able to receive, under the equalisation scheme, two competing commercial television broadcasting services. This was facilitated by combining the service areas of TVT Hobart and TNT Launceston to create one licence area serviced by TVT Tasmania and TNT Tasmania. TVT Tasmania is an affiliate of the Nine Network, while TNT Tasmania broadcasts a mix of programming from the Seven and Ten Networks.

In recognition of the costs to regional broadcasters associated with aggregation, the Government provided licence fee rebates, a waiver of rental on Commonwealth-owned transmitter sites and sales tax exemptions to affected licensees. Federal Government subsidies to regional broadcasters included 'sales tax exemption on all news equipment purchased for aggregation'<sup>28</sup> and 'rent relief for facilities such as towers shared with the Commonwealth'.<sup>29</sup>

Rebates on licence fees were calculated according to the provisions of the Television Licence Fees Regulations. All aggregation rebates were exhausted by December 2001, by which time, aggregation rebates totalling more than \$120 million had been made available to the 15 eligible licensees (AMV, BCV, CBN, CTC, GLV, NBN, NEN, NRN, RTQ, STQ, TNQ, TNT, TVT, VTV and WIN). Prime exhausted their aggregation rebates in December 1998, WIN in December 1999 and Southern Cross in December 2001.

## New licences allocated under the *Broadcasting Services Act 1992*

With the introduction of the Act in 1992, planning for new broadcasting services became the responsibility of the ABA. Since the commencement of the Act, new commercial television broadcasting services have now been licensed by the ABA to broadcast in the Griffith / Murrumbidgee Irrigation Area, Mildura / Sunraysia, Darwin, Remote and Regional WA, and Remote Central and North East Zone licence areas.<sup>30</sup> The following section provides an indication of the roll-out of new licences under the Act.

In the Mildura / Sunraysia licence area, a second commercial television broadcasting licence was allocated in January 1997 under the new priced-based allocation system established by the Act. The service, PTV Mildura / Sunraysia, commenced broadcasting in July 1997 and is an affiliate of the Seven Network. The incumbent service, STV Mildura / Sunraysia, is an affiliate of the Nine Network.

In the Griffith / Murrumbidgee Irrigation Area (MIA) licence area, the incumbent licensee was allocated a second commercial television broadcasting licence as provided for under section 38A of the Act. The incumbent service, MTN Griffith / MIA, is an affiliate of the Nine Network. The new

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<sup>28</sup> FACTS submitted: It comprised \$10 million in sales tax exemptions on equipment, an unspecified sum in licence fee rebates and substantial fee waivers for Commonwealth transmission sites. Licence fee rebates to date total \$122.9 million, which suggests that the overall total may be considerably higher than \$150 million. (p. 8).

<sup>29</sup> Prime submission, p. 3.

<sup>30</sup> With commencement of the *Broadcasting Services Act 1992*, 'service areas' became known as 'licence areas'.

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service, which commenced broadcasting in October 1997 and is known as AMN Griffith / MIA, is an affiliate of the Seven Network.

In February 1997, a second commercial television broadcasting licence for the Darwin licence area was allocated under the ABA's priced-based allocation system. The new service, TND Darwin, commenced broadcasting in March 1998 and is an affiliate of the Seven Network. The incumbent service, NTD Darwin, is part of the Nine Network.

In June 1998, a second commercial television broadcasting licence was allocated under the ABA's priced-based allocation system to serve Remote and Regional Western Australia. The new service, WOW Regional and Remote WA, commenced broadcasting in March 1999 and broadcasts a mix of programming from the Nine and Ten Networks. The WOW licence area is equivalent to the combined licence areas of GTW Geraldton, VEW Kalgoorlie, SSW SW & Great Southern WA and WAW Remote WA, all of which are affiliates of the Seven Network.

In December 1998, the ABA amalgamated the licence areas of the two remote licences IMP Central Australia and QQQ Eastern Australia. The ABA also granted permission to the IMP licensee to broadcast into the ITQ Mt Isa licence area. The amalgamated services commenced broadcasting in February 1999. The QQQ Central and Eastern Australia and ITQ Mt Isa services (under common ownership and collectively known as Seven Central) are affiliates of the Seven Network. The IMP Central and Eastern Australia service broadcasts a mix of programming from the Nine and Ten Networks.

Only four licence areas continue to be serviced by only one commercial television service: Broken Hill (served by BKN); Spencer Gulf North (served by GTS); Renmark / Loxton (served by RTS); and South East SA (served by SES). These four services are not affiliated with any particular network, and broadcast a mix of programming sourced from the Seven, Nine and Ten networks.

Each of the licensees operating in these four single licensee markets subsequently applied to the ABA for the allocation of a second commercial television broadcasting licence to the licensee under s.38A of the Act. In May 2002, the ABA allocated each of the licensees with a second commercial television broadcasting licence. The ABA is yet to allocate call signs for these new services. The additional licences have the same licence areas as the licensees' existing licence, and the licensees must commence the services within 12 months from the date of allocation of the licences. The licensees may enter into affiliation agreements for the supply of programs or, alternatively, the licensees may broadcast a mix of programming sourced from more than one network.

## 4. APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

This investigation was started as a result of the public concern that followed the closure of local news bureaux by Prime and Southern Cross in 2001. In its initial inquiries, the ABA examined the claims made in relation to the closure of these regional news services and drafted Terms of Reference to test the propositions that:

- there had been a steady decline in the quantity of local news and information broadcast (and that this decline had now fallen to unacceptable levels);
- there was a lack of diversity in the local news and information broadcast and a lack of competition in the delivery of local news and information (objects 3(1)(a) and 3(1)(b) of the Act); and
- as the needs of audiences were not being met in relation to the broadcast of matters of local significance, broadcasters were not responsive to audience needs (objects 3(1)(b) and 3(1)(g) of the Act).

The ABA has sought to determine the accuracy of these claims in relation to the four aggregated markets (the markets in which there is the greatest level of concern). This chapter of the report sets out the evidence gathered by and presented to the ABA regarding the coverage of matters of local significance currently provided by commercial television licensees in those aggregated markets.

As discussed at pp. 19-20 of this report, the ABA has used sub-markets in order to be able to distinguish between coverage of matters of local significance (that is, matters of concern to those service areas) and coverage of matters of national or state significance. This approach is consistent with the submissions made by licensees and the community about what constitutes local programming in regional Australia.

### Local news and information broadcast in the aggregated markets

Table 2 (pp31) provides an overview of the sources of local news and information to each pre-aggregation service area / regional sub-market. In relation to local news, table 2 demonstrates that, with the exception of Warwick (which receives the Toowoomba news), at least one regional broadcaster provides local news in each pre-aggregation service area. Table 2 also demonstrates that, while all sub-markets receive *some* local information, the number of licensees that provide that information ranges from only one to all three licensees.

Regional Victoria and Northern NSW appear to be the best served aggregated markets in terms of local information, as WIN, NBN, Prime and Southern Cross all provide local information to these markets. The other markets are less well served. In their 2002 survey responses, Southern Cross stated that it was not providing local information to Southern NSW, and both Prime and Southern Cross stated that they were not providing local information to Regional Queensland.

Table 2 also suggests that, while some licensees contribute both news and local information, other licensees appear to contribute little (or no) local content (either local news or local information). For example, based on the 2002 survey returns, Southern Cross does not provide any local content (other than local advertising) in Southern NSW, and Prime and Southern Cross do not provide any form of local content (other than local advertising) in Cairns, Townsville, Rockhampton, and Toowoomba.

Having established that the aggregated markets received at least one news service and some local information, the ABA examined the *quantity* of local news and information provided by regional broadcasters into each licence area. The ABA sought to determine the levels of local news and information broadcast in those markets before aggregation and the trends since aggregation.

The ABA was able to establish a pre-aggregation 'baseline' from information in licence renewal reports published by the ABT in the period 1986-1991.<sup>31</sup> Similarly, the ABA surveyed regional licensees in January 2002 in order to determine the levels of local news and information broadcast at that time. The ABA has also relied on information provided to it in submissions and at public meetings to assist it to analyse the trends since aggregation.

Tables 4 and 5 below provide comparative data for regional licensees in the four licence areas. The ABA acknowledges that there are difficulties in comparing the information extracted from the licensee renewal reports and the information provided by licensees in response to the survey. The results, taken together with other information, are considered to be indicative of the trend in matters of local significance broadcast by regional licensees in aggregated markets over time.

**Table 4 Matters of local significance broadcast by regional licensees in aggregated markets June 1986 – October 1991 (hours: minutes per week)**

Licence area	Local news	Other local programs <sup>32</sup>	Total
Regional Queensland	14:20	12:45	27:05
Northern NSW	12:28	22:46	35:14
Southern NSW	19:31	6:25	25:56
Regional Victoria	11:02	3:49	17:51
<b>Total</b>	57.21	45:45	103:06

Source: ABT licence renewal reports, June 1986 to October 1991.

<sup>31</sup> It is not possible to provide 2002 information disaggregated to this level as responses to the survey are used in aggregate only.

<sup>32</sup> Other local programs include current affairs, daily magazine style programs, children's programs, religious segments, community diary information such as civic reports and police updates, local industry and travel programs, agricultural and market reports, local sports and weather programs, broadcasts of one-off special events such as country music festivals and local talent quests, documentaries such as local historical and environmental stories.



**Table 5 Matters of local significance broadcast by regional licensees in aggregated markets January 2002 (hours: minutes per week)**

Licence area	Local news	Other local programs	Total
Regional Queensland	27:41	1:35	29:16
Northern NSW	17:40	4:05	21:45
Southern NSW	20:00	1:15	21:15
Regional Victoria	20:32	1:57	22:29
<b>Total</b>	85:53	8:52	94:45

Source: ABA licensee survey, January 2002.

## Local news

Submissions to the ABA, comments made at public meetings and anecdotal information put to the ABA suggested that, after an initial increase in local news services provided in sub-markets after aggregation, there had been a steady decline in the overall number of news services since the mid-90s. This decline, it was argued, culminated with the closure of local news services by Prime and Southern Cross in 2001 and the significant levels of public concern that these closures engendered.

A comparison between table 4 and table 5, however, suggests that between the period June 1986 - October 1991 and January 2002 there has been an overall *increase* in the amount of local news broadcast per week. While the data is not sufficiently reliable to permit the ABA to assert that there has been a particular percentage increase in the quantity of local news broadcast over time, the ABA is confident that there has been an increase overall.

Tables 4 and 5 also suggest, however, that the relative increase in local news is not consistent across all four aggregated markets. Information put to the ABA in submissions and at public meetings also suggests that even though there is a local news service available, in some cases, not all the audience in the sub-market can receive it. For example, in sub-markets where the pre-aggregation incumbent licensee is re-broadcasting network signals and not providing local news, some audiences in those sub-markets were unable to receive the signal of the non-incumbent licensee that has stepped in to provide local news. The latter use UHF rather than the VHF available to the incumbent.<sup>33</sup>

While the licensee survey gave the ABA some comfort as to the overall levels of local news broadcast in the aggregated markets, the ABA sought to examine a sample of news bulletins to gain a better understanding of the quantity and type of local news broadcast. To that end, the ABA analysed five consecutive weekday half-hour news bulletins from a sample of sub-markets in the aggregated markets (Cairns, Townsville, Tamworth, Coffs Harbour, Wagga Wagga and Canberra). These sub-markets were chosen on the basis that they provided a representative spread of populations (from 234,000 in Cairns to 104,000 in Wagga Wagga) and allowed the ABA to examine how regional broadcasters approached the provision of news to adjacent regional centres.

<sup>33</sup> The original television services in regional markets typically use VHF spectrum whereas additional services introduced during aggregation use UHF spectrum. As VHF signals propagate better over long distances, this may result in a 'ring' of outlying viewers who are able to receive the VHF signal but do not have good reception of the UHF.

The analysis concluded that, in the week examined, there was an average of 16 and a half minutes of local news per half-hour bulletin broadcast in the six sub-markets in the sample, ranging from 19 minutes in Canberra to 15 minutes in Tamworth. A composite bulletin was broadcast to Coffs Harbour (average 9 minutes local news), Lismore (average 5 minutes local news) and Taree (average 5 minutes local news). The analysis also confirmed that there was a clear demarcation between coverage of matters of local significance and coverage of matters of state or national significance in these sub-markets.

Taken together, the 2002 survey and the analysis of a sample number of actual news broadcast in June 2002 revealed that a "typical" news bulletin is usually two-thirds news and one-third sport and weather. In general, a 30-minute local news bulletin (of which approximately 8-9 minutes is devoted to advertising) comprises 15-16 minutes of news and 6-7 minutes of sport and weather.

News would typically consist of 10 to 15 stories each weekday, plus "cold reads" (where a presenter reads a story to the camera with no visual feed), as well as a finance update. This segment would be followed by sports news (ranging from 4 to 6 items) and then weather. In some markets, the daily evening news bulletin may be a "composite bulletin", which includes local, state, national and international news, sport and weather. In others, there was a purely 'local' news service provided.

News editors emphasised to the ABA that regional audiences are not markedly different from their metropolitan counterparts in terms of the issues they expect to be covered by their local news bulletin (health, education, community safety and transport). Local politics are also of interest, but generally confined to the period of local government elections.

### **Local information**

The ABA was concerned to discover that, since aggregation, there has been a notable trend towards a reduction in the quantity and variety of local information and other local content broadcast by regional licensees (excluding local news). A comparison between table 4 and table 5 suggests that, between the period June 1986 - October 1991 and January 2002, there has been an overall and significant decrease in the amount of local information (other than local news) broadcast per week.

Licence renewal reports indicate that, prior to 1992, audiences in the aggregated markets enjoyed a wide variety in the type of local information and other local content broadcast by regional licensees. While news was the main form of locally produced programming, it was often complemented by a comparable quantity of other matters of local significance. This included current affairs programs, daily magazine-style programs, children's programs, religious segments, community diary information programs, local travel programs, local sports programs, and agricultural and market reports.

The licence renewal reports also indicate that regional licensees broadcast locally produced one-off special programs and documentaries, such as country music festivals, local talent quests, and local historical and environmental documentaries.

The 2002 survey results indicate that the trend is towards a reduction in the variety of matters of local significance broadcast. Some regional licensees reported broadcasting short segments (1 - 2 minutes) of community notices, allowing local charities and non-profit organisations free access to promote their activities. 3 of the 12 regional licensees in the aggregated markets, however, reported that they broadcast no local information programs.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

Asked to explain the disappearance of local current affairs programs, licensees argued that:

- Current affairs were well covered by the networks. Whenever a major current affairs issue emerged in a regional area, the networks would send a crew to report the story. This was considered more cost-effective than maintaining the expensive infrastructure necessary to produce a local current affairs program.
- In a news bulletin, story items are designed to report facts, while in current affairs the focus is on discussion of an issue in the news. The latter demands a greater amount of resources as it involves accessing opinions, including those from experts. This is not always easy to do in a regional area.
- In regional areas, the communities were considered to be too small to have a sufficient number of local stories to sustain a daily or weekly 30-minute current affairs program.

## Matters of local significance that are of concern to regional audiences

In submissions and at the public meetings, members of the community in the four aggregated markets raised concerns about:

- local coverage of emergencies by regional commercial television services;
- importance of coverage of local issues to community building;
- competition and diversity; and
- coverage of local news in national news.

## Local coverage of emergencies

In submissions and at public meetings it was strongly argued that regional commercial television services are vital sources of information to be relied upon by the community during local emergencies. Examples of the importance of local news and information in management of emergencies included the following:

- provision of information to the community about how to prepare for a cyclone, bushfire or other emergency situation; and
- provision of accurate, timely information to the community in the event situations such as natural disasters, outbreak of exotic or insect-borne diseases, or the introduction and proliferation of agricultural pests.

Many submissions to the ABA expressed concern about the actual or potential loss of emergency information on regional commercial television services and the concerns expressed in written submissions were repeated at public meetings. The ABA was told of several instances where non-local news crews had travelled to cover emergency situations such as cyclones and bushfires. It was argued by those making submissions and attending public meetings that lack of local knowledge on the part of those covering these events had resulted in facts being reported inaccurately, causing confusion and undue concern about the extent of the emergency.

For example, at the public meeting in Townsville, the ABA heard a number of concerns relating to the provision of accurate and timely weather information, including:

- The local community did not receive weather information on weekends, when news bulletins were broadcast from Sydney. This meant that on a weekend, there was no televised information about lows in the Coral Sea (where cyclones often form). As a result, weather information useful in preparing a local community for a potential cyclone was not available (this was also a problem for communities in Far North Queensland).
- While the State Emergency Services in Sydney could break into any television broadcast to issue a weather warning, emergency services in Townsville had to contact a pager service in NSW to request a break in transmission if they needed to broadcast a weather warning. There was concern that in the event of a severe cyclone, communication lines may be cut, with the result that the local emergency services would not be able to make interstate contact and therefore vital information will not reach Townsville residents.

Mr Mike Reynolds MP, State Member for Townsville, Minister for Emergency Services and Minister Assisting the Premier in North Queensland, submitted to the ABA that:

As Queensland Minister for Emergency Services I cannot overstate the need for local TV crews to be available for up-to-the-minute warnings and coverage of cyclones, floods and other disasters.<sup>34</sup>

Similar concerns were expressed in the submission by a Canberra resident in relation to coverage of the NSW bushfires over the Christmas 2001 period:

Here in Canberra, we were subjected to news of the ACT fires being reported from a Sydney point of view. On Ten's news and on the ABC (the Canberra ABC news incidentally did not air from December 24-26, Sydney's version was screened instead) the reporters, owing to their not coming from Canberra, were unable to get their facts right. They were describing the fires as threatening the north side of Canberra when the fires were actually doing most of the damage on the south side and even went as far as mentioning that Parliament House was under threat from fire. I can assure you, as a local who knew where the fires were, that Parliament House was never under threat, the fires were nowhere near Parliament House and would have had to do unthinkable damage throughout the whole of Yarralumla (a few hundred homes) to reach Parliament House.<sup>35</sup>

## Coverage of local issues

An issue identified in a number of oral and written submissions to the ABA was whether the coverage of issues of local importance by regional commercial television services is adequate. A number of submissions to the inquiry argued the importance of television coverage of local issues in informing the community and helping to develop a sense of local identity.

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<sup>34</sup> Submission by Mr Mike Reynolds MP, p. 1.

<sup>35</sup> Submission by Greg McPhee, p. 3.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

The State Member for Mt Isa, Hon. A McGrady MP, submitted to the ABA that:

For many people living in the outback and isolated areas, television is their only contact with what is happening in the region and the State, as newspapers are often out of date by the time they are received.<sup>36</sup>

Submissions frequently argued that local television enables regional and rural communities to develop a local identity and reinforce social cohesion. The ACT Government stated in its submission that:

It is important to recognise that local television is one of the few remaining mediums through which communities can identify and celebrate local accomplishments and champions. In the arts and sport, in volunteering and business, there are now few avenues where people in regional areas can genuinely reflect on the achievements being realised in their neighbourhoods and communities. It is essential that local television news be maintained and that its role in community building be valued.

...

The first principle which should be established in any regulatory regime is that the granting of a broadcasting licence carries with it certain community obligations or responsibilities. Regional television broadcasters have a roll in assisting communities to develop, a role in informing communities during times of crisis and a role in reflecting a community in times of celebration. These licences are not simply a mechanism to milk a community of advertising revenue and then walk away.<sup>37</sup>

Mr Peter Andren MP, Federal Member for Calare, re-stated in his submission points that he had made to the 2001 House of Representatives Standing Committee on Communications inquiry into the adequacy of regional radio:

The rapid globalisation of trade, commerce and communications brings with it a potential to fragment, rather than enhance the sense of community. There is a greater need than ever before, for people to feel part of a local community, to interact with that community. Globalisation, competition, downsized industry and outsourcing more and more isolate the individual in an increasingly casualised workplace.

This isolation is exaggerated in a rural setting, where face-to-face interaction has been further reduced by reduction in services such as banking. The loss of localism both in local services and media coverage of events underlines that isolation and contributes significantly to the decline in the social health of that community.<sup>38</sup>

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<sup>36</sup> Submission by Hon A McGrady MP, p. 1.

<sup>37</sup> ACT Government submission, p. 1.

<sup>38</sup> Submission by Mr Peter Andren MP, pp. 3-4.

## Competition and diversity

While the closure of local news bureaux led to a decrease in the number of regional broadcasters providing local news and information, many submissions identified a lack of competition as a major factor contributing to a decline in the quality of local news, including coverage of local issues. Concerns were expressed, including at public meetings, that with one local news service, there is no competition for a diversity of views that provide a balance of opinions and the quality of presentations are also affected.

Many submitters argued that competition is an important factor in the provision of quality news services, and when there is a lack of locally based competition, the quality of the remaining local news service declines as there is no incentive for it to improve or compete for viewers. Wollongong City Council said that:

While not wishing to directly criticise WIN as the only regional TV operator in the Illawarra which continues a genuine commitment to local news, it has to be said that, without competition from Prime and Capital, there has been an impact on the quality of its local service. No longer does WIN need to strive to be the Illawarra's news leader – it is the only voice when it comes to television news. This translates into less investigative stories, and the injection of more stories from outside the area into the bulletin. Prime's news service was known to cover far more community events - such as school productions and local fairs - than WIN's, which tends to take a harder news angle. Thus a valuable publicity outlet has been lost for many community and volunteer groups.<sup>39</sup>

Townsville City Council similarly said:

Because of the lack of competition, there is little incentive for the sole provider to improve services.<sup>40</sup>

*The Illawarra Mercury* of 2 March 2002 reported in an article titled 'How good is our TV?':

WIN chief executive officer John Rushton said in areas like Wagga Wagga and Orange, where they were competing against incumbent Prime, they were struggling with the ratings. "I think we produce the best news service in these areas, but the viewers seem to have a different opinion," he said. Mr Rushton candidly admits that two or more competing news services would be better for large regional centres like Wollongong. He also concedes that he expects some "slipping" of the standard of news over the next 12 months because of a lack of competition. "Journalists perform at optimum levels when competing. If you look at the overall ratings, news is always in the top 20 programs and that is core business for us. I don't think it would be core business for everybody if all competing operators were forced to put on a half-hour nightly news program at the same time. One is going to float at the top. We are competing in Wagga and Orange but perhaps WIN has not been as smart as those that pulled out of Wollongong, Newcastle and Canberra. We are not rating out there and it's costing us. We are continually looking very closely at the ratings."<sup>41</sup>

<sup>39</sup> Wollongong City Council submission, p. 2.

<sup>40</sup> Townsville City Council submission, p. 2.

<sup>41</sup> *Illawarra Mercury*, 2 March 2002, p. 3.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

At several public meetings (for example, in Canberra, Townsville and Cairns), the view was expressed that competition among local news services forces journalists to strive for excellence and credibility in their reporting. It was alleged that, with only one local news service, broadcasters were less diligent in relation to accountability, credibility and the quality of stories broadcast. Having competing local news services was seen to provide a different perspective on the same issue. For example, the Newcastle public meeting heard that Prime and NBN interview different people about the same topics, using different pictures and providing different story angles.

Submissions noted that election campaigns are particularly crucial times for diversity of viewpoints, however, it was pointed out that coverage is often of more prominent candidates from the main political parties, leaving other candidates with little or no television exposure to their policies and position on issues of local significance. For example, the Gungahlin Equality Party argued:

... that during the 2001 ACT Election, commercial television stations (and the ABC) tended to be biased towards the major political parties and sitting members not giving the independents and smaller political parties equal airtime or reporting coverage.<sup>42</sup>

Ms Helen Cross MLA (ACT) wrote:

The media plays the important dual reporting and investigative roles in the life of a parliament. Not only do news services inform the public of decisions or legislative proposals that have been made by parliament, they often provide a catalyst for change on behalf of the public.<sup>43</sup>

Ms Jan McLucas, Senator for Queensland, argued that:

Both WIN and Southern Cross news, at times have run different stories and different angles during the election campaigns. That provided the community with alternative points of view and encourages debate. The fact that there were two newsrooms in both Townsville and Cairns ensured that there was decreased opportunity for intimidation by political leaders wanting their particular "spin" on a news item.<sup>44</sup>

Submissions expressed concern that without competition, the news agenda can be driven by the rostering of one news media organisation and not the need to inform the community. One submission observed that with the closure of a local television news service, the remaining service is to some extent able to dictate the news agenda. It was alleged, for example, that because there's no longer any competition, the remaining service does not have the pressure to get a story up on the night that it happens, and that stories have gone to air the next day.

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<sup>42</sup> Gungahlin Equality Party submission, p. 4.

<sup>43</sup> Submission by Ms Helen Cross MLA; p. 1.

<sup>44</sup> Submission by Senator Jan McLucas, p. 3.

## Coverage of local issues in national news

A number of submissions argued that the decline in the quality of local news reporting was exacerbated by the low standard of coverage of regional issues by commercial television news services in metropolitan areas.

Many submitters expressed the view that the national news services are metropolitan focused and do not reflect the views and experiences of residents in regional and rural Australia. For example, the closure of the BHP steelworks was cited as having received significant national coverage, however, members of the local community considered that only a local news team would be able to adequately address an important issue such as this, as they would be from the local community immediately affected by the closure.

Hon. RC Katter MP, Federal Member for Kennedy, provided a detailed submission on the need for regional news stories to be covered from a regional perspective. He argued that regional stories often had national significance and that if local news is not covered, there is less likelihood for newsworthy local stories to make the national news agenda:

North Queensland is a different world and it needs to be part of the Australian consciousness ... For example, mining constitutes two thirds of Australian exports, but it is invisible on the national agenda ... There are 100,000 people in Western Queensland, but there is no journalist or camera coverage, so it becomes an issue of out-of-sight, out-of-mind ... North Queensland produces one quarter of Australia's cattle, all headed for Japan, Korea and the US, and all have to go through Brisbane. Fruits and vegetables have to do the same.

He also argued that national news bulletins are often affected by 'city bias' and a failure to accurately represent regional view points and provided the following example of the lack of opportunity for the views and experiences of people in North Queensland to be communicated to other Australians, especially metropolitan residents:

The city based environmentalist, Dr Booth, with exclusively city-based media will be able to dominate the consciousness of the Australian public with images of cute, cuddly little flying foxes. Rohan Bosworth, the hard working farmer of North Queensland and the victim of a Supreme Court action by Dr Booth, will not be able to get pictures of the huge plague of flying foxes, the proliferation of their bacteria laden waste and the destructive force of their numbers out of all proportion to nature, tearing his hard-earned crop – and his life to pieces.

<sup>45</sup>

Further, Mr Katter stated that in addition to differences between regional and metropolitan residents, there are distinct differences in the views of people living in the various regional and rural communities of Australia, and without a local news service, these communities do not have a voice. He said that:

... different regional areas are also unique. For example, dams may be perceived as a bad thing if you live in NSW where some of the Murray-Darling waters have an estimate 900% usage. In North Queensland's Gulf country with seven times more water than the Murray-Darling, and a natural erosion problem of devastating proportions, and with a monsoonal drought every year, an entirely different view towards dams should be held. <sup>46</sup>

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<sup>45</sup> Submission by Hon RC Katter MP; p. 5.

<sup>46</sup> Submission by Hon RC Katter MP; p. 4.



The point that there is a greater likelihood of local news not making the national agenda because there is no local news coverage was also made by Ms Jan McLucas, Senator for Queensland:

Television plays an important role in communicating across geographic and cultural boundaries. Local newsrooms play an important role informing communities in capital cities about the situation in rural and regional Australia by providing a source of local stories to affiliated capital city networks.<sup>47</sup>

The limitations of national news services in accurately covering regional issues were expressed in a range of other submissions, and were noted by Ms Kate Lundy, Senator for the ACT, at the Canberra public meeting.

## Responsiveness to local viewing needs

To determine whether commercial television licensees in the aggregated markets were responsive to audiences in those areas, and whether there was appropriate coverage of matters of local significance, the ABA examined:

- how regional broadcasters gauged what local news and information their audiences want to view;
- how much local news and information regional licensees broadcast in response to audience needs; and
- issues in submissions and raised at public meetings relating to local news and information that are of concern to audiences in the aggregated markets.

## Gauging local needs

In the 2002 licensees survey, the ABA sought details of the methods licensees use to find out about their audience preferences for local news, local current affairs, local information, local sports, local weather and any other local programs. As the ABA indicated to licensees that the information would be used in aggregate only without identifying individual licensees, statements in this part have not been sourced.

In general, licensees in the aggregated markets responded that the primary tool for assessing demand for local news and information programming is ratings data. The majority of regional licensees relied on ACNielsen ratings data and reported using a number of different ACNielsen breakdowns, including daily ratings, diary information, bi-annual surveys, people meter surveys, 10 x 4 week surveys and daily two-week period breakdowns. Oztam ratings data was used by some regional licensees.

In some cases, licensees supplemented ratings data with qualitative research, particularly in instances where ratings data showed up potential problems. Other regional licensees treated letters, emails and calls from the public as an important source of information regarding audience demand for local news and information programs.

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<sup>47</sup> Submission by Senator Jan McLucas; p. 5.

One licensee responded that one way it was able to ascertain audience demand for local news and information programs is by employing “local” people in “local” offices who are able to gauge and report on important community events and issues. Another regional licensee indicated that it is very important to employ a news director and presenter who reside within the local community. This licensee was of the view that this adds to their credibility as news providers and as such, the station takes every opportunity to raise the profile of their news director/presenter in the local community, for example, by their hosting benefits.

Two other licensees indicated that there is constant communication with community members and leaders within the viewing area regarding the dissemination and promotion of information and issues of relevance to the viewing community. These regional licensees stated that several members of staff also hold positions with, or are involved in, community groups, associations and bodies within the viewing community. The licensees considered this to be an important means of accessing opinion at the “grass roots level”. In addition, these licensees stated that the stations’ advertising executives are in daily contact with a large number of business leaders in the community, considered to be another important means of gathering information related to station operations.

## **Constraints on broadcasters**

Regional licensees also argued that there were a number of factors that constrained or limited their ability to provide adequate coverage of matters of local significance:

- the increasing cost of affiliation fees;
- the costs associated with covering local issues;
- the dominant position of an incumbent in a market; and
- the costs associated with the conversion to digital transmission.

## **Affiliation fees**

A key factor identified by regional licensees in influencing programming following aggregation has been the level of affiliation fees paid by regional licensees to the metropolitan networks. Regional licensees submitted that, prior to aggregation, regional licenses were able to selectively purchase programs they wanted from each network. As monopolies in each service area, regional broadcasters were in a position to source programming from any of the three networks; this placed them in a stronger bargaining position with the networks than they have been in after aggregation.

Post-aggregation, there were three regional licensees in each aggregated licence area competing for programming from the three networks. Regional licensees submitted that this reduced their bargaining power and pushed regional broadcasters towards affiliation with one of the metropolitan networks as a primary source of programming. Under these arrangements, regional licensees obtain content by entering into multi-year affiliation agreements with the networks, paying a percentage of their gross airtime revenue<sup>48</sup> as affiliation fees for programming provided by the networks.

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<sup>48</sup> WIN submission, p. 2.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

It is apparent that there is a correlation between affiliation with a metropolitan network and the significant diminution of the amount of local programming offered by regional broadcasters, in favour of programming derived from a network. This correlation, though unintended, was not unforeseen. In its 1987 report on Television Equalisation, the Senate Select Committee noted the point made by the ABT in its report on Satellite Program Services:<sup>49</sup>

The extension in regional markets to three commercial television services using the current market structures and ownership rules will almost inevitably, in the Tribunal's view, result in nearly all the material transmitted being of a national character, as it will come via the networks' SPS [satellite program services].<sup>50</sup>

A number of submissions to the Senate Select Committee, including the Media and Communications Council and NBN, were concerned that aggregation would undermine localism in regional areas.<sup>51</sup> Nevertheless, the Committee noted that:

Whilst it is unlikely that the introduction of three competitive services would treble the demand for, and the supply of, local programs, it is equally unlikely that aggregation will undermine these. Viewers' preference for localism will presumably provide some competitive incentive for the regional licensees to include locally produced programs.<sup>52</sup>

The Committee also noted the significance of local advertising and community service announcements as elements of localism.<sup>53</sup> Networking, however, was not seen as necessarily undesirable.<sup>54</sup> The Committee stated:

If regional television stations do align themselves with the major networks, they may exercise more influence upon decisions about the planning, production, and distribution of programs than they do at present as cash customers of completed programs.<sup>55</sup>

The Committee concluded that:

... networking will not necessarily interfere with localism. If the demand for local programming is as strong as the regional licensees claim, the introduction of competitive services may even increase the degree of local programming.<sup>56</sup>

At several public meetings and during station visits, the point was made to the ABA that, while aggregation has delivered intended outcomes, it was at the expense of matters of local significance. For example, Mr Peter Andren MP, Federal Member for Calare, submitted:

From its introduction in 1988, aggregation had the effect of forcing regional stations into the half-hour strip programming format of their network affiliate mother station, resulting in a loss of any flexibility to insert short local programs ...<sup>57</sup>

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<sup>49</sup> Report of the Senate Select Committee, *Television Equalisation*, AGPS, 1987, p. 136.

<sup>50</sup> Australian Broadcasting Tribunal, *Report on Satellite Program Services*, Parliamentary Paper No. 207/1984, para 2.110.

<sup>51</sup> Report of the Senate Select Committee, *Television Equalisation*, AGPS, 1987, p. 149.

<sup>52</sup> *Ibid*, p. 150.

<sup>53</sup> *Ibid*, pp. 147 and 150.

<sup>54</sup> *Ibid*, p. 152.

<sup>55</sup> *Ibid*, p. 153.

<sup>56</sup> Report of the Senate Select Committee, *Television Equalisation*, AGPS, 1987, p. 155.

<sup>57</sup> Submission by Mr Peter Andren MP, p. 3.

Mr Andren's views were echoed by Mr Gary Nairn MP, Federal Member for Eden-Monaro, and Councillor Fay Donovan, Deputy Mayor of Mt Isa.

FACTS and regional broadcasters at the public meetings, however, argued that aggregation has delivered what was intended, that is, an improved range of commercial television services in regional and rural Australia. Most people in regional Australia, they argued, now have access to three commercial services offering a range of high quality television programs comparable to those provided to audiences in capital cities.<sup>58</sup>

In the view of regional broadcasters, aggregation has delivered an improved range of television services, but some of their predictions in their submissions to the Department of Communications review of localism in Australian broadcasting in 1984 and the Senate Select Committee inquiry into aggregation in 1987 have come to pass.<sup>59</sup> In particular, they argued that the structure for obtaining programming from the networks, with the payment of affiliation fees in return, has created a relationship that has constrained the ability of regional broadcasters to continue providing local programming, in particular, as there is no dispensation for their doing so.<sup>60</sup>

Affiliation fees are a considerable cost and have increased significantly in recent years. For example, Prime argued that the rates charged by the networks have increased significantly since aggregation came into effect, in some cases "by more than 200% and continue to rise".<sup>61</sup> Regional licensees argued that the net effect of these increases has meant that their ability to fund local program production has been severely constrained<sup>62</sup>, given that material of local significance is expensive to produce if programming that has already been paid for is not used and material of local significance is produced and broadcast instead.<sup>63</sup>

Regional broadcasters also argued that there are times when they would be paying a network for additional programming costs on top of affiliation fees. This can occur in situations where there has been no consultation or discussion prior to a network providing programming, which falls outside affiliation agreements, to the affiliate. Regional broadcasters argued that in effect, their decision to produce and broadcast a local news bulletin results in a double cost – the cost of the local news bulletin and the cost of the affiliation fee for the network program displaced from the regional broadcaster's schedule.

### **Production and transmission costs and advertising revenues**

Metropolitan networks typically cover large populations (1.19 million in Adelaide, 3.74 million in Sydney), are confined to smaller geographical areas than regional areas (requiring only a small number of transmitters and translators), and have the benefit of an advertising pool comprising large and often global companies.

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<sup>58</sup> FACTS submission, p.5.

<sup>59</sup> Prime submission, pp. 2-4.

<sup>60</sup> Prime supplementary submission, p. 3.

<sup>61</sup> Prime submission, p. 5.

<sup>62</sup> Prime submission, p. 3.

<sup>63</sup> When regional broadcasters who are affiliated to metropolitan networks invest in the production of a local news service (or any other type of local program), they are contractually obliged to pay for the network program that is displaced by the broadcast of a local news bulletin.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

Regional broadcasters typically cover smaller populations than the metropolitan networks (21,715 in the Broken Hill licence area, 1.75 million in the Northern NSW market), with populations that are scattered over larger geographical areas. As Southern Cross submitted:

Clearly, the size of the particular markets relative to the size of the total market is an important consideration. For example, both Southern Cross Broadcasting and WIN Television provided similar news services at an identical time in the Cairns and Townsville markets. These two markets comprised a total population of approximately 390,000 people, which represented approximately 28% of the total market.<sup>64</sup>

These larger geographical areas require a larger number of transmitters and translators (sometimes four times the number of transmitters and often more than double the number of translators as that required in a metropolitan area). In addition, there are peripheral infrastructure and equipment costs for regional broadcasters that do not exist for a network (for example, the need for microwave links). Moreover, the advertising pool for regional licensees comprises small local businesses and is significantly smaller than that available to metropolitan networks. As FACTS submitted:

Each mainland aggregated market's population is around the million level, but generates far less revenue than the smallest capital city market. Revenue for all regional markets in 1999/2000 was less than 20% of the revenue for all markets in the same year.<sup>65</sup>

...

Regional growth [in revenue] in the early years of equalisation was largely due to a higher share of local revenue (largely at the expense of radio revenue). Regional television as a whole relies quite heavily on local revenue (which makes up about one third of its total compared to less than 5% for metropolitan stations). Aggregated markets have achieved solid revenue growth since those early years (4.8% pa since 1993, in real terms). However, their share of television advertising, along with other regional markets – is still limited. With 35% of the population, regional television attracts less than 22% of the total national television advertising pie.<sup>66</sup>

NBN also submitted:

The ABA would be aware but it is worth re-stating the commercial environment in which regional television stations operate:

- regional stations reach 33% of population yet attract just 21% of television revenue;
- regional stations rely heavily on local advertisers for revenue and local advertisers rely on their local stations;
- engineering transmission costs are huge in comparison to capital city stations due to large geographical areas required to be covered; and
- networks take a large percentage of regional stations revenue for program costs, and as such, you pay for programs whether you screen them or not.<sup>67</sup>

<sup>64</sup> Southern Cross submission, p. 7.

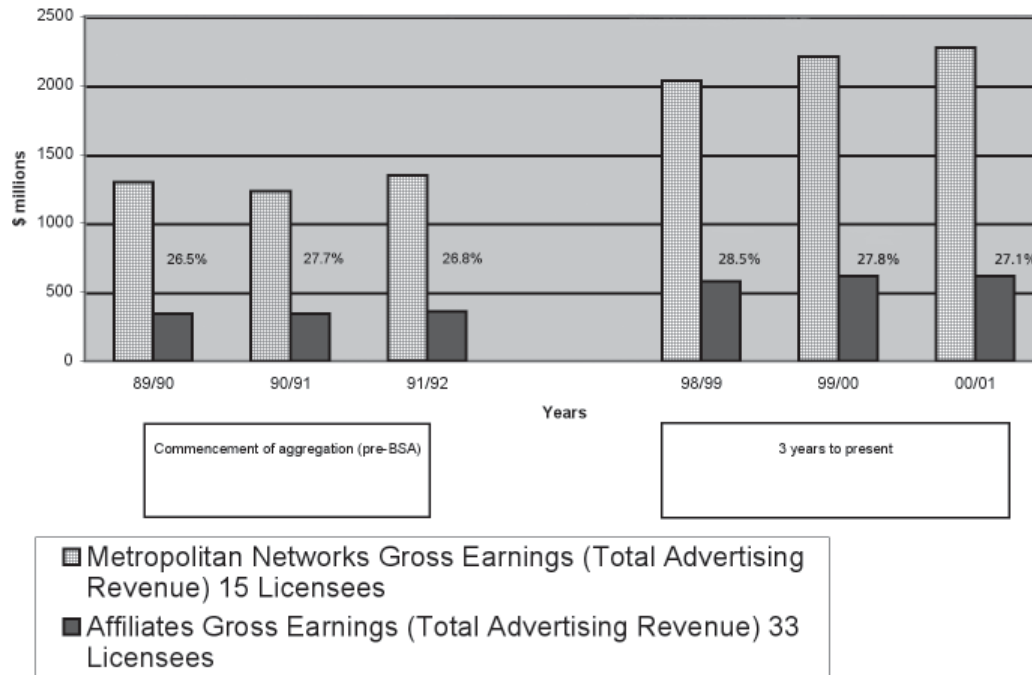
<sup>65</sup> FACTS submission, p. 7.

<sup>66</sup> FACTS submission, p. 8.

<sup>67</sup> NBN submission, p. 1.

ABA data supports the view that the regional broadcasters' share of total television advertising revenue remains 'limited' (figure 1).

**Figure 1 Comparison of gross earnings**



The major costs in producing a local news bulletin are infrastructure (e.g. news studio equipment, cameras, sound recording equipment, videotape and edit suites) and staff. Information from station visits, in combination with data from the survey, indicates that the estimated cost of producing a local news bulletin ranges from \$850,000 to \$2 million per annum, and is typically around \$1 million per annum.

Costs are associated with whether a regional broadcaster chooses to relay network programming or whether they produce their own content. In relaying network programming, news and information programs that are broadcast are produced and packaged by a metropolitan-based network. All of the networks are located on the eastern seaboard of Australia, with production facilities increasingly centralised in Melbourne, and Sydney in particular. In terms of regional and rural Australia, this means that the network news bulletins that are broadcast by regional affiliates are often produced in another State.

In producing their own content, a regional broadcaster could broadcast different signals to towns (or sub-markets) within the station's aggregated market. This means that a regional broadcaster can simultaneously relay different local news bulletins, other types of programs and advertisements to the relevant towns or cities.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

To illustrate the cost of producing local content, WIN submitted:

Local newsgathering and production is the most expensive form of local programming put to air by commercial regional television broadcasters and must therefore be approached by them with the objective of producing a successful program. ... Therefore any local program that does not attract a viable audience within the community cannot be continued by a commercial organisation.<sup>68</sup>

NBN made similar comments in its submission:

Regional stations, faced with difficult revenue markets and major cost increases and capital outlays, are forced to address costs. Program fees to networks are stations' major costs, followed by engineering, then local production. Legislation allows for stations to simply retransmit a network signal, and business pressures force it to happen.<sup>69</sup>

WIN splits its signals. Based in Wollongong, WIN broadcasts pre-recorded local news bulletins to the cities of Orange and Wagga Wagga, and "live" bulletins to Wollongong and Canberra. WIN explained that by splitting its signals, it is able to maximise the relevance of stories to local communities, which would not be possible if network programming were simply being relayed.

Prime submitted:

Businesses in regional and rural Australia can advertise and promote their products and services to their communities at affordable rates. This can only be achieved through a network of costly microwave bearer "splits" which allow for non-program material (usually commercials and community service announcements and information) of relevance to a particular sub-market to be broadcast discretely into that sub-market. This access to commercial television advertising is vital to local businesses and assists in maintaining strong regional and rural communities.<sup>70</sup>

Thus, a regional broadcaster that does not produce local content or is relaying network programming would not incur as much costs, as would a broadcaster producing their own material and splitting their signals. Those in the first category would not have a local production facility, including staff and infrastructure, or a sales office for advertising. The same commercials would cover a wide region, for example, advertisements of Darwin businesses shown by Imparja from Darwin to audiences as far away as Mt Isa. Those in the second category would have higher costs, including the provision of separate advertising that is local to a city or town, for example, advertisements of Griffith businesses shown by Prime from Tamworth to audiences in Griffith.

### Dominant position of incumbent

Broadcasters in regional and rural Australia submitted that they have found it increasingly difficult to maintain their profit margins. They say that since aggregation, their experience has shown that a

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<sup>68</sup> WIN Submission, p. 2.

<sup>69</sup> NBN submission, p. 3.

<sup>70</sup> Prime submission, p.6.

sub-market cannot sustain more than one local television news service. An incumbent<sup>71</sup> is usually able to maintain ratings during a local news service, and it is therefore worth its while to produce and provide a local news bulletin. Non-incumbents say they cannot recoup the high cost of producing a low-rating local news bulletin, particularly as they must pay affiliation fees to the networks even when network programming is not used.

Prime put to the ABA that incumbent broadcasters occupy the dominant position in the sub-markets as they have had over thirty years to build viewer loyalty. With three services in an approved market, it was argued, it is less profitable for two of those services to provide a local news service, as the incumbent broadcaster would command the largest audience share during a peak news period.

Prime and Southern Cross indicated during public meetings that they have provided local news services for a time, but found that they could not compete with the incumbent broadcaster. For example, the link between the dominant position of an incumbent and overall audience share was discussed at the Wollongong public meeting. At that meeting, the Prime representative indicated that their ratings compared to WIN's was at a ratio of 1:4, and when Prime dropped its local news, the ratings slumped, but rose again to an audience share of 10-12% in that market.

Prime submitted:

In 1999, after eight years of aggregation and with changed management personnel, Prime observed that incumbency continued to play a critical role in the success of regional services. In the markets of Newcastle, Wollongong and Canberra, the incumbent's news service consistently out-rated Prime's local news service, at times by more than 10 ratings points.<sup>72</sup>

### **Conversion to digital transmission**

Southern Cross argued that it ceased providing a local news service as the result of the costs associated with the introduction of digital television:

The costs associated with introducing digital television services throughout regional Australia are significant. The Federal Government's Regional Equalisation Plan funding assistance, amounting to a total \$14.4 million for the entire Southern NSW regional television market over a minimum of eight years, represents only a partial contribution to the total cost of digital conversion.

Southern Cross will continue to provide essentially the same services as in the analogue mode, but with the considerable digital costs confronting the company, it is necessary to develop an efficient framework for the future, which regrettably includes the withdrawal of local news.

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<sup>71</sup> An incumbent is the traditional broadcaster in a service area prior to aggregation, able to rely on viewer loyalty that has been built up over more than 30 years, and who has access to a technically superior VHF signal (compared to a non-incumbent's UHF signal).

<sup>72</sup> Prime submission, p. 6.



## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

The provision of local news services, whilst viable pre-aggregation, are only sustainable where reach and revenue levels are sufficient for individual broadcasters to carry the high costs of delivering the services.

Southern Cross cited the high cost of digital conversion and closed captioning as contributing to the decision because these costs forced the company to recognise circumstances where the costs of subsidisation of local news services was disproportionate to the revenue potential of smaller markets.

Southern Cross would definitely consider reinstating local news if there was no other commercial service available in the market.<sup>73</sup>

Senator the Hon Richard Alston, Minister for Communications, Information Technology and the Arts, in response to a question from ABC Radio National journalist, Mr Mick O'Regan, on *Media Report* of 29 November 2001, made the following comment on the Southern Cross explanation:

[Senator Richard Alston]: Well, I think you've got to go back to the basis on which we provided funding for what we call the Regional Equalisation Plan. I think from memory, it was about \$260 million over 13 years, a rebate on their licences and combination. And that was essentially to fund 50% of the cost of replicating then current facilities. So if the what was then current facilities is now reduced, then the cost of replicating them is lower, and therefore the amount they need is lower. So we would certainly take the view that they're not entitled to simply put the extra in their pockets.

Mick O'Regan: So they should pay some money back?

Senator Richard Alston: Yes, I think we'll have to have a good look at this, certainly in the wake of the ABA inquiry which I think will be a very important one. The wording of the Broadcasting Act is pretty loose: it essentially requires local broadcasters to contribute to local news and information, but that could well mean that if everyone else gets out of the market, the last man standing is to bear the entire cost and the others get out scott-free. Now, I'm not sure that that was the original intention, and I think the ABA inquiry will throw some light on that as well. But we're going to have to have a good hard look at what's happened, because it certainly wasn't in contemplation; they didn't say to us at the time we made these funds available, 'Well, you should just realise that we're not going to have the same level of obligations as we did before.' They took the money, and now they're changing the rules.<sup>74</sup>

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<sup>73</sup> Mr Tony Bell, Managing Director SCB, in a letter to Mr Gary Nairn MP, dated 4 December 2001.

<sup>74</sup> ABC Radio National 'Media Report', 29 November 2001, [www.abc.net.au/rn/talks/8.30/mediarpt/stories/s428688.htm](http://www.abc.net.au/rn/talks/8.30/mediarpt/stories/s428688.htm).

Similar comments were made by Hon Warren Entsch MP, Federal Member for Leichhardt:

Southern Cross Broadcasting has suggested that its decision to close local news services in these areas is linked, in part, to the cost of digital conversion, which is simply not true. Southern Cross is expected to receive Regional Equalisation Plan funding amounting to more than \$64 million over 13 years towards the cost of digital conversion in its various regional television markets, which includes \$13.6 million for Regional Queensland of which full first-year funding of \$1.7 million has already been claimed.

Levels of assistance under the Regional Equalisation Plan were calculated on the basis that regional broadcasters, including Southern Cross, would continue to provide essentially the same level of local service as in analog mode.

This was in addition to other measures of financial assistance including a moratorium on the allocation of new commercial television licences except in under-served areas, and the loan of additional digital spectrum free of charge to existing broadcasters.<sup>75</sup>

## Adequacy of coverage of matters of local significance

As stated on pp30, the ABA has concluded that matters of local significance include, but are not necessarily limited to, the following:

- news about people and events that happen in the local area;
- opinions or perspectives of local residents about events that happen in other places but that have an effect on locals or the local area;
- news about the local economy and local industry;
- sporting events that happen in the local area, or that concern sporting teams or participants from the local area or supported by the local area;
- the weather, and its effects, in the local area;
- community services in the local area;
- the activities of members of the community in the local area; and
- features of the local area such as the local geography, and local fauna and flora.

It is these matters that the ABA has considered in relation to the adequacy of coverage of local news and local information by regional broadcasters.

Coverage of local issues, news and emergency information is an important element in the regulatory schema for commercial television. Regional and rural communities need to see news about events and people in their local area, to receive adequate warnings about developing local weather patterns that may affect them and their livelihoods, and to be informed about the activities of their local sporting teams and community groups.

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<sup>75</sup> Submission by Hon Warren Entsch, p. 2.

## APPROPRIATE COVERAGE OF MATTERS OF LOCAL SIGNIFICANCE

Also important, however, is the need for the issues arising in or affecting regional and rural communities to be seen and understood by those living outside the affected areas. Not only do regional and rural communities want to see news about local matters of significance in their own local areas, but they also want to see those local matters of significance raised regionally, statewide or even nationally, if the coverage is warranted. The decline in competing sources of local news and the quantity of local information programs broadcast by regional licensees are significant barriers to meeting that audience need.

The submissions and evidence put to the ABA by members of the community suggest that audiences in regional and rural Australia have been complaining for some time that there has been a significant and continuing decline in the number of different local news and local information programs broadcast by regional licensees since aggregation (particularly in the four licence areas of Regional Queensland, Northern NSW, Southern NSW and Regional Victoria).

The ABA is concerned that the clearly articulated needs of audiences in the four aggregated markets are not fully met by the services currently offered by commercial television services. This is not to say that regional licensees in these markets have failed to provide local programming. The ABA understands very clearly that there are costs associated with local programming that have to be balanced against the costs of other programming broadcast by regional licensees. Nevertheless, to achieve the objects of the Act all commercial television broadcasters should provide programming that deals with matters of local significance, and should respond to the needs of their audiences.

The ABA is of the view that, while the level of coverage given to matters of local significance prior to aggregation cannot (and should not) be used as a benchmark, it is not unreasonable to expect regional broadcasters to provide *adequate* coverage of local news and local information (that includes not only variety in categories of programming but also variety within each category). This view has been reinforced by the submissions put to the ABA by members of the community.

The ABA is concerned that:

- in three of the four approved markets, there is now less than two hours of local programming other than news broadcast per week by all licensees combined; and
- in two of the four aggregated markets, there are broadcasters that appear not to be broadcasting any material of local significance (other than local advertisements) in those markets.

There is clear evidence that the amount of matters of local significance (particularly content other than news) has diminished significantly since aggregation, and that local communities have sought to have this decline reversed. In addition, there is clear evidence that some regional licensees have failed to respond to community concerns about the decline in the amount of matters of local significance they broadcast.

As a result, the ABA is satisfied that regional licensees, particularly those in the four licence areas of Regional Queensland, Northern NSW, Southern NSW and Regional Victoria, have not provided sufficient diversity in sources or quantity of local programming (both news and other matters of local significance) sought by their respective local communities.

## ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT

While the ABA accepts that, as a result of affiliation, it is now no longer possible to return to pre-aggregation levels of local programming other than news, the ABA is of the view that:

- current overall levels of coverage of matters of local significance (particularly in local information other than news) are inadequate;
- there has been a reduction in diversity in the broadcast of material of local significance and a reduction in competition for the supply of matters of local significance in the aggregated markets;
- a significant proportion of regional broadcasters in the aggregated markets have not responded to the needs of their audiences; and
- the significant loss of matters of local significance other than news, and the overall decline in coverage of matters of local significance generally, has resulted in regional broadcasters failing to provide an appropriate coverage of matters of local significance.

The statutory condition (clause 7(2)(a) Part 3 Schedule 2 of the Act) that requires licensees to provide a service that 'contributes to the provision of an adequate and comprehensive range of broadcasting services in [the] licence area'. In this investigation, the ABA had not found any breach of this condition, although the levels of contribution of local content by some regional broadcasters are very low.

The ABA is concerned, however, that compliance with the statutory condition has not produced the outcomes expected, that is, diversity (objects 3(1)(a) of the Act), competition (objects 3(1)(b) of the Act), and responsiveness to audience needs (object 3(1)(g) of the Act). It appears to the ABA that compliance with the statutory condition is not enough, of itself, to achieve the outcomes of the Act and that, in the ABA's view, an additional regulatory response is required.

### **Finding 1**

There has been an overall increase in the quantity of local news broadcast in the four aggregated markets since aggregation, with each sub-market in these areas (except Warwick) having at least one news service. There has, however, been a decline in competing sources of news since the mid-1990s.

### **Finding 2**

There has been a significant decline in local information (other than news) broadcast in the four aggregated markets since aggregation.

### **Finding 3**

There are legitimate community concerns in the four aggregated markets that:

- there is a lack of diversity in broadcasts of matters of local significance by commercial television licensees in those markets (object 3(1)(a) of the Act);
- a lack of competition in delivering local news and information (object 3(1)(b) of the Act); and
- some regional commercial television broadcasters are not sufficiently responsive to audience needs for local content, particularly programs about matters of local significance (objects 3(1)(b) and 3(1)(g) of the Act).

### **Finding 4**

Compliance by regional commercial television broadcasters in the four aggregated licence areas with the statutory condition (clause 7(2)(a) Part 3 Schedule 2 of the Act) has not, of itself, resulted in the achievement of objects 3(1)(a), 3(1)(b) and 3(1)(g) of the Act.



## 5. ADEQUACY OF THE CURRENT REGULATORY FRAMEWORK AND OPTIONS FOR REGULATORY INTERVENTION

### The obligation to contribute to an adequate and comprehensive range of broadcasting services

**A**s indicated in Chapter 2, it is a standard condition of commercial television broadcasting licences that:

the licensee will provide a service that, when considered together with other broadcasting services available in the licence area of the licence (including another service operated by the licensee), contributes to the provision of an adequate and comprehensive range of broadcasting services in that licence area.<sup>76</sup>

The statutory condition operates to specify the minimum obligations upon commercial television broadcasting licensees in relation to the nature of the service they provide. It is expressed in extremely general and non-specific terms, using relative concepts such as 'contribute', 'adequate' and 'comprehensive'. It is difficult to identify exactly what obligations are imposed by this condition.

The generality of the statutory condition is increased by its requirement that the licensee's services contribute to the provision, within the relevant licence area, of 'an adequate and comprehensive range of broadcasting services', having regard to all other broadcasting services available in the area.

A shortcoming of the current 'adequate and comprehensive' condition is that it does not impose a clear obligation on any single licensee to do anything in particular. The ABA has previously expressed the view that, if all services in a market were to cease to carry local news, it is unclear which, if any, would have breached the obligation to contribute to the provision of an adequate and comprehensive range of services.<sup>77</sup>

<sup>76</sup> Clause 7(2)(a) Part 3 Schedule 2 to the Act.

<sup>77</sup> ABA submission to the House Committee on Communications, *Inquiry into the Adequacy of Radio Services in Regional and Rural Australia*, October 2000, p. 5.

## ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT

In the ABA's view, an adequate and comprehensive range of broadcasting services in a licence area includes at least one commercial television news service broadcast in prime time that provides:

- coverage to each of the sub-markets identified in this report, as well as to each area in regional and rural Australia to which a particular commercial television broadcasting service is provided, and
- news about events that occur within the relevant sub-market or other area to which a particular commercial television broadcasting service is provided.

Australian audiences in regional and rural Australia currently do receive that minimum coverage of local news from various commercial television broadcasting licensees. If the sole commercial television local news provider in an area were to cease to provide that service, in the ABA's view the statutory condition would be unlikely to be an effective means to ensure that audience needs for local news were met.

The ABA is concerned that the statutory condition is not adequate to promote audience needs for appropriate coverage of local news, in light of the recent closures of local news bureaux and the fact that in many of the sub-markets within the aggregated areas there is only one local news bulletin. The ABA is of the view that the statutory condition is not a sufficient safety net against the risk of reduction in coverage of local news. While the ABA received no information to suggest that there is a risk of reductions of local news in the near future, regional licensees made it clear that, in the absence of regulation, their decisions about local news and information are made on a commercial basis.

Further, the ABA is not satisfied that the statutory condition, and mere compliance by the commercial television licensees in regional and rural Australia with it, is sufficient to promote the relevant objects of the Act, concerning the need for appropriate coverage of matters of local significance, diversity of services and responsiveness to audience needs. (ss. 3(1)(a), (b) and (g) of the Act)

In this regard, the ABA notes the view of the Communications Law Centre:

It is now evident that the market has failed. Regional centres and rural parts of Australia require the assistance of the Authority if the objects of the Broadcasting Services Act are to be met.<sup>78</sup>

As stated in the previous chapter, having regard to the actual amounts of local programming in the aggregated markets, the ABA has reached the following conclusions:

- There has been an overall increase in the quantity of local news broadcast in the four aggregated markets since aggregation, with each sub-market in these areas (except Warwick) having at least one news service. There has, however, been a decline in competing sources of news since the mid-1990s.

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<sup>78</sup> Communications Law Centre submission, p. 3.



- There has been a significant decline in local information (other than news) broadcast in the four aggregated markets since aggregation.
- There are legitimate community concerns in the four aggregated markets that:
  - there is a lack of diversity in broadcasts of matters of local significance by commercial televisions licensees in those markets (object 3(1)(a) of the Act);
  - there is a lack of competition in delivering local news and information (object 3(1)(b) of the Act); and
  - some regional commercial television broadcasters are not sufficiently responsive to audience needs for local content, particularly programs about matters of local significance (objects 3(1)(b) and 3(1)(g) of the Act).
- Compliance by regional commercial television broadcasters in the four aggregated licence areas with the statutory condition (clause 7(2)(a) Part 3 Schedule 2 of the Act) has not, of itself, resulted in the achievement of objects 3(1)(a), 3(1)(b) and 3(1)(g) of the Act.

The ABA is of the view that the somewhat generally expressed obligation in the statutory condition requires greater specificity. This is necessary both to provide a safety net against the risk of reductions in local news coverage and to ensure that audiences in regional and rural Australia receive an 'appropriate coverage of matters of local significance'. As a result, the ABA is of the view that particular obligations should be placed on regional broadcasters in the aggregated markets in order to achieve the relevant objects of the Act.

The ABA considers that it is not necessary, *at this stage*, to place any obligations on licensees to broadcast local news in the licence areas of Regional Queensland, Northern NSW, Southern NSW or Regional Victoria. The ABA considers, however, that licensees need to be encouraged to broadcast both a larger amount and greater diversity of local programming generally in each of the sub-markets in Regional Queensland, Northern NSW, Southern NSW or Regional Victoria.

## Options available to the ABA

There are two powers available to the ABA to require licensees to act provide an 'appropriate coverage of matters of local significance': the ABA may make program standards that are applicable to each commercial television broadcasting licence (under ss. 122 and 125 of the Act) or the ABA may impose an additional condition on commercial television broadcasting licences (under s. 43 of the Act).

### Standard

The ABA has two standard-making powers available under the Act. Under paragraphs 122(1)(a) and 122(2)(b) of the Act, the ABA is required to determine a standard that relates to the Australian content of programs broadcast on commercial television broadcasting services. Under subsection 125(2) of the Act, the ABA is empowered to determine a standard where no code of practice has been registered for a matter referred to in subsection 123(2) of the Act in a particular section of the broadcasting industry.

While it has these two standard-making powers, a standard is an instrument that is generally applicable to the entire broadcasting industry sector. The issue of an 'appropriate coverage of

matters of local significance' is not so much a metropolitan as it is a regional issue, and the ABA considers that the standard-making power ought to be reserved for cases in which the ABA might seek to impose an obligation on all commercial television licensees.

## **Licence condition**

Section 43 of the Act empowers the ABA to impose additional conditions on commercial television broadcasting licences. Section 43 relevantly provides:

- (1) The ABA may, by notice in writing given to a commercial television broadcasting licensee or a commercial radio broadcasting licensee, vary or revoke a condition of the licence or impose an additional condition on the licence.

...

- (3) This section does not allow the ABA to vary or revoke a condition set out in Part 3 or 4 of Schedule 2.

...

- (5) Action taken under subsection (1) must not be inconsistent with:

- (a) determinations and clarifications under section 19; or

- (b) conditions set out in Part 3 or 4 of Schedule 2.

The ABA considers that a licence condition on regional broadcasters in the aggregated markets is an appropriate tool to achieve its objectives of providing a safety net against the risk of reductions in local news coverage and ensuring that those regional licensees provide 'an appropriate coverage of matters of local significance'. An advantage of licence conditions is that they can be customised, if appropriate, to suit the individual circumstances of audiences in a particular area of a particular licensee.

### **ABA action**

To promote the relevant objects of the Act, the ABA proposes to add greater specificity to the generally expressed statutory condition (clause 7(2)(a) Part 3 Schedule 2 of the Act), by imposing an additional condition on all regional licensees in the four aggregated markets.

The proposed additional condition should ensure that each licensee is sufficiently responsive to audience needs by requiring each commercial television licensee to broadcast a minimum amount of programs about matters of local significance to each sub-market.

The ABA expects that the combined effect of the statutory condition and the proposed condition would be that audiences in the sub-markets will receive at least six daily commercial television local news bulletins in each week, with all commercial television licensees broadcasting a minimum amount of material of local significance. By interpreting "matters of local significance" broadly, the ABA hopes to encourage innovative and relevant local programming, which will complement local news services.

## Proposed regulatory intervention

In seeking to shape an additional condition that would provide the necessary safety net as well as promote the relevant objects of the Act, without imposing an unnecessary financial burden on providers of broadcasting services, the ABA considered a number of matters:

- the licences on which the proposed additional condition might be imposed;
- the nature of the obligation; and
- the impact of the obligation on relevant licensees.

### Licences

As indicated in Chapter 1, the ABA has found that the most significant evidence of concern in relation to coverage of matters of local significance related to the four aggregated markets in Regional Queensland, Northern NSW, Southern NSW and Regional Victoria. In those circumstances, the ABA has formed the view that it should place an obligation, by way of an additional condition, on the licences of all regional broadcasters in those aggregated markets to broadcast a minimum amount of local programming each week.

The ABA will continue to monitor community concerns in relation to the other regional markets and proposes to conduct further investigations into those markets.

### Nature of the obligation

Given the ABA's concerns about the decline in coverage of matters of local significance, the ABA considers that a minimum amount of coverage ought to be mandated to provide a safety net to prevent any further reduction in coverage.

The ABA has also considered what an appropriate minimum level of coverage might be. ABT data suggested that five half-hour bulletins of news of local significance were generally broadcast each week prior to aggregation. The 2002 survey indicated that, among those regional licensees in the aggregated markets that still broadcast news of local significance, this practice has continued. ABT data also suggested that prior to aggregation, while there was considerable variation between licensees, on average regional licensees broadcast about two hours a week of matters of local significance other than news. The ABA has found that this is no longer the case.

The ABA does not consider, however, that it should mandate a particular minimum amount of news coverage or a minimum amount of coverage of other matters. Rather, it considers it appropriate that individual licensees retain discretion to decide the format of programs that they will broadcast to achieve the minimum amount of coverage of matters of local significance.

The ABA has examined a number of models of how it might frame an additional condition that provides a safety net for regional audiences, looking for a balance between encouraging broadcasting of matters of local significance on the one hand, and flexibility and simplicity on the other.

The proposed licence condition would require each licensee to broadcast a minimum amount of 'material of local significance'.

## ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT

In defining what constitutes 'material of local significance' for the purposes of the proposed licence condition, the ABA has taken into account the submissions made by licensees and members of the community. On the basis of those submissions, the ABA concluded that matters of significance in regional Australia include, but are not limited to, the following:

- news about people and events that happen in the local area;
- opinions or perspectives of local residents about events that happen in other places but that have an effect on locals or the local area;
- news about the local economy and local industry;
- sporting events that happen in the local area, or that concern sporting teams or participants from the local area or supported by the local area;
- the weather, and its effects, in the local area;
- community services in the local area;
- the activities of members of the community in the local area; and
- features of the local area such as the local geography, and local flora and fauna.

Clause 6 of the proposed licence condition provides that 'material of local significance' is material that falls into one of three categories:

- (a) it is material that relates directly to the area;
- (b) it deals with the effects in the area of an event that occurs elsewhere; or
- (c) it deals with people, organisations, events or issues that are of particular interest to people in the area, in a way that focuses on the interests of people in the area.

Clause 6(3) of the proposed condition provides some examples of material that satisfies the third category.

The whole of clause 6 of the proposed condition should be read in order to understand what is and is not 'material of local significance'.

The ABA has decided that the best way to achieve the balance that it seeks is to institute a points system under which each affected broadcaster will be required to achieve a minimum of 960 points every eight weeks (with a minimum of 90 points in any one week) in each pre-aggregation service area in which the licensee currently broadcasts.

Two (2) points will be awarded for each minute of news of local significance broadcast within specified time zones,<sup>79</sup> and one (1) point for current affairs and community information of local significance broadcast within those time zones.<sup>80</sup> By providing an incentive for the broadcast of local news, the ABA anticipates that the proposed additional condition will discourage any reduction in local news.

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<sup>79</sup> Monday to Friday (inclusive) — 3pm to 11pm; Saturday or Sunday — 8am to 11pm.

<sup>80</sup> Monday to Friday (inclusive) — 3pm to 11pm; Saturday or Sunday — 8am to 11pm.

## Impact of the obligation

Evidence put to the ABA during the inquiry suggests that a 30-minute per night, five days per week news service costs, on average, about \$1 million per annum. The ABA recognises that there are costs in producing local programming other than news (though these costs are not of the magnitude of the costs for producing news), including costs to regional broadcasters in displacing network programming.

The ABA has taken these costs into consideration in framing the proposed additional condition and notes that:

- the licensees will retain the decision to select the format of programs broadcast to ensure the licensee achieves the minimum amount of coverage of matters of local significance; and
- the time zones for broadcast of matters of local significance are quite broad.

The ABA is of the view that these factors permit individual licensees to find creative and cost-effective methods of satisfying the obligation to broadcast a minimum amount of matters of local significance.

Given the importance the ABA places on the provision of an adequate coverage of matters of local significance and the discretion available to licensees to find creative and cost-effective methods of satisfying the obligations of the proposed additional condition, the ABA is of the view that the proposed additional condition meets the test of the regulatory policy of the Act (at s. 4(2)(a)) in that it does not impose unnecessary financial and administrative burdens on affected licensees.

## Proposed additional condition

Accordingly, the ABA proposes to impose the additional condition on commercial television broadcasting licences for services operating in the aggregated markets under s. 43 of the Act, to add greater specificity to the generally expressed obligation in the statutory condition, by requiring the licensees to achieve a minimum weekly / eight-weekly score for broadcasting local news, current affairs and other matters of local significance.

While, on current programming patterns, some regional licensees already meet the minimum requirements of the proposed additional condition, the ABA is of the view that the additional condition will ensure that *all* commercial television licensees in the aggregated markets will contribute to an adequate coverage of matters of local significance in each licence area. A draft of the proposed additional condition is at Schedule 3.

In proposing the additional condition, the ABA is seeking to encourage a diverse range of programming that is responsive to needs of regional and rural audiences. To that end, the ABA expects that licensees will broadcast a broad range of programming and will not, for example, merely broadcast a large number of community service announcements or other forms of local 'filler' to meet the minimum weekly / eight-weekly score. If, in monitoring the proposed additional condition, the ABA finds that licensees are not providing a diverse range of programming, the ABA may revisit its operation in order to add greater specificity.

## Proposed additional condition

The proposed additional licence condition will become effective six months from the date that it is made, and will be reviewed after two years. The proposed additional licence condition would:

- Require each licensee in the aggregated markets to broadcast matters of local significance in each of the sub-markets, meeting a minimum of 90 points per week and 960 points per sub-market per eight weeks.
- Enable licensees to accrue points for the broadcast of matters of local significance: 2 points per minute of local news and 1 point per minute of local current affairs or local information, all within specified time zones (Monday to Friday – 3 pm to 11 pm; Saturday and Sunday – 8 am to 11 pm).
- Require each licensee to report on compliance to the ABA, in a form approved by the ABA, within 30 days of 30 June and 31 December each year.

## Other matters arising from the investigation

### Local coverage of emergencies

At pp 43-44 of this report, the ABA noted the concerns expressed by members of the community (in written submissions and at public meetings) about the actual or potential loss of emergency information on regional commercial television services. It was argued that lack of local knowledge on the part of those covering these events had resulted in facts being reported inaccurately, causing confusion and undue concern about the extent of the emergency. Similar concerns were raised in 2000 in relation to commercial radio.

As the Commercial Television Industry Code of Practice (the Code) is currently under review, the ABA recommends that FACTS adopt a code to deal with the broadcast of information in times of emergencies as soon as possible. Given the urgency of the matter, the ABA recommends that FACTS seek to register an emergency code separately (and prior to registration of the principal Code if necessary).

### Affiliation fees

At pp 50-52 of this report, the ABA also noted that a key factor identified by regional licensees that influenced the production and broadcast of local programming following aggregation has been the level of affiliation fees paid by regional licensees to the metropolitan networks.

The ABA recognises that affiliation fees are an issue of some considerable concern to regional licensees. The ABA intends to conduct an investigation into the claims made by regional broadcasters in relation to the operation and effect of affiliation fees, in particular, their impact on the capacity of regional broadcasters to provide programs about matters of local significance.

## **Recommendation**

As the FACTS code is currently under review, the ABA recommends that FACTS adopt an emergency code as soon as possible and, given the urgency of the matter, separately and prior to registration of the principal code, if necessary.

## **Further action**

The ABA intends to conduct an investigation into the claims made by regional broadcasters in relation to the operation and effect of affiliation fees, in particular, their impact on the capacity of regional broadcasters to provide programs about matters of local significance.

## **Submissions sought on proposed additional condition**

The ABA acknowledges that under section 43(2) of the Act, licensees have an opportunity to make representations to the ABA in relation to the proposed action to impose an additional condition. As a result, the ABA is calling for submissions on the proposed additional condition.

### **How to make a submission**

#### **ABA website**

This report, and other public documents associated with the investigation, are available on the ABA website at:

[www.aba.gov.au/tv/investigations/projects/regional\\_news/index.htm](http://www.aba.gov.au/tv/investigations/projects/regional_news/index.htm)

#### **Submissions**

Submissions will be public documents and should be provided to the ABA in hard copy and in electronic form to facilitate their posting on the ABA website. This will allow access to submissions to all parties unless the ABA, in its discretion, grants restricted access to the whole or part of a submitted document. There will be an online index of submissions that are provided only in hard copy.

#### **Restricted access**

Please indicate if you do not wish to have all or part of your submission made publicly available and include reasons why the ABA should grant restricted access to the material.

## **Where to send your submission**

Submissions can be sent as follows:

Email	<a href="mailto:news.investigation@aba.gov.au">news.investigation@aba.gov.au</a>
Post	Regional News Investigation Australian Broadcasting Authority PO Box Q500 Queen Victoria Building NSW 1230
Courier	Level 15, Darling Park 201 Sussex Street Sydney NSW 2000

## **Closing date for submissions**

Submissions must be received at the ABA Sydney office no later than:

5.00 pm Thursday 31 October 2002.

## **Inquiries**

Inquiries may be made by leaving a message on:

Freecall 1800 009 911



# SCHEDULE 1. LIST OF SUBMISSIONS TO THE ABA

Submitter	State	Pages
A Patriot	No address given	1 <sup>81</sup>
Hon. A McGrady MP, State Member for Mt Isa	QLD	Hard Copy Only
A Kearney	NSW	5
ACT Government	ACT	Hard Copy Only
ACTSPORT	ACT	3
A R Cripps	QLD	Hard Copy Only
A Verhoeven	ACT	1
ALP – Hermit Park Branch	QLD	Hard Copy Only
A Rowe	QLD	1
A Brenton	QLD	<i>Hotline: Not Available</i>
A Tannock	QLD	1
A Huxley	QLD	<i>Hotline: Not Available</i>
Australian Broadcasting Corporation	NSW	11
B Moore	NSW	Hard Copy Only
B McGrob	QLD	<i>Hotline: Not Available</i>
B Hay	No address given	1
B Tait	QLD	Hard Copy Only
B Lamprell	QLD	1
B Cummings	QLD	1
Cairns Yacht Club	QLD	1
C Miles	No address given	2
C Kelaart	ACT	1
Christian Media Association (ACT) Inc.	ACT	10
C Smalley	QLD	Hard Copy Only
C Blake (2 submissions)	VIC	
C Angelino	QLD	1
C Silvester	QLD	1
Communications Law Centre	NSW	3
Community and Public Sector Union	ACT	17
Cystic Fibrosis Qld	QLD	1
D Kane	QLD	<i>Hotline: Not Available</i>
D Dean	QLD	1

<sup>81</sup> Where page numbers are provided, these may be viewed on the ABA website: [www.aba.gov.au](http://www.aba.gov.au).

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Submitter</b>	<b>State</b>	<b>Pages</b>
D Talbot	QLD	<i>Hotline: Not Available</i>
E & J Hunter (2 submissions)	ACT	
E Simpson	NSW	<i>Hotline: Not Available</i>
F E Peters (2 submissions)	ACT	Hard Copy Only
Federation of Australian Commercial Television Stations	NSW	20
G R Nairn MP, Federal Member for Eden-Monaro	NSW	Hard Copy Only
G Colson	QLD	1
G Simons	No address given	1
G McPhee	ACT	Hard Copy Only
Gungahlin Equality Party	ACT	8
H Cross MLA, Member for Molonglo	ACT	2
H Knight	No address given	1
Hockey A.C.T.	ACT	4
I Bush	QLD	<i>Hotline: Not Available</i>
I Clifford	No address given	1
I Cooper	No address given	1
I Smith	NSW	3
I Sommer	NSW	<i>Hotline: Not Available</i>
J M	NSW	1
J Cregan	VIC	1
J Gilbert	No address given	<i>Hotline: Not Available</i>
Senator J McLucas	QLD	Hard Copy Only
J O'Brien	QLD	<i>Hotline: Not Available</i>
J Anthony	NSW	<i>Hotline: Not Available</i>
J P Cornelder	QLD	2
J Dixon	QLD	<i>Hotline: Not Available</i>
J Ellis	ACT	<i>Hotline: Not Available</i>
J McIntyre	No address given	<i>Hotline: Not Available</i>
J Sutton	NSW	1
J Palmer	QLD	<i>Hotline: Not Available</i>
K Jarvis	QLD	1
K Downing	QLD	1
L Gaylard	QLD	Hard Copy Only
L Moseley	QLD	Hard Copy Only
M Lesjak	NSW	1
M Fields	QLD	Hard Copy Only
M Cogancoin	ACT	<i>Hotline: Not Available</i>
M Thompson	QLD	1
M Musicka	NSW	1
M Scott	QLD	1
M Shephard	ACT	<i>Hotline: Not Available</i>
M Drogemuller	QLD	1
M Davis	No address given	1

## SCHEDULES

Submitter	State	Pages
Hon. M F Reynolds MP, State Member for Townsville	QLD	Hard Copy Only
Mrs Hall	NSW	<i>Hotline: Not Available</i>
Mrs O'Brien	QLD	<i>Hotline: Not Available</i>
M Peterson	NSW	1
Murray Valley Community Action Group	NSW	Hard Copy Only
K Watkins	NSW	Hard Copy Only
Narcam Pty Ltd	NSW	3
NBN Television	NSW	Hard Copy Only
N Harrison	NSW	1
N & H Leonard	QLD	1
N Wong (3 submissions)	NSW	
Orienteering Australia Inc	ACT	Hard Copy Only
P J Kilfoyle	ACT	1
P Hunt	NSW	Hard Copy Only
P Scott	NSW	3
P Tapiolas	QLD	1
P J Andren MP, Federal Member for Calare	NSW	9
P D Wales	NSW	1
P Streightwatch	NSW	<i>Hotline: Not Available</i>
Prime Television Limited	NSW	9
R Autenzio	NSW	<i>Hotline: Not Available</i>
R Troustel	QLD	<i>Hotline: Not Available</i>
R & W Hansen	No address given	1
R Jackson (2 submissions)	NSW	1
R Moody	QLD	<i>Hotline: Not Available</i>
R Wallace	VIC	1
R Lissimore	ACT	1
R Alan	NSW	<i>Hotline: Not Available</i>
S Nugent	No address given	<i>Hotline: Not Available</i>
S Johnson	No address given	<i>Hotline: Not Available</i>
Southern Cross Broadcasting Ltd	VIC	12
Hon R C Katter MP, Federal Member for Kennedy	QLD	6
Hon W G Entsch MP, Federal Member for Leichhardt	QLD	Hard Copy Only
T M Murray	QLD	Hard Copy Only
T Kelly	NSW	<i>Hotline: Not Available</i>
T Rockley-Hogan	QLD	1
T Fisher	QLD	1
Townsville City Council	QLD	2
Townsville Enterprise Limited	QLD	3
U V Ford	ACT	Hard Copy Only
W Kirk	NT	1
WIN Television Network Pty Ltd	NSW	5
Wollongong City Council	NSW	9



## SCHEDULE 2.

### PUBLIC MEETINGS

#### Newcastle – 19 February 2002

Ms Shirley Brown	Prime Television Pty Ltd
Mr John Begley	Prime Television Pty Ltd
Mr Brad Jones	Prime Television Pty Ltd
Mr David Carr	Prime Television Pty Ltd
Mr Mike McCluskey	ABC
Mr Ben Doherty	Newcastle Herald
Mr Chris Dodds	NSW Council of Social Service
Mr Paul Scott	University of Newcastle
Dr Derek Wilding	Communications Law Centre
Mr Terry Kelly	Member of the public
Mr Bryce J Gaudry MP	State Member for Newcastle
Ms Sharon J Grierson MP	Federal Member for Newcastle
Professor David Flint	Australian Broadcasting Authority
Ms Lyn Maddock	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority

#### Wollongong – 22 February 2002

Ms Shirley Brown	Prime Television Pty Ltd
Mr John Begley	Prime Television Pty Ltd
Mr Doug Edwards	Prime Television Pty Ltd
Mr Mike Whiteman	Prime Television Pty Ltd
Mr David Carr	Prime Television Pty Ltd
Mr John Rushton	WIN Television Network

## Wollongong (cont)

Mr Andrew Gordon	WIN Corporation Pty Limited
Ms Wendy Gee	Wave FM
Mr Paul McInerney	Illawarra Mercury
Ms Neryl East	Wollongong City Council
Mr Arthur Rorris	South Coast Labour Council
Mr Milton O'Brien	WIN Sports and Entertainment Centre
Mr M Bird	Member of the public
Mr Robert East	Member of the public
Professor David Flint	Australian Broadcasting Authority
Ms Lyn Maddock	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority

## Canberra – 25 February 2002

Ms Shirley Brown	Prime Television Pty Ltd
Mr John Spencer	Prime Television Pty Ltd
Mr David Carr	Prime Television Pty Ltd
Mr David Sturgiss	WIN Television Network
Mr Richard Burgess	WIN Television Network
Mr Andrew Vautier	WIN Television Network
Mr Bruce Abraham	Southern Cross Broadcasting Pty Ltd
Mr Jim Paterson	SSS-FM
Mr Chris Uhlmann	ABC
Ms Liz McGrath	ABC
Mr Richard Briggs	Canberra Times
Ms Leesha Furse	Canberra Times
Ms Julie Chong	Journalist
Mr Graham Carter	ACT Hockey
Mr Peter Chapman	Canberra Raiders
Mr Bob Mouatt	Orienteering Australia Inc
Ms Joan Perry	ACT Sport
Mr Matthew Eggins	Australian Institute of Sport

**Canberra (cont)**

Mr Malcolm Grieve	Media Marketing Communication
Mr Alan King	Consultant
Mr Matthew Reynolds	CPSU
Mr Michael White	Media Entertainment Arts Alliance
Mrs Rosemary Lissimore	Tuggeranong Community Council Inc
Mr Lissimore	Tuggeranong Community Council Inc
Mr Wayne Arthur	Member of the public
Mr John Ellis	Member of the public
Mr Peter Keeley	Member of the public
Mr Christopher Kruger	Member of the public
Mr John McGufficke	Member of the public
Mr F E Peters	Member of the public
Mr Alex Pollard	Member of the public
Mr Colin Roberts	Member of the public
Mr Adam Stankevicius	Member of the public
Mr Jonathon Reynolds	Gungahlin Equality Party
Ms Bronwen Overton-Clarke	ACT Government
Ms Annette Ellis MP	Federal Member for Canberra
Senator Kate Lundy	Senator for the Australian Capital Territory
Ms Ilona Fraser	Media Advisor, Office of Senator M Reid
Ms Caryl Haslem	Advisor, Office of Senator M Reid
Mr Gordon Neil	DCITA
Ms Serena Beresford-Wiley	DCITA
Mr Matthew Pearce	DCITA
Professor David Flint	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority

## Townsville – 6 March 2002

Mr David Carr	Prime Television Pty Ltd
Mr Steve Hume	Seven Townsville
Mr Stephen Mitchell	Seven Townsville
Mr Rod Hockey	WIN Television Network
Ms Kim Ivosevac	WIN Television Network
Mr Corey Pitt	WIN Television Network
Mr Bruce Abraham	Southern Cross Broadcasting Pty Ltd
Mr Nick Palmer	TEN Network
Mr Murray Cornish	TEN Network
Mr David Dean	TEN Network
Mr Michael Drogemuller	TEN Network
Ms Holly Green	TEN Network
Mrs Rebecca Hodges	TEN Network
Mr Shaun Rigby	TEN Network
Ms Theresa Rockley-Hogan	TEN Network
Mr Mark Hides	ABC
Mr Brett Judge	ABC
Mr Dave Harrison	Dmg Regional Radio
Mr Trevor Roberts	Sea FM
Ms Olivia Katter	Townsville Bulletin
Mr Nathan Scholz	The Courier Mail
Mr Jordan Baker	Australian Associated Press
Mr Ron Bairstow	Bairstow Promotions
Mr Paul Lyons	Digital Dimensions
Mr Erik Hegge	State Emergency Service
Mr Sheree Ritchie	The Wesley Park Haven Hospital
Ms Marcia de la Marseney	Public relations consultant
Mr Michael Williams	Barrister
Mr Billy Tait	James Cook University
Mr Ross Williams	Journalism student
Mr Simon Shirdon	Westaff
Mr Richard Power	Townsville Enterprise Limited
Mr Tony Mooney	Mayor of Townsville
Mr Mark Best	Member of the public



## **Townsville (cont)**

Mr Ray Goodasanson	Member of the public
Mr Robert Palmer	Member of the public
Mrs Judith Palmer	Member of the public
Mr Sam Point	Member of the public
Mr Christopher Smalley	Member of the public
Hon Robert Katter MP	Federal Member for Kennedy
Professor David Flint	Australian Broadcasting Authority
Mr Ian Robertson	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority
Mr Gavin Bowman	Australian Broadcasting Authority

## **Mt Isa – 7 March 2002**

Mr David Carr	Prime Television Pty Ltd
Mrs Marilyn Harding	Seven Central
Mr Bruce Abraham	Southern Cross Broadcasting Pty Ltd
Ms Susan McGrady	ABC Radio
Mr Stuart Snell	Radio 4LM/HotFM
Ms Caroline Kaurila	The North West Star
Ms Rhonda Trousdell	Australia Post
Mrs Diane Willis	Local business representative
Mrs Fay Donovan	Mt Isa City Council
Hon Robert Katter MP	Federal Member for Kennedy
Mrs Marg Wollaston	Office of Hon Robert Katter MP
Mr Mark Whittaker	Office of Tony McGrady MP
Professor David Flint	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority
Mr Gavin Bowman	Australian Broadcasting Authority

## Cairns – 8 March 2002

Mr David Carr	Prime Television Pty Ltd
Mr John O'Reilly	Seven Queensland
Mr Murray McCloskey	Seven Queensland
Mr Dale Forsyth	WIN Television Network
Mr Alistair Kingston	WIN Television Network
Mr Bruce Abraham	Southern Cross Broadcasting Pty Ltd
Mr Rick Sproxton	TEN Network
Ms Melissa Sullivan	ABC
Ms Anna-Lise Murin	ABC
Mr Jamie Rule	Intouch Media
Ms Andrea Sproxton	Queensland Health
Mr Des Vizzard	Cairns Yacht Club
Mr Giles Andreatta	Critical Mass Media
Mr Ben Hughes	Critical Mass Media
Mr Gary Aylward	Explorer Productions
Mr Brett Charles	Pacific Rim-Shots
Mrs Danae Jones	Intouch Media
Mr Brian Lamprell	Lamprell Communications
Mr Curcio	James Cook University
Ms Maya Demorashkin	James Cook University
Mr Brendon Jones	James Cook University
Ms Jan Lahney	James Cook University
Mr Sebastian Lacey	James Cook University
Mrs Eileen Marrinan	James Cook University
Ms Claire Marrinan	James Cook University
Ms Lisa Mitchell	James Cook University
Ms Kylie Reghenzani	James Cook University
Mr Joe Zigieler	James Cook University
Mr Myke Abba	Member of the public
Mr Marcus Caber	Member of the public
Mr Robert Fairweather	Member of the public
Mrs Kim Fairweather	Member of the public
Mr Chris Forsberg	Member of the public
Mrs Pauline Gentle	Member of the public

## **Cairns (cont)**

Mr Andy Maddrell	Member of the public
Ms Deb McLennan	Member of the public
Mr David Thompson	Member of the public
Mr Frederick Watson	Member of the public
Mrs Jocelyn Watson	Member of the public
Hon Robert Katter MP	Federal Member for Kennedy
Hon W G Entsch MP	Federal Member for Leichhardt
Senator Jan McLucas	Senator for Queensland
Mr Jim Turner	Media Advisor, Office of Senator Jan McLucas
Professor David Flint	Australian Broadcasting Authority
Mr Robert Le Tet	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority
Mr Gavin Bowman	Australian Broadcasting Authority

## **Mildura – 22March 2002**

Mr David Carr	Prime Television Pty Ltd
Mr Brody Gogler	Prime Television Pty Ltd
Mr Dale Stafford	Prime Television Pty Ltd
Mr David Langsford	WIN Television VIC Pty Ltd
Mr Trevor Larkins	WIN Television Mildura Pty Ltd
Mr Glenn Holmes	Radio 3MA Pty Ltd
Mr Max Thorburn	The Independent Star
Mr Clem Blake	Member of the public
Ms Jo Crowley	NSW Premier's Department
Mr Peter Lindsay MP	Federal Member for Herbert, QLD
Professor David Flint	Australian Broadcasting Authority
Mr Robert Le Tet	Australian Broadcasting Authority
Ms Phyllis Fong	Australian Broadcasting Authority
Dr Matthew Dobson	Australian Broadcasting Authority
Mr Stephen Atkins	Australian Broadcasting Authority



## SCHEDULE 3. PROPOSED ADDITIONAL CONDITION



### Broadcasting Services (Additional Television Licence Condition) (Licence No. xxx) Notice 2002

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The AUSTRALIAN BROADCASTING AUTHORITY makes this notice under subsection 43 (1) of the *Broadcasting Services Act 1992*.

Dated 2002

Chair

Deputy Chair

**[DRAFT ONLY - NOT FOR SIGNATURE]**

Australian Broadcasting Authority

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## Part 1 Preliminary

### 1 Name of notice

This notice is the *Broadcasting Services (Additional Television Licence Condition) (Licence No. xxx) Notice 2002*.

### 2 Commencement

This notice commences at the end of 6 months after the day on which it is made.

### 3 Definitions

In this notice:

*Act* means the *Broadcasting Services Act 1992*.

*licensee* means the holder of the commercial television broadcasting licence mentioned in section 4.

*material of local significance* has the meaning given by section 6.

*point*, in relation to material of local significance, has the meaning given by section 8.

*regional area* means an area described in that way in section 5 and Schedule 1.

*week* means a period of 7 days starting on a Monday.

### 4 Purpose of notice

For subsection 43 (1) of the Act, this notice imposes an additional condition on the commercial television broadcasting licence No. [TBA].

### 5 Regional areas

The *regional areas* of the licensee's licence are set out in Schedule 1.

*Note* Regional areas are broadly based on the pre-aggregation service areas, adjusted for the most recent Census data.

### 6 Material of local significance

(1) Material that is broadcast to a regional area is *material of local significance* to the area if:

(a) it is material that relates directly to the area, including:

- (i) people or organisations in the area; and
- (ii) the activities of people or organisations in the area; and
- (iii) events that occur in the area; and
- (iv) issues that arise in the area; or

(b) it deals with the effects in the area of an event that occurs elsewhere; or

- (c) it deals with people, organisations, events or issues that are of particular interest to people in the area, in a way that focuses on the interests of people in the area.
- (2) For paragraph (1) (b), material that deals with the event itself, or with its effects generally, does not satisfy the paragraph.
- (3) For paragraph (1) (c), each of the following is material that satisfies the paragraph:
  - (a) material that:
    - (i) relates to a political matter or a matter of current affairs; and
    - (ii) is in the form of discussion by, or statements or commentary from, people in the area; and
  - (b) material about a sporting event that involves a team from the area;
  - (c) material about a sporting event that involves a team from a nearby area, whose principal support base includes the area, or a significant part of the area;
  - (d) material about market conditions that closely affect a major business activity in the area, such as prices of a commodity in an area where that commodity is produced on a significant scale;
  - (e) material about an individual in whom people in the area are particularly interested because of an association with the area, such as the individual's having grown up, or lived, in the area;
  - (f) a community service announcement, including an announcement of information about a person or organisation that provides a service to the community in the area.
- (4) Material in the form of advertising or sponsorship matter, whether or not of a commercial kind (other than a community service announcement mentioned in paragraph (3) (f)), is not material of local significance.
- (5) Material (including a station promotion) that constitutes an announcement that material of local significance will appear later is not material of local significance.

## Part 2 Licence conditions

### 7 Licensee must broadcast material of local significance

The licensee must, for each regional area, broadcast to the area material of local significance that accumulates:

- (a) in each week following the commencement of this notice — at least 90 points; and
- (b) in each period of 8 weeks following the commencement of this notice — at least 960 points.

**8 How points accumulate**

- (1) Material of local significance to a regional area accumulates points if:
  - (a) it is broadcast in the relevant time period; and
  - (b) it has not previously been broadcast in a relevant time period.
- (2) The rate at which the material accumulates points is:
  - (a) if the material is in the form of news — 2 points per minute; or
  - (b) otherwise — 1 point per minute.
- (3) Subsection (1) does not prevent the licensee from broadcasting material of local significance at other times.
- (4) The following periods are *relevant time periods*:
  - (a) on Monday to Friday (inclusive) — 3pm to 11pm;
  - (b) on Saturday or Sunday — 8am to 11pm.

**9 Reporting to ABA and retention of records**

- (1) The licensee must inform the ABA, within 30 days after the end of each period of 6 months ending on 30 June or 31 December in a year, of the points accumulated by the licensee for each regional area in each week of that period.
- (2) The licensee must make records sufficient to verify the times and the content of broadcast material that it claims accumulated points.
- (3) The licensee must provide the ABA with access to the records on request.
- (4) Records for this section must be kept until the end of 7 years after the end of the period to which they refer.
- (5) The licensee must comply with any directions by the ABA about:
  - (a) what the records must cover; or
  - (b) how they must be made or kept.
- (6) The ABA may publish information given by the licensee under subsection (1).



## SCHEDULE 4. REGIONAL AREAS

### Licence area - Far North Qld

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Cairns (C)	133199	Johnstone (S)	19954
Cardwell (S)	11443	Atherton (S)	10621
Eacham (S)	6250	3010910	2138
3010909	1328	3010905	1325
3010906	1069	3030308	1041
3030802	946	3030407	933
3010912	901	3010810	799
3030311	738	3010918	736
3030411	732	3030306	716
3030309	709	3030803	707
3030405	693	3010904	684
3010901	678	3010914	668
3010911	653	3030811	639
3030409	617	3030408	613
3030304	604	3010805	590
3010903	589	3010907	589
3030403	581	3030412	560
3010916	558	3030305	527
3030318	527	3030402	526
3030801	518	3030410	503
3010806	471	3030401	461
3030807	454	3030307	449
3030404	408	3030312	406
3030313	406	3030810	403
3030809	376	3030314	368
3010908	346	3010913	340
3030317	325	3010917	299
3030406	273	3030303	199
3030806	79	3010902	66
3010915	62	3030316	57
<b>Total persons</b>	<b>214450</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - North Qld

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Townsville (C)	94739	Thuringowa (C)	51140
Burdekin (S)	18486	Hinchinbrook (S)	14611
Charters Towers (C)	8492	3050509	1109
3050502	978	3050505	923
3040207	829	3050503	818
3050501	762	3050510	743
3050507	738	3050406	693
3040205	642	3050403	632
3050504	614	3050508	610
3040206	593	3050512	543
3040111	506	3050506	491
3050407	352	3031305	341
3050404	299	3050511	221
3050401	213	3050405	210
3050402	186	3050408	128
3040109	69	3050410	10
3050409	0		
<b>Total Persons</b>	<b>201721</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Central Coast & Whitsundays

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area Description</b>	<b>Persons</b>	<b>Area Description</b>	<b>Persons</b>
Whitsunday (S)	20990	Sarina (S)	9637
Mirani (S)	5220	Mackay (C) - Pt B	11875
3052408	1224	3052406	1087
3052403	1074	3051608	1015
3051209	999	3051505	980
3051412	965	3051409	951
3051805	941	3051601	888
3080105	887	3051402	881
3052304	871	3052407	863
3051613	851	3051210	847
3051606	832	3051309	828
3051813	825	3051305	800
3051302	792	3051208	786
3052402	764	3051306	758
3031601	756	3051709	754
3080106	750	3051513	738
3031607	732	3051708	728
3052405	726	3051508	723
3051311	720	3051315	720
3051221	716	3051815	705
3051806	696	3051520	688
3052301	679	3051604	656
3051802	653	3051812	651
3051203	650	3051510	650
3052004	645	3031605	637
3051809	626	3052409	625
3031612	623	3051303	620
3031609	619	3051401	615
3031608	614	3051504	612
3052413	607	3051310	603
3051314	600	3051811	590
3051605	589	3051212	586
3031610	582	3051514	582
3051710	582	3051207	568
3051308	568	3051312	562
3052410	557	3031611	548
3031507	544	3051707	543
3031606	542	3051810	533
3051609	531	3052310	528
3052302	525	3052001	519
3052305	503	3051509	500
3051807	499	3051408	494
3051512	494	3051218	486

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
3050602	485	3051214	484
3051204	481	3031613	480
3051411	475	3051603	473
3051614	467	3050606	458
3052006	458	3051814	457
3031508	455	3052401	451
3051611	439	3051704	436
3080103	435	3050604	433
3051222	433	3051519	433
3051407	427	3051701	421
3031509	394	3052309	388
3051801	378	3031506	376
3052411	371	3031604	366
3051405	366	3031505	364
3051702	355	3051607	354
3051406	351	3051705	351
3052308	350	3050607	349
3052306	347	3051516	346
3051516	346	3052303	342
3051612	338	3052311	334
3052412	326	3051216	325
3051217	325	3052003	315
3051403	312	3051506	308
3051711	308	3051703	305
3051518	304	3051816	295
3051610	291	3051804	291
3050603	288	3031503	287
3051706	285	3051205	276
3051712	276	3031502	273
3051213	268	3051313	268
3051410	267	3051202	260
3051206	260	3051808	256
3052005	234	3051817	228
3051803	227	3052404	219
3051515	215	3051502	206
3051301	190	3051602	186
3080101	173	3051501	167
3051713	164	3051503	158
3051404	151	3051304	150
3051517	148	3051511	145
3051215	137	3051714	131
3031504	122	3050605	119
3051507	93	3051211	40
3051219	0	3051220	0
<b>Total Persons</b>	<b>131596</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Capricornia

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Rockhampton (C)	58382	Gladstone (C)	26835
Calliope (S)	15091	Fitzroy (S)	9553
Mount Morgan (S)	2776	3060304	1162
3061906	1103	3080509	961
3060210	950	3080203	931
3080217	928	3062004	914
3080201	894	3060314	886
3080406	841	3060103	808
3080214	801	3060302	787
3080216	776	3080604	774
3080208	768	3061905	764
3062007	763	3080211	763
3061908	762	3080102	760
3080207	750	3062009	746
3060104	741	3062002	738
3080206	724	3060305	705
3060309	700	3080302	690
3060204	688	3060308	688
3061809	676	3061909	670
3080410	670	3061907	669
3080210	668	3061804	665
3060301	650	3062008	639
3080405	635	3061911	625
3060315	612	3060209	603
3080215	601	3080301	601
3060311	595	3080204	585
3062005	568	3080213	566
3062010	554	3062011	554
3080409	551	3080306	512
3060211	542	3060215	541
3061902	538	3060208	524
3080205	517	3080404	514
3080408	509	3080209	505
3060207	500	3060307	494
3062001	493	3060303	486
3062003	485	3061910	480
3060316	467	3061803	461
3060306	457	3070713	451
3061808	450	3080403	447
3060212	437	3061812	431
3060205	419	3060202	415
3061901	412	3061903	402

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
3062006	383	3061811	375
3061707	367	3060213	352
3060201	339	3062012	336
3060203	331	3060206	331
3061914	325	3060214	324
3061703	322	3080402	318
3061708	317	3080502	317
3070709	315	3070714	301
3080104	294	3080607	287
3061805	282	3070701	279
3060318	272	3080303	267
3060105	265	3061704	255
3080507	258	3080505	246
3060110	246	3080212	246
3060106	245	3080407	240
3070715	228	3080605	221
3061701	220	3061702	219
3061913	206	3080411	203
3060317	198	3060313	190
3070703	182	3060312	172
3080307	167	3080603	167
3060310	166	3080308	161
3070708	157	3061801	151
3080504	149	3061912	146
3080512	146	3080503	145
3061705	138	3060109	127
3061904	126	3080506	126
3080606	120	3080508	118
3060107	94	3070710	93
3060108	90	3080310	88
3060102	26		
<b>Total Persons</b>	<b>177,784</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Wide Bay

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

Area description	Persons	Area description	Persons
Maroochy (S)	129429	Noosa (S)	47321
Hervey Bay (C)	45959	Bundaberg (C)	43549
Cooloola (S)	33223	Maryborough (C)	24820
Burnett (S)	23598	Isis (S)	6045
Kolan (S)	4534	Tiaro (S)	4467
Kilkivan (S)	3134	Woocoo (S)	2964
Gayndah (S)	2894	Biggenden (S)	
Perry (S)	426	Caloundra (C) - Caloundra N.	17876
Caloundra (C) - Kawana	17202	Caloundra (C) - Caloundra S.	17003
3120309	1006	3120302	989
3120312	893	3120301	831
3120306	808	3072002	781
3120310	753	3120311	689
3120305	622	3120308	619
3071809	610	3120303	578
3070705	506	3071808	505
3070704	502	3072104	495
3120304	491	3072008	466
3070702	391	3120313	385
3070712	349	3071807	345
3070707	313	3101603	295
3071803	293	3071802	259
3071804	240	3072003	236
3070706	204	3070716	182
3101602	181	3070717	164
3070711	161	3072103	154
3101703	142	3070811	136
3071805	129	3101601	128
3071806	94		
<b>Total Persons</b>	<b>442855</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Darling Downs

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Toowoomba (C)	86642	Warwick (S)	20694
Gatton (S)	14925	Laidley (S)	12636
Jondaryan (S)	12323	Kingaroy (S)	
Crow's Nest (S)	10005	Stanthorpe (S)	9861
Dalby (T)	9731	Rosalie (S)	8335
Nanango (S)	8230	Wambo (S)	5102
Cambooya (S)	4856	Goondiwindi (T)	4760
Murgon (S)	4572	Pittsworth (S)	4445
Millmerran (S)	3935	Inglewood (S)	2613
Clifton (S)	2327	3081005	828
3081106	753	3101707	736
1041509	667	3081006	571
3081003	563	3101708	520
3081015	518	3101710	518
3101706	500	3101705	479
3081007	463	3081009	462
3081002	453	3081404	448
3081107	443	3081411	440
3081406	406	3081008	373
3081004	349	3081413	340
3081013	331	3101709	305
3101704	286	3081103	270
3081014	261	3081412	256
3081414	251	3081105	236
3101711	228	3081811	220
3081012	203	1052501	189
1052505	185	1052506	180
3081809	174	1050105	171
3101702	166	3101701	161
1052511	144	3081810	144
3081112	137	3081405	137
3081108	129	3081111	124
1050103	114	1050102	111
3081104	109	3081001	94
<b>Total Persons</b>	<b>253553</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.



## Licence area - Northern Rivers

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Kempsey (A)	26934	Nambucca (A)	17718
Maclean (A)	17453	Grafton (C)	16704
Bellingen (A)	12208	Pristine Waters (A)	10662
Coffs Harbour (C) - Pt B	15297	1080611	1152
1081601	1071	1081713	979
1080207	944	1080304	912
1080311	908	1080307	895
1081605	879	1080408	865
1081610	864	1080610	822
1080605	802	1080308	793
1081714	785	1080509	766
1080305	764	1080602	764
1081703	762	1080502	759
1080505	755	1080604	745
1080402	739	1080504	700
1081705	689	1080306	687
1080607	685	1081606	677
1080205	674	1080613	664
1081611	663	1060403	662
1080609	647	1080601	642
1080612	625	1081604	622
1081708	621	1080206	591
1080303	590	1080413	588
1080608	588	1080309	584
1080410	568	1081710	566
1080405	565	1080606	556
1081603	554	1080212	546
1080614	537	1080208	534
1060408	518	1080510	511
1081607	510	1081701	508
1080411	505	1080404	495
1081702	485	1080312	483
1060410	482	1080403	469
1081707	464	1080506	463
1080603	439	1080512	432
1081709	432	1080301	427
1060409	417	1080508	405
1081711	399	1080501	394
1081712	388	1080409	384
1080302	380	1080406	376
1060413	362	1080401	344

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1080503	333	1080507	333
1081704	325	1081706	321
1080310	296	1060407	267
1080412	231	1060411	217
1060406	214	1060412	212
1060405	193	1080407	118
<b>Total Persons</b>	<b>166858</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Richmond/Tweed

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Lismore (C)	41883	Ballina (A)	37218
Byron (A)	30245	Richmond Valley (A)	20369
Kyogle (A)	9169	Surfers Paradise	30416
Tweed (A) - Pt B	26891	Southport	24233
Nerang	21162	Robina	
Labrador	14913	Carrara-Merrimac	14538
Palm Beach	13943	Mermaid Wtrs-Clear Is. Wtrs	13828
Burleigh Waters	12330	Helensvale	12183
Ashmore	10800	Elanora	10658
Burleigh Heads	9349	Currumbin Waters	9333
Coombabah	8943	Oxenford	8875
Worongary-Tallai	8789	Parkwood	8641
Mudgeeraba	8633	Runaway Bay	8320
Broadbeach Waters	7830	Arundel	7634
Coolangatta	7233	Miami	6911
Benowa	6780	Mermaid Beach	6546
Broadbeach	6483	Biggera Waters	5904
Biggera Waters	5904	Main Beach-Broadwater	5376
Tugun	5150	Stephens	4982
Bundall	4006	Paradise Point	3957
Ernest-Molendinar	3237	Currumbin	2785
Hollywell	2560	Bilinga	1802
1070402	1634	1071606	1464
1071607	1177	3160415	1128
3170202	1110	1071614	1084
1071601	1083	1071613	1008
1071909	982	3160107	929
3160402	910	3160416	883
3170211	883	1071612	881
3170203	871	1070309	849
1052606	808	1071904	806
1070414	783	3170216	783
1070209	782	3170217	763
1070211	760	3160311	760
1070208	750	1071901	744
1070201	736	1070106	730
1071910	730	1070304	727
1070316	726	1070301	720
1070302	716	1071616	710
3170214	710	1071908	709
3170223	689	3170215	685
1071906	683	3160419	683

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
3170204	678	3160401	670
1071903	653	1070401	649
1070204	643	3160325	641
1070107	637	1070307	632
1070405	621	1071902	620
3160105	619	1070410	614
1071905	614	1052604	592
3170220	586	1070202	579
1070411	575	3170206	570
1071611	569	1070308	565
1070314	565	1070303	563
1070407	550	1070112	540
1071907	534	3170209	532
3170212	528	1070404	527
1071605	525	1052603	520
1070212	513	1070203	510
1070406	503	1070312	502
3160108	502	1070313	501
1070408	495	1070210	491
3171915	491	1071615	480
1071602	477	3160115	465
1070102	463	3170213	458
1070315	457	1070409	453
1070109	449	1070206	440
1070110	426	1071617	426
3170207	426	3170201	425
1070413	420	3160418	409
3170218	409	1070108	403
3170205	399	3160111	397
1052607	395	1070213	390
1070105	384	1071604	384
3160114	384	3160305	384
1070306	383	1070101	380
1070412	372	1070403	367
1052602	361	3170222	355
1070205	353	3170221	353
1070305	351	1070103	339
3160417	334	1071603	328
1070310	326	1052605	312
3170208	310	1070111	303
3160113	298	3160106	294
1071608	252	1070207	247
3170219	234	3160413	228
1052404	227	1052503	217
1052405	213	3160312	206
1052601	203	3160116	202

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1052507	190	3160414	179
1070104	172	3160324	162
1052406	150	1052510	144
1052511	144	3171913	129
3160403	90	3170210	80
<b>Total Persons</b>	<b>599484</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Mid-North Coast

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Hastings (A) - Pt A	38288	1090703	1053
1092602	1030	1092208	1003
1092601	945	1091304	942
1091103	892	1091306	877
1092608	864	1091101	862
1091407	859	1091211	840
1090612	829	1091803	818
1091104	795	1091410	768
1091302	761	1091107	746
1090807	732	1091603	731
1110112	725	1091409	714
1090611	711	1091102	711
1091509	700	1092302	698
1090605	697	1091610	690
1090604	688	1110109	680
1090806	675	1092307	672
1090107	670	1090607	669
1091609	669	1090702	665
1091602	661	1092606	661
1091805	660	1091210	648
1091802	645	1092206	638
1090110	619	1091202	616
1091503	612	1091203	605
1090910	603	1091204	602
1090709	579	1091611	579
1091301	574	1091510	569
1091601	568	1090905	567
1090603	565	1091208	564
1091112	563	1091005	562
1091106	561	1092309	560
1092201	558	1091303	555
1091406	549	1110111	540
1092306	539	1090602	530
1092404	526	1090608	524
1091508	523	1110110	523
1090716	522	1092305	522
1090712	520	1091111	513
1091408	512	1091808	511
1091001	508	1091512	501
1091307	500	1090106	495
1091110	494	1091109	488
1092304	488	1091507	487

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1092407	478	1090911	477
1092204	472	1090809	469
1090913	467	1090601	464
1090708	463	1092209	463
1091806	461	1092202	461
1092207	460	1091305	456
1092605	451	1091801	448
1091201	447	1091809	447
1091405	445	1090701	438
1092409	438	1091105	432
1090704	431	1092406	429
1090109	425	1092308	425
1092203	424	1091207	422
1092604	418	1110106	418
1091012	417	1091008	416
1091206	412	1090706	409
1091205	408	1092609	408
1091010	405	1090711	402
1090707	400	1091811	400
1090805	398	1090606	393
1091606	393	1090111	392
1092603	386	1091411	382
1091004	380	1092006	380
1092303	378	1090908	377
1090909	372	1091009	371
1091403	369	1090802	368
1090609	366	1090714	364
1091505	364	1092607	362
1090906	360	1091810	355
1091212	352	1091213	352
1091502	349	1091701	349
1091707	348	1091710	347
1090710	343	1092410	343
1091108	339	1091708	337
1091608	334	1091007	330
1092408	329	1090705	328
1091506	321	1091807	318
1091404	317	1092610	316
1091604	314	1091704	312
1090810	308	1091402	308
1090903	297	1110103	297
1092205	293	1092301	291
1090904	290	1091002	287
1110114	279	1091209	276
1091607	275	1090715	267
1091511	264	1092402	263
1091709	262	1092403	256

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1091006	252	1091804	252
1091605	243	1092405	243
1091401	242	1091706	239
1091703	236	1091705	235
1092013	228	1091702	222
1090907	216	1091011	216
1090101	211	1092310	194
1110107	182	1110113	176
1090104	174	1110105	161
1110104	160	1092412	149
1090713	144	1092411	136
1090105	133	1091903	126
1091501	120	1091504	120
1091013	118	1091003	116
1110108	116	1092401	48
<b>Total Persons</b>	<b>133193</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.



## Licence area - North West Slopes & Plains

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Tamworth (C)	35465	Narrabri (A)	13817
Parry (A)	12162	Uralla (A)	5739
Glen Innes (A)	5722	Manilla (A)	
Barraba (A)	2139	Bingara (A)	2061
Nundle (A)	1354	Armidale Dumaresq (A) - City	20271
Inverell (A) - Pt B	10647	1041804	842
1041807	838	1042805	771
1041906	769	1042602	767
1041806	750	1050606	741
1041703	711	1050503	707
1041811	706	1050604	703
1051707	687	1042802	686
1042509	670	1042508	611
1042504	595	1050205	582
1042307	575	1041801	560
1041802	556	1041702	553
1042512	537	1042603	518
1042510	516	1042801	516
1042505	512	1041809	492
1041403	486	1051609	486
1042507	480	1050109	476
1042506	451	1042511	433
1041914	432	1042408	429
1041803	428	1042804	426
1041705	413	1042803	413
1041810	411	1042806	402
1051607	395	1050207	387
1041704	375	1050208	360
1042807	359	1042604	357
1042704	341	1042501	330
1041706	324	1052207	323
1042403	321	1042503	321
1050209	318	1051705	316
1042705	315	1041603	307
1041805	305	1051604	305
1042605	303	1051608	302
1051602	292	1042402	291
1042304	289	1042502	286
1042706	282	1050607	281
1050202	271	1050203	269
1041604	268	1041601	265
1042308	262	1041608	261

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1050506	257	1042302	253
1041505	250	1042404	245
1051601	229	1130102	227
1041402	222	1040304	218
1050206	213	1041406	205
1130101	203	1050104	201
1041904	194	1041404	191
1041907	191	1042707	190
1130104	190	1041405	188
1042601	184	1050502	184
1042708	181	1050501	180
1042703	179	1042303	176
1042305	171	1041605	167
1052206	167	1041701	164
1050504	162	1041913	161
1041905	159	1041606	158
1051702	157	1041908	156
1042309	155	1050505	154
1041912	152	1042306	150
1041607	148	1040302	147
1042310	147	1041508	146
1041901	146	1040305	144
1041507	141	1041911	140
1051606	140	1051706	137
1041903	136	1050201	134
1040309	133	1050204	125
1041910	124	1042301	121
1041506	119	1050101	119
1041808	117	1041909	112
1042401	112	1051701	103
1052205	101	1041504	98
1042709	98	1041407	91
1050107	80	1041602	74
<b>Total Persons</b>	<b>156765</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Hunter

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Maitland (C)	53803	Cessnock (C)	45204
Singleton (A)	20384	Muswellbrook (A)	14796
Scone (A)	9469	Dungog (A)	7901
Newcastle (C) - Inner	4738	1222308	1958
1111211	1588	1100307	1448
1222110	1396	1220212	1386
1111601	1371	1210305	1353
1111903	1288	1121003	1265
1100308	1253	1120105	1246
1222306	1215	1220306	1171
1121902	1169	1100211	1166
1210311	1160	1121907	1149
1210113	1143	1221401	1141
1210906	1140	1221005	1136
1220208	1131	1222403	1126
1210708	1125	1100101	1124
1100206	1120	1220703	1119
1121703	1116	1122006	1116
1111403	1102	1221108	1088
1121911	1076	1111108	1070
1120407	1068	1220712	1068
1210310	1063	1212006	1054
1212001	1052	1111308	1047
1111301	1046	1210303	1043
1100214	1037	1122002	1024
1210812	1022	1212004	1010
1100704	1007	1220710	996
1121404	993	1121908	982
1120113	980	1222210	980
1121609	978	1220708	978
1100212	974	1220706	972
1222406	970	1222312	969
1121408	967	1220503	957
1100510	956	1100608	956
1111602	949	1222402	946
1111907	945	1220210	945
1210210	944	1211709	941
1211107	937	1121112	935
1211106	933	1120203	932
1120501	932	1122308	932
1120102	929	1210506	929
1120108	928	1221107	926

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1120506	925	1121001	923
1222313	923	1102201	922
1211101	919	1221209	918
1210304	915	1211008	911
1222112	905	1122013	903
1120505	902	1111103	898
1120701	898	1111414	895
1222005	895	1121707	893
1120413	892	1121107	891
1121410	885	1121810	880
1220312	879	1121213	878
1121302	878	1112004	875
1120510	875	1120713	871
1210407	870	1122101	862
1121603	861	1122005	861
1220302	858	1100910	857
1101504	856	1121008	856
1122008	856	1101604	853
1211011	852	1122102	851
1120702	850	1221212	849
1120610	848	1210302	848
1211206	847	1222310	846
1120205	842	1211903	841
1120409	840	1220603	840
1221901	838	1211012	836
1100202	834	1111404	830
1102009	829	1211209	829
1100407	826	1122309	826
1210601	825	1100610	822
1101104	822	1222309	822
1222303	820	1220307	819
1121104	818	1102113	817
1121702	817	1210912	816
1220202	816	1111908	813
1221909	813	1111210	812
1121310	811	1112002	807
1120508	806	1121804	805
1221606	805	1122108	804
1211609	803	1210510	798
1221408	796	1210502	794
1122007	793	1121309	792
1210509	791	1120104	790
1120401	790	1122107	790
1211201	789	1121007	788
1111109	787	1222408	787
1212007	785	1221407	785

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Area description	Persons	Area description	Persons
1121409	784	1121701	784
1120909	783	1220510	783
1100516	782	1120109	780
1210901	779	1220308	779
1211505	777	1222411	777
1121214	776	1100804	775
1111704	774	1091906	773
1220411	772	1222108	770
1121803	769	1211109	769
1100806	768	1102111	768
1211904	768	1100309	767
1111505	765	1120808	764
1121308	763	1221607	761
1100410	760	1121312	758
1120408	757	1122009	757
1111201	756	1121002	755
1210207	755	1120402	753
1100213	752	1111101	750
1120603	750	1121806	750
1211006	750	1100508	748
1121110	748	1211009	748
1211703	748	1222114	748
1121004	745	1120208	742
1220206	742	1221409	741
1222109	740	1121010	739
1100201	738	1211805	738
1222410	737	1210913	734
1100204	731	1101007	731
1120211	731	1121507	731
1211003	731	1211208	731
1121201	729	1102115	728
1120707	727	1121403	727
1121011	726	1220701	726
1222113	726	1101006	725
1212002	725	1100512	724
1100904	724	1122204	724
1220502	724	1100605	720
1122203	720	1121802	719
1211804	719	1121006	718
1211907	718	1111405	716
1120604	716	1211005	714
1100606	713	1120607	711
1211110	711	1211202	711
1120704	710	1111909	709
1120101	709	1222104	709
1121904	708	1210110	708

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1222407	708	1120311	707
1211506	707	1210312	706
1111906	705	1101203	702
1120103	702	1120515	702
1211007	701	1211601	701
1211207	699	1211705	699
1101004	698	1220301	698
1210212	697	1100403	696
1100909	694	1112006	694
1211603	692	1111313	690
1210712	690	1101902	689
1121711	689	1220201	689
1121506	688	1210204	688
1100614	687	1210205	687
1120504	686	1111408	685
1221001	685	1100609	684
1121012	684	1211701	684
1121109	683	1101911	682
1102114	682	1220507	682
1121211	681	1101008	680
1121801	680	1220607	679
1220910	679	1210411	676
1121203	675	1101910	674
1210103	673	1210202	673
1210405	673	1092004	672
1111304	672	1111506	672
1221302	672	1121808	670
1121811	667	1220606	666
1101212	665	1121512	665
1222101	664	1112005	663
1210307	663	1120708	661
1121606	661	1120805	660
1102213	659	1121708	659
1122001	659	1211204	659
1101316	658	1122103	658
1122407	658	1111608	657
1111902	657	1100102	655
1121805	654	1122305	654
1120903	653	1122404	653
1220905	653	1210501	652
1101402	651	1121401	651
1221403	651	1120908	650
1100103	649	1100210	649
1100502	649	1120213	649
1222003	649	1111905	648
1120302	648	1210408	648

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1101002	647	1111213	647
1100310	646	1212010	646
1120709	645	1121807	645
1220204	645	1121202	644
1211613	644	1211610	643
1220403	642	1091904	640
1100511	640	1111507	640
1220707	640	1221404	640
1221506	640	1120202	639
1120611	638	1210907	638
1100908	635	1120609	635
1222212	635	1102216	634
1111401	634	1120910	634
1120405	633	1120706	633
1121212	633	1222307	633
1211602	632	1222304	632
1120107	631	1101409	630
1120906	630	1221509	630
1221306	629	1120705	628
1221210	628	1210406	626
1211411	626	1111203	625
1121407	625	1121906	625
1212009	625	1101011	623
1211004	623	1102206	622
1111509	622	1120907	622
1121901	622	1210412	622
1221903	622	1100203	620
1211706	620	1211810	620
1111208	618	1111607	618
1210804	618	1210612	617
1221503	617	1100709	616
1101003	616	1220804	616
1210905	614	1222401	614
1100304	612	1120410	612
1121411	612	1121905	612
1121105	610	1101510	609
1122411	609	1222001	609
1122104	606	1122301	606
1220404	606	1220605	606
1210802	604	1100401	603
1100501	603	1100513	603
1211707	603	1120901	602
1122405	601	1210814	601
1211702	601	1220505	601
1111302	600	1091902	599
1121601	599	1102108	598

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1210810	598	1220906	597
1121412	596	1121513	596
1211611	595	1120503	594
1210301	594	1221905	594
1120110	593	1210904	592
1100504	591	1100801	591
1120807	590	1221610	590
1220902	588	1102004	587
1111303	587	1121005	587
1221405	587	1111502	586
1211105	586	1220103	584
1221402	584	1111105	583
1121508	583	1122208	583
1211704	583	1100703	582
1101906	582	1221104	582
1122111	581	1221010	581
1120612	580	1210308	580
1220911	580	1111207	579
1111207	579	1122201	579
1101806	578	1120905	578
1120411	577	1121402	577
1101601	576	1102007	575
1121612	575	1221101	575
1211205	574	1100104	573
1111512	572	1211807	572
1222305	572	1101106	571
1210115	571	1101408	570
1121102	570	1220506	570
1121306	569	1211211	569
1222206	569	1100802	568
1101901	568	1221504	568
1220413	566	1221211	566
1222409	566	1121106	565
1101903	564	1111415	564
1221914	564	1101304	563
1220904	563	1111206	561
1210101	561	1100406	560
1101315	560	1101406	558
1102204	558	1210403	558
1102203	556	1220601	556
1100901	555	1120204	555
1121307	555	1222010	555
1111501	554	1120210	554
1120804	554	1121709	554
1101502	553	1120606	553
1222208	552	1101005	551



## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1122206	551	1121305	550
1220809	550	1120712	549
1220705	547	1222205	547
1102102	546	1122306	546
1211806	546	1220801	546
1100509	545	1120310	545
1120810	545	1220412	545
1102211	543	1111707	543
1122212	543	1210404	543
1221704	543	1100105	542
1210704	542	1221608	542
1221710	542	1101403	540
1122412	540	1211708	539
1212005	538	1220704	538
1220806	538	1221406	538
1122010	537	1220803	537
1221202	537	1221908	537
1120512	535	1211607	535
1221603	535	1101501	534
1221103	534	1100305	533
1100906	533	1211710	533
1221810	532	1221912	532
1102214	531	1111312	531
1120507	531	1222004	531
1220401	530	1100311	529
1101313	529	1220109	529
1220402	529	1221204	529
1222211	528	1120207	527
1210410	527	1220310	526
1111901	525	1111904	525
1221807	525	1100612	524
1210313	524	1100708	523
1222002	523	1111202	522
1091910	521	1101210	521
1130201	521	1211509	521
1102110	520	1111605	520
1211407	519	1210508	518
1220104	518	1100316	517
1220813	517	1221201	517
1101102	516	1120212	516
1122406	516	1220811	516
1121204	515	1222213	514
1102101	512	1221902	512
1221907	512	1100807	511
1120806	511	1100607	510
1100611	510	1220207	510

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1111406	509	1122207	509
1100805	508	1101211	508
1121604	508	1221906	508
1121605	507	1120513	506
1120517	506	1220501	506
1122109	505	1210910	505
1222311	505	1101208	504
1220504	504	1101309	503
1210507	503	1211604	503
1222102	503	1102208	502
1210702	502	1220111	499
1101605	498	1210607	498
1120601	496	1121208	496
1210902	496	1210908	496
1101009	495	1220805	495
1221002	495	1100613	494
1210314	494	1210603	494
1221708	494	1221711	494
1102011	493	1210711	493
1211203	493	1121912	492
1221803	492	1222301	492
1102205	491	1211108	491
1221706	490	1122403	489
1120209	488	1121903	487
1210105	486	1100107	485
1101802	485	1122004	485
1111309	484	1211905	484
1100911	481	1120902	481
1220406	481	1100903	480
1120904	480	1222201	480
1222204	480	1100604	478
1111603	478	1121602	478
1210703	478	1220903	478
1120703	477	1121210	477
1101904	475	1220410	475
1220604	475	1221501	475
1210111	474	1210511	474
1220203	474	1221502	474
1100601	473	1220509	473
1221910	473	1111709	472
1120412	472	1211808	472
1102106	471	1220807	471
1100409	470	1102012	470
1121610	470	1121812	470
1210315	470	1102005	469
1122413	469	1211409	469

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1221609	469	1121108	468
1100207	467	1101013	467
1120406	467	1122003	467
1211408	467	1220611	467
1112008	466	1130206	466
1220909	466	1121406	465
1210717	465	1211503	465
1112003	464	1221705	464
1211111	462	1220802	462
1100301	461	1121311	461
1210602	461	1220304	461
1221309	461	1111409	460
1220808	460	1092008	459
1100702	459	1121504	459
1220305	459	1220409	459
1102105	458	1122114	458
1220303	458	1221305	458
1100303	457	1100306	457
1102109	457	1220908	457
1102107	456	1120307	455
1221507	455	1101908	454
1102103	454	1111510	454
1220901	454	1100506	453
1100602	453	1210803	453
1220912	453	1121301	452
1210401	452	1211809	451
1121710	450	1101301	448
1121502	448	1101209	447
1111102	447	1220709	447
1222404	446	1101606	445
1121209	445	1122012	445
1122304	445	1210209	445
1121608	444	1210112	444
1220511	444	1101205	443
1122112	443	1210914	443
1221605	443	1221703	442
1220211	440	1101202	439
1100408	437	1100710	437
1210108	437	1210806	437
1221303	435	1222405	435
1211309	434	1220608	433
1222009	433	1100402	431
1210811	430	1112007	429
1220711	429	1111508	428
1120710	428	1121304	428
1111610	427	1210714	427

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1100705	425	1101201	425
1102010	425	1221802	425
1120811	424	1130103	423
1100505	422	1210503	422
1221307	422	1101001	421
1101807	420	1211802	420
1220602	420	1220610	420
1121704	419	1121705	417
1210807	417	1212008	417
1221003	417	1120602	416
1211103	416	1211404	416
1211606	416	1101015	415
1210208	415	1101105	414
1102002	414	1122202	414
1122307	414	1221308	414
1210309	412	1221203	411
1101010	410	1120403	410
1220408	410	1220508	409
1100208	408	1100515	408
1121611	408	1221508	408
1111310	407	1122205	407
1220812	407	1100205	406
1210611	406	1210909	406
1120404	405	1122105	405
1222207	405	1100503	404
1211302	404	1101603	403
1120106	403	1210107	403
1211001	403	1222105	402
1211508	401	1101907	400
1221808	400	1100318	399
1111504	399	1221109	399
1101509	398	1111511	398
1210710	398	1101609	397
1220405	397	1220702	397
1221604	397	1100714	396
1102015	396	1100209	395
1100603	395	1120502	395
1120605	395	1211504	395
1121103	394	1121215	394
1210608	394	1211406	394
1221602	393	1222008	393
1121809	392	1211410	392
1221110	392	1100405	389
1101809	389	1111209	389
1210206	389	1211210	389
1222012	389	1221805	388

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1120801	387	1121009	387
1121101	386	1211310	386
1210201	383	1221611	382
1211501	380	1100514	379
1111306	379	1112009	379
1222202	379	1111205	378
1210713	378	1211112	378
1220407	378	1210911	377
1211104	377	1220612	377
1220205	376	1220814	376
1101511	375	1121910	375
1122302	375	1211308	375
1100712	373	1222203	373
1221804	372	1222209	372
1221707	371	1101801	370
1120509	369	1210604	369
1222314	369	1101507	368
1130106	368	1221505	368
1221801	367	1101204	366
1092010	364	1122402	364
1210504	364	1220914	364
1100707	363	1111110	363
1111212	363	1121501	363
1111111	362	1120312	362
1121510	362	1100902	361
1111106	361	1221102	361
1101107	360	1111407	359
1211901	359	1101905	358
1102212	358	1221008	358
1210104	357	1211906	357
1221601	357	1210813	356
1211307	356	1210808	355
1220311	355	1221709	354
1120613	353	1122210	352
1210409	352	1101103	351
1122408	351	1101804	350
1111311	350	1210106	350
1210109	350	1210705	350
1101909	349	1210706	349
1210809	349	1220209	349
1220309	349	1220907	348
1101308	347	1092014	346
1221904	346	1102003	345
1101207	344	1102006	343
1121303	342	1100106	341
1101506	341	1210402	340

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1221911	340	1102001	339
1120206	339	1121509	339
1211605	339	1101206	338
1210610	338	1100912	337
1210815	337	1211301	337
1221410	335	1101505	333
1211608	333	1120803	332
1111412	331	1122113	331
1102112	330	1210306	329
1101012	328	1120305	327
1121511	327	1091911	326
1100701	326	1210606	325
1210801	324	1100317	323
1210605	323	1101712	322
1122110	322	1211311	322
1101310	320	1111104	320
1111606	320	1221913	320
1221809	319	1120809	318
1122209	318	1100907	316
1102202	316	1121909	316
1130207	316	1121503	315
1220913	315	1102209	313
1120711	313	1211405	313
1100215	312	1211002	312
1120308	310	1121706	309
1212003	308	1111503	307
1121111	307	1210203	306
1220609	305	1121013	302
1221811	302	1101411	300
1120111	300	1211908	300
1121607	298	1211102	298
1220102	298	1100312	297
1100319	297	1210903	297
1221206	296	1101405	295
1120802	294	1092005	293
1111611	293	1211801	293
1092011	292	1111604	292
1102210	291	1100713	290
1111701	288	1092007	287
1101306	287	1121207	287
1211902	287	1101108	286
1101612	286	1101101	285
1122011	285	1120514	284
1221701	283	1100711	282
1101302	282	1102013	281
1091907	280	1100706	279

## SCHEDULES

Area description	Persons	Area description	Persons
1102215	278	1221712	278
1101808	277	1102008	276
1220108	276	1101803	275
1220106	274	1092002	271
1100808	271	1101014	271
1101404	268	1130105	268
1111705	266	1211502	266
1211510	266	1122106	265
1100404	264	1121505	264
1101407	262	1210609	262
1211010	262	1120511	260
1111702	259	1130204	259
1221006	259	1100803	258
1111413	257	1122211	257
1221806	257	1210505	256
1221007	256	1130205	254
1211511	253	1101305	252
1121205	252	1121405	251
1092009	250	1111711	248
1210701	248	1120911	244
1210805	243	1111305	242
1211313	242	1220110	242
1101602	241	1220107	236
1092001	234	1101805	232
1122303	232	1091908	231
1102207	231	1210915	231
1211304	231	1211306	230
1221207	228	1111411	226
1100905	225	1101314	225
1120516	225	1211402	223
1211803	223	1101109	216
1210709	215	1102104	214
1211401	214	1101611	213
1210102	213	1091909	211
1120309	209	1222107	209
1102014	206	1221213	205
1130107	204	1111703	202
1101410	200	1111204	200
1120201	199	1211403	199
1211612	199	1221702	199
1101311	196	1111708	196
1122401	196	1210707	196
1221208	194	1101610	193
1220101	193	1211507	192
1112001	191	1222103	185
1120301	184	1101508	183

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1111710	180	1101110	178
1111609	174	1101303	169
1101503	169	1221214	169
1222007	169	1211305	168
1100507	167	1101401	165
1111706	162	1120306	162
1101312	160	1222006	159
1221004	157	1120303	155
1222302	155	1121206	154
1220105	153	1101607	151
1222011	150	1130203	149
1100302	148	1101608	146
1211303	137	1120304	135
1130108	134	1221713	134
1221205	128	1091901	125
1130209	125	1092012	120
1122409	119	1221105	119
1092003	115	1221106	115
1101810	114	1130202	113
1091905	103	1111410	85
1111307	81	1211113	76
1222106	72	1111402	60
1120112	43	1210114	8
1100313	3	1210715	0
<b>Total Persons</b>	<b>819781</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.



## Licence area - Central Tablelands & Central Western Slopes

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Dubbo (C)	37659	Orange (C)	35521
Bathurst (C)	29858	Parkes (A)	14455
Cowra (A)	12462	Cabonne (A)	11888
Forbes (A)	9707	Wellington (A)	8239
Coonabarabran (A)	6894	Narromine (A)	6621
Blayney (A)	6141	Evans (A)	5147
Coolah (A)	3682	Weddin (A)	3656
1142004	824	1032511	783
1142409	771	1032501	758
1032502	756	1142208	753
1142010	740	1032507	721
1142307	706	1021204	703
1030102	690	1031507	678
1030404	677	1142001	671
1142512	671	1030110	668
1142105	665	1150309	663
1032803	660	1142303	654
1142504	654	1142104	646
1151608	646	1021205	632
1021206	632	1030402	618
1142312	611	1142306	607
1150610	606	1021201	604
1142201	604	1021208	585
1150609	581	1142205	578
1032514	576	1032513	569
1032504	564	1142401	564
1032608	562	1142003	562
1032408	554	1142402	536
1142304	530	1150304	528
1031502	520	1032809	517
1150306	516	1142103	506
1142310	503	1032512	500
1030401	495	1032510	484
1032505	481	1150604	477
1032509	474	1150308	468
1142011	465	1030109	456
1142406	454	1150305	453
1032804	446	1030403	445
1032802	438	1032516	437
1032404	431	1032807	430

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1032403	427	1151607	424
1030405	417	1142313	416
1142411	414	1142302	413
1142102	412	1142202	411
1142405	410	1142005	404
1030406	402	1142109	402
1142403	402	1032808	401
1142309	401	1032503	399
1142002	397	1032805	395
1032508	394	1021207	392
1142311	388	1142305	380
1150310	373	1032506	366
1142404	364	1142410	362
1032515	357	1142507	353
1142101	351	1142301	345
1150104	342	1032605	340
1031503	339	1142209	339
1142408	339	1150307	330
1021209	329	1142308	320
1142513	315	1032406	309
1150607	292	1032604	289
1142006	273	1150202	270
1032801	267	1032609	264
1030103	254	1031506	249
1032401	245	1031403	243
1142508	243	1021203	240
1032409	232	1150603	232
1032806	231	1142510	226
1032405	224	1151603	224
1150605	220	1142212	218
1032601	216	1032407	207
1142204	207	1030304	205
1031501	205	1031401	201
1031404	196	1142007	196
1030305	194	1142210	193
1142211	193	1151606	180
1151901	178	1151610	176
1151903	175	1151601	169
1032402	167	1031405	166
1151605	166	1142509	165
1142108	160	1150302	158
1150608	157	1151906	153
1150201	145	1030303	144
1142407	143	1030306	137
1130208	136	1031504	134
1030205	131	1142511	125

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1150303	123	1150301	118
1151907	114	1151908	109
1151902	102	1151904	96
1031505	95	1142207	92
1151602	58		
<b>Total Persons</b>	<b>266400</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Illawarra & South Coast

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Shoalhaven (C)	83548	Eurobodalla (A)	33137
Bega Valley (A)	30524	Kiama (A)	18827
Jervis Bay Territory	611	1193206	2475
1192409	2068	1192411	1714
1192410	1561	1191706	1470
1192812	1426	1191501	1278
1190904	1261	1192806	1200
1201112	1191	1191507	1182
1192811	1174	1192807	1152
1192603	1133	1200606	1126
1193010	1122	1192813	1100
1190409	1065	1190903	1057
1191010	1050	1191405	1046
1191509	1033	1190812	1015
1192509	1009	1191614	1004
1192605	986	1192302	981
1190811	975	1192201	974
1200610	973	1191708	967
1192710	966	1193102	957
1193212	956	1191008	950
1192511	950	1190309	934
1191505	934	1190402	933
1193110	932	1191403	930
1201014	926	1190208	918
1192606	911	1190108	906
1191801	901	1193007	901
1192205	898	1190702	896
1191007	896	1200607	896
1192604	893	1192206	891
1193009	890	1192802	883
1193005	883	1190507	881
1191711	881	1190504	879
1200612	872	1192109	869
1192211	867	1192702	866
1193006	865	1191610	860
1190608	855	1191012	852
1193103	851	1191504	845
1192507	844	1191703	842
1191712	839	1190301	831
1192408	831	1191806	828
1190708	827	1190704	821

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1192803	817	1191810	815
1193003	809	1193106	809
1191903	802	1192805	798
1190602	797	1200804	791
1201001	787	1201106	784
1192313	780	1192110	778
1191811	773	1190207	772
1193105	772	1192106	770
1190802	768	1190611	762
1190908	761	1191611	755
1191001	754	1191908	751
1191108	750	1192102	748
1191902	747	1192209	747
1190112	743	1191106	740
1200611	735	1192009	734
1192907	733	1190109	732
1192704	732	1192309	728
1201002	728	1191601	726
1200701	725	1201107	725
1193205	723	1192308	720
1191408	715	1200613	711
1201005	709	1192504	708
1192904	708	1190712	707
1192401	707	1193101	707
1191003	704	1191306	704
1190606	702	1200102	702
1190911	700	1191002	700
1192404	700	1201103	700
1191406	699	1192801	699
1192908	699	1191911	698
1192010	694	1192412	694
1190804	692	1191301	691
1201105	690	1191510	688
1192703	688	1190503	687
1190304	681	1192909	679
1190713	678	1190107	677
1192207	675	1190106	674
1193111	674	1190407	673
1192705	673	1192012	671
1192708	670	1193109	670
1192011	668	1190210	667
1200702	663	1192413	661
1192310	657	1192901	654
1190506	653	1192503	651
1193204	650	1192505	648
1192706	648	1190807	647

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<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1191004	647	1200712	646
1190612	645	1200707	644
1201104	643	1191714	639
1201003	637	1190306	631
1192506	631	1192212	630
1193208	629	1190401	628
1192712	627	1190502	625
1201011	624	1192001	623
1191104	619	1192105	619
1190303	618	1190511	618
1191612	618	1192407	617
1192510	616	1191613	615
1192808	614	1191409	612
1190105	610	1193213	608
1200708	607	1192902	605
1190706	604	1191807	603
1200808	602	1191607	601
1192701	601	1193210	600
1191502	599	1193107	599
1190902	594	1191802	593
1190101	592	1191710	592
1191702	591	1192107	591
1193004	590	1193202	589
1192104	587	1192208	587
1190805	583	1201010	582
1191907	581	1192501	580
1200715	579	1191209	578
1191303	577	1190701	575
1191204	575	1191705	575
1190408	574	1192210	574
1192711	573	1200709	573
1193008	570	1192013	569
1191803	566	1191208	565
1192402	565	1190305	564
1192906	563	1192502	560
1200601	559	1192804	556
1190508	555	1190104	551
1193108	548	1190111	547
1192303	546	1192203	545
1190311	542	1191207	542
1192903	541	1192912	541
1190102	540	1190710	540
1192607	540	1191103	538
1193209	536	1190703	532
1200810	532	1190209	531
1190912	528	1192101	526

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1200909	525	1191407	524
1190610	523	1190801	521
1192508	517	1200706	516
1190113	513	1191709	512
1191904	510	1190308	505
1190601	505	1190609	503
1190901	503	1200809	502
1191101	501	1192002	501
1190205	500	1200903	498
1191906	497	1201007	493
1190806	492	1200801	492
1190403	491	1191808	491
1190909	488	1190809	487
1191006	487	1191809	487
1191905	487	1192602	485
1201006	484	1201009	484
1193104	481	1200711	481
1192306	479	1190604	478
1190607	478	1191605	478
1192709	478	1192905	478
1193201	477	1192003	476
1200805	476	1191111	474
1190705	473	1191901	471
1190510	470	1191307	470
1190907	469	1191110	469
1191402	469	1191202	467
1190605	466	1190302	465
1190905	463	1191608	462
1190514	461	1191302	460
1191704	459	1201110	459
1191105	458	1191506	458
1200710	457	1201102	457
1190312	456	1191102	455
1191107	454	1192910	454
1200714	454	1190410	453
1190711	450	1193211	445
1200605	445	1200101	442
1191909	440	1191804	439
1191005	438	1190910	437
1192307	437	1191603	436
1192312	434	1192911	433
1190709	431	1191201	430
1190204	429	1190406	429
1192304	429	1191401	427
1190411	425	1200906	425
1191113	424	1200807	421

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1200816	420	1192613	418
1200812	416	1191206	415
1190211	414	1200905	410
1190310	408	1191312	408
1192403	408	1190603	407
1191203	407	1191313	405
1201008	401	1191310	397
1192103	396	1190206	395
1191210	393	1191308	393
1192006	392	1192707	392
1200904	391	1190505	388
1190512	386	1190110	385
1200907	384	1190412	382
1192111	382	1190707	381
1190307	379	1190906	365
1191602	365	1192204	365
1191011	361	1192601	361
1192414	359	1200813	359
1190509	358	1191701	357
1190203	351	1191713	350
1192113	350	1191309	348
1190405	347	1192007	345
1191112	343	1191211	342
1193207	341	1191609	338
1201108	338	1192405	337
1192809	336	1200908	336
1192611	335	1191606	330
1192406	328	1200802	327
1192305	325	1192609	324
1190808	323	1190501	322
1191114	322	1200803	321
1192202	320	1200602	320
1191410	318	1201012	317
1192608	312	1193203	311
1191404	308	1192311	308
1201111	308	1200901	307
1190513	306	1200902	305
1191213	302	1191604	301
1192008	296	1200814	295
1200815	295	1191311	294
1191805	294	1191912	290
1201004	290	1200609	286
1190103	285	1191508	285
1201101	284	1190404	279
1200713	278	1192301	274
1190714	272	1170703	271



## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1191214	270	1192005	263
1193001	261	1200704	257
1191910	255	1200811	244
1193002	239	1191304	236
1200817	227	1201109	225
1200608	221	1191109	218
1200705	218	1192612	217
1192810	215	1191205	214
1190202	205	1190201	196
1200806	191	1190810	175
1201013	171	1191305	166
1191009	161	1200614	157
1192004	139	1192108	130
1190803	128	1191503	125
1191707	48		
<b>Total Persons</b>	<b>446073</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - ACT & Southern Tablelands

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Australian Capital Territory - Bal	427	Kambah	16141
Queanbeyan (C)	31280	Ngunnawal	8449
Goulburn (C)	20884	Wanniassa	8201
Snowy River (A)	18738	Kaleen	7757
Yarrowlumla (A)	10631	Gordon	7455
Yass (A)	9708	Calwell	6039
Cooma-Monaro (A)	9494	Evatt	5772
Bombala (A)	2468	Monash	5756
Gunning (A)	2173	Narrabunda	5688
Chisholm	5671	Griffith	4257
Palmerston	5610	Lyneham	4168
Florey	5281	Theodore	4163
Curtin	5151	Watson	4111
O'Connor	4743	Flynn	3649
Holt	4683	Latham	3645
Ainslie	4500	Macgregor	3628
Isabella Plains	4385	Banks	3626
Conder	4358	Braddon	3611
Giralang	3564	Garran	3130
Bonython	3481	Higgins	3129
Melba	3372	Weston	3127
Farrer	3358	Bruce	3105
Richardson	3344	Red Hill	3088
Fadden	3309	Charnwood	3068
Gowrie	3285	Campbell	3030
Downer	3270	Duffy	2989
Rivett	3230	Gilmore	2972
Fisher	2938	Deakin	2716
Hawker	2922	Holder	2670
Scullin	2896	Spence	2646
Mawson	2869	Dunlop	2638
Hughes	2866	Waramanga	2590
Hackett	2787	Weetangera	2567
Chapman	2773	Isaacs	2451
Cook	2741	Aranda	2443
Page	2737	Lyons	2391
Pearce	2343	Reid	1634
Macquarie	2292	Macarthur	1589
Chifley	2262	Forrest	1421
Kingston	2145	City	1413
Torrens	2133	Duntroon	1281

## SCHEDULES

Area description	Persons	Area description	Persons
Fraser	2102	O'Malley	913
Stirling	2041	Symonston	672
Turner	1918	Hall	351
Dickson	1896	Oaks Estate	310
Oxley	1836	Majura	227
Phillip	1714	Harman	199
Pialligo	118	Fyshwick	97
Stromlo	97	Tuggeranong - SSD Bal	58
Weston Creek-Stromlo - SSD Bal	30	Jerrabomberra	27
Kowen	20	Hume	13
Mitchell	3	Russell	0
8010102	1846	8010525	1249
8010529	1139	8010528	1123
8010702	1037	8010524	1004
8012307	985	8010502	970
8010701	824	8010510	818
8010703	816	8010530	804
8014101	780	8014104	769
8010512	765	8014201	747
8012306	710	8014103	642
8010514	624	8010513	600
1200207	563	1200108	561
8014102	539	1170702	514
8024202	495	1170704	492
1200107	476	8024201	473
1200105	417	1170701	374
8012303	357	8012305	335
8012302	331	8014105	296
1200208	292	1200106	181
8012304	166	1170708	156
1170709	138	8010110	57
8010103	49	8014001	24
8010704	0		
<b>Total Persons</b>	<b>421,486</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - South Western Slopes & Eastern Riverina

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Tumut (A)	11228	Cootamundra (A)	7132
Temora (A)	5972	Junee (A)	5585
Coolamon (A)	3911	Harden (A)	3735
Gundagai (A)	3726	Weddin (A)	3656
Lockhart (A)	3397	Wagga Wagga (C) - Pt B	4422
1161810	1270	1161911	1252
1161910	990	1161501	960
1162115	925	1152307	884
1150710	868	1161509	868
1152306	819	1161711	816
1150709	809	1162213	790
1161410	778	1150701	752
1161807	747	1150611	746
1161510	746	1161408	743
1161702	737	1161804	730
1162204	728	1161506	714
1012003	708	1161703	708
1162105	708	1161809	695
1162009	695	1162006	694
1161806	687	1150702	674
1162005	674	1162008	674
1150309	663	1012005	658
1161905	651	1162002	651
1162107	650	1151608	646
1152305	642	1161405	637
1161907	630	1161609	624
1162212	624	1161604	623
1162106	615	1161803	613
1150610	606	1162113	599
1161812	594	1152903	589
1161908	584	1162109	584
1152304	582	1161605	582
1150609	581	1162104	578
1161601	560	1161704	553
1161710	552	1152302	549
1150707	548	1150712	546
1012001	544	1161811	538
1161411	534	1150703	533
1150304	528	1150711	527
1162114	515	1152308	512
1161502	512	1161902	509
1161801	507	1161606	504

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1161912	503	1161909	495
1162103	495	1161808	492
1161707	481	1162001	478
1150604	477	1150308	468
1161611	465	1152902	463
1161701	462	1161508	461
1150705	460	1012004	456
1162004	456	1150708	455
1012105	453	1150305	453
1161705	450	1012007	449
1152901	449	1161805	449
1150706	445	1150606	444
1161903	436	1012008	434
1162010	434	1161608	433
1162003	425	1162112	
1151607	424	1162111	421
1161709	413	1152301	406
1012106	400	1161708	397
1012002	385	1162215	385
1161802	377	1150310	373
1162108	372	1161706	370
1161906	367	1161610	365
1152203	359	1150104	342
1152801	341	1162007	340
1161504	339	1161503	336
1161603	332	1150307	330
1161602	330	1161413	323
1161512	313	1012009	296
1152202	286	1152205	284
1161507	280	1152201	279
1150602	277	1161904	276
1152802	275	1150202	270
1012101	269	1161913	257
1162101	249	1161511	236
1150603	232	1150205	
1162205	227	1161607	223
1150605	220	1152207	219
1150704	218	1150203	217
1150601	214	1161901	212
1150204	205	1012006	189
1161409	187	1150106	184
1161505	183	1151606	180
1151604	176	1012102	161
1150302	158	1150608	157
1162102	154	1152204	147
1150201	145	1152208	140
1152206	138	1012104	135

**ADEQUACY OF LOCAL NEWS AND INFORMATION PROGRAMS: INVESTIGATION REPORT**

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
1150206	124	1150303	123
1151609	114	1150613	110
1150612	109	1150107	108
1160102	103	1160108	83
1161412	78		
<b>Total Persons</b>	<b>135984</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Upper Murray

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
Albury (C)	42458	Wodonga (RC)	31010
Indigo (S)	13928	Corowa (A)	8257
Hume (A)	7364	Towong (S)	5972
Culcairn (A)	3818	Holbrook (A)	2343
Wangaratta (RC) - Central	15876	Alpine (S) - West	4308
Wangaratta (RC) - North	4280	2032206	2904
2031913	764	2032104	739
2032201	686	2031510	574
2032109	566	2032107	523
2032202	494	2031901	483
2032110	469	2032105	424
2032106	413	2032101	391
2032203	381	2032210	381
2032208	347	2031511	338
2032108	330	2032008	329
2031512	328	1152907	308
2031906	297	2031904	291
2032102	287	2031514	282
2031909	274	2032204	262
2032205	261	1160106	249
2032111	244	2031908	234
2031905	214	2031907	210
1160107	203	2031912	197
2031515	196	2031910	183
2031903	175	2032209	173
2032002	143	2031911	123
2032001	109	1160105	99
<b>Total Persons</b>	<b>156492</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - North Central Vic

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

Area description	Persons	Area description	Persons
Greater Bendigo (C)	86068	Campaspe (S)	34611
Mount Alexander (S)	16173	Hepburn (S)	13879
Central Goldfields (S)	12260	Gannawarra (S)	11394
Loddon (S)	8197	Buloke (S)	6981
Wakool (A)	4806	Mitchell (S) - North	11204
Swan Hill (RC) -Central Pt B West	9771	Gr. Shepparton (C) -	8615
Macedon Ranges (S) - Kyneton	7856	Swan Hill (RC) Bal	7022
N. Grampians (S) - St Arnaud	3619	2060807	998
2060805	916	2060803	897
1010709	851	2050103	847
2021210	834	2051407	832
2021209	830	1010101	804
2021213	790	1010716	767
2051405	750	2021205	721
2060804	669	2021215	656
2050205	649	1010706	645
2011302	625	2021204	618
2021208	615	2021212	599
2021202	594	2032306	593
2050306	588	1010713	581
2021203	578	2060802	572
2050204	571	2082307	564
2050106	562	2021201	560
2050108	552	2051403	552
2060401	544	1010708	542
2051401	538	1010714	523
2021207	521	2060801	499
2060808	497	2050201	494
1010102	478	2032302	476
2032309	459	2060806	436
2050107	432	1010712	410
2021211	408	2050307	408
2051404	406	2082304	393
2050104	377	2032303	376
2032307	364	1010707	345
2032304	341	2050101	340
2050301	338	2082303	273
2082301	268	2082306	268
2032308	245	2032305	227



## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
2021206	217	2011306	211
2032301	208	2011309	203
2082302	200	1010711	192
1010715	174	1010710	173
2011307	171	2050203	159
2050102	157	2050202	148
1010703	144	1010109	142
1010704	134	1010705	128
1010702	127	2011304	110
2082305	104	2050109	0
<b>Total Persons</b>	<b>280564</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - Goulburn Valley

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

Area description	Persons	Area description	Persons
Greater Shepparton (C)	55210	Moira (S)	25475
Strathbogrie (S)	9169	Corowa (A)	8257
Deniliquin (A)	7786	Berrigan (A)	7709
Wangaratta (RC) - Central	15876	Campaspe (S) - Kyabram	11981
Campaspe (S) - Echuca	10717	Delatite (S) - Benalla	8614
Murrindindi (S) - West	6892	Wangaratta (RC) - South	5511
Delatite (S) - North	4705	Campaspe (S) - South	3685
Indigo (S) - Pt B	3389	2050806	2246
2051205	1475	2020605	1043
2050708	965	2051302	863
2020701	858	1010709	851
2051204	830	2031502	813
2051203	810	1010716	767
2051005	710	2051301	700
2051007	686	2020704	679
2031508	655	2050709	648
1010706	645	2051309	636
2051303	608	2020706	595
2031505	587	1010713	581
2020705	570	1010708	542
2051202	532	1010714	523
2051306	516	2051006	513
2050702	494	2051206	487
2020708	467	2051207	467
2031513	466	2020703	465
2020707	465	2051201	461
2020702	454	2050802	451
2050801	448	2020709	443
1011204	424	1010712	410
2031509	405	2031507	402
1010904	400	2020603	400
2031506	394	2051307	391
1010903	381	2050904	378
1011205	376	2050706	375
2050705	369	2051009	365
1010707	345	2050908	341
2050707	339	2050804	337
2050909	333	2050907	328
2051308	328	2050807	327
2050901	327	1010905	314

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
2051008	298	2051208	291
2050903	272	2051305	256
2050701	246	1011203	239
2020710	238	2051004	236
2051304	234	2050812	221
1010902	210	2051002	207
2050911	206	2050808	203
2050805	192	2051010	185
2051001	183	1010715	174
2050905	166	2031503	165
2050704	162	1010704	134
1010705	128	2050711	115
2031501	114	2050809	113
2032013	111	2050703	100
2050811	97	2051003	89
2050710	0	2050810	0
<b>Total Persons</b>	<b>227365</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area – Gippsland

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

Area description	Persons	Area description	Persons
Latrobe (C)	67023	E. Gippsland (S) - Bairnsdale	23712
Wellington (S) - Sale	12854	South Gippsland (S) - Central	11696
Wellington (S) - Rosedale	7312	South Gippsland (S) - East	5599
Wellington (S) - Alberton	5579	Baw Baw (S) - Pt A	4065
E. Gippsland (S) - South-West	3452	2041105	1020
2180906	858	2041004	833
2180801	831	2041206	830
2040207	770	2200206	766
2180204	732	2040503	723
2180905	717	2180208	714
2180510	707	2041003	671
2041110	671	2180909	660
2041104	638	2041109	595
2180206	595	2180808	577
2200213	575	2041106	571
2040408	567	2040208	564
2180207	564	2041101	556
2180901	554	2041103	542
2041204	540	2040505	532
2041208	528	2040209	526
2200208	520	2040202	517
2041210	516	2180802	511
2180908	510	2041001	497
2040506	485	2180811	482
2041002	479	2040407	474
2180410	469	2180203	468
2200201	466	2180201	459
2180804	448	2180202	435
2041108	434	2040501	430
2180509	430	2180205	423
2200209	423	2041205	417
2041209	412	2180902	404
2041006	397	2180209	395
2041007	394	2180404	386
2180805	383	2180903	378
2041102	358	2040504	357
2040401	353	2180810	352
2041107	342	2200212	338

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
2040502	333	2180803	330
2200210	328	2180806	321
2180807	316	2180512	307
2041111	283	2040205	282
2180504	280	2180409	277
2200205	265	2200211	265
2040404	264	2200207	262
2180910	251	2180907	249
2041005	243	2180511	240
2180904	237	2040403	229
2040402	213	2180505	202
2180809	190	2041207	189
2041202	176	2040206	170
2180513	155	2040406	152
2180406	148	2041008	129
2180402	91	2040405	77
<b>Total Persons</b>	<b>184815</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Licence area - South West Vic

The licence area, in terms of areas defined by the Australian Bureau of Statistics at the Census of 5 August 2001, is:

Area description	Persons	Area description	Persons
Ballarat (C)	80045	Warrnambool (C)	28755
Colac-Otway (S)	20089	Horsham (RC)	17807
Corangamite (S)	16675	Southern Grampians (S)	16509
Moyne (S)	15062	Golden Plains (S)	14319
Ararat (RC)	11101	Hindmarsh (S)	6275
Glenelg (S) - Portland	10100	N. Grampians (S) - Stawell	9081
Moorabool (S) - Ballan	5645	Moorabool (S) - West	3536
Pyrenees (S) - South	3071	Lady Julia Percy Island	0
2101406	819	2091305	747
2091302	668	2101404	657
2012011	615	2091105	615
2012009	560	2091106	558
2091301	555	2091306	548
2082311	511	2091104	497
2090107	484	2012005	464
2100106	462	2012010	444
2101403	444	2012103	436
2101401	415	2012003	407
2090201	403	2012105	399
2012104	397	2091303	390
2012108	376	2091311	356
2091308	350	2091307	340
2090204	328	2090211	326
2100112	321	2091103	320
2091309	318	2082310	299
2090109	292	2090209	263
2101402	260	2100107	256
2082308	254	2091102	254
2090106	246	2091203	246
2091202	242	2012102	235
2091312	235	2091101	228
2091108	215	2111301	213
2101407	210	2100109	204
2090208	202	2090205	201
2100108	185	2090202	181
2091204	178	2091205	
2091107	175	2091314	175
2090110	170	2090108	169
2012006	168	2090103	163
2090105	161	2082309	155
2012101	154	2090203	148
2012106	139	2012107	137

## SCHEDULES

<b>Area description</b>	<b>Persons</b>	<b>Area description</b>	<b>Persons</b>
2090210	134	2100105	132
2090101	120	2100104	118
2012008	114	2012012	109
2090206	108	2090207	108
2012004	105	2012007	95
2090111	76		
<b>Total Persons</b>	<b>282009</b>		

Note:

See standard terminology used by the Australian Bureau of Statistics on pp144.

## Terminology

Standard terminology used by the Australian Bureau of Statistics:

(B)	=	Borough
(C)	=	City
(Legal LGA)	=	Legal Local Government Area
(MSR)	=	Major statistical region
(S/T)	=	State/territory
(S Dist.)	=	Statistical district
(SLA)	=	Statistical local area
(SR)	=	Statistical region
(SRS)	=	Statistical region sector
(SSD)	=	Statistical subdivision
(A)	=	NSW Local Government Area (excluding cities)
(CGC)	=	Community Government Council
(RC)	=	Rural city
(CD)	=	Collection district
(DC)	=	District council
(L)	=	Locality
(M)	=	Municipality
(S)	=	Shire
(SD)	=	Statistical division
(T)	=	Town