



AUSTRALIAN NARROWCAST RADIO ASSOCIATION

Response to the
Public Consultation On A Remake of the
Radiocommunications
(Broadcasting
(Low Power Open Narrowcasting)
Transmitter Licence — Allocation)
Determination 2001.

April 2015

Introduction

ANRA welcomes the opportunity to comment on the Australian Media and Communications Authority (ACMA) discussion paper on A Remake of the Radiocommunications (Broadcasting (Low Power Open Narrowcasting) Transmitter Licence — Allocation) Determination 2001

The Australian Narrowcast Radio Association (ANRA) represents the licence holders of more than 1000 low power open narrowcast (LPON) radio services and 170 high power open narrowcast (HPON) radio services located across all States and Territories.

General Observations

ANRA supports the remaking the LPON Licence Allocation Instrument.

With hindsight it is highly questionable whether the architects of the Narrowcast sector would have realised the importance of the role Narrowcasting services would come to play in the lives of many Australians, catering to needs which would otherwise go unsatisfied.

ANRA contends that, after more than 20 years of operation Narrowcasting has become a discrete, established mature and valued sector of the Australian Broadcasting fabric which, while acknowledging the primacy of the national, commercial and community sectors, we believe warrants an inclusion in any future planning of Broadcasting in Australia.

We are pleased to support the remaking the LPON Licence Allocation Instrument.

The LPON and HPON sector more than satisfies most of the objectives of the Broadcasting Services Act 1992. LPON broadcasters provide a rich diversity of services which are demonstrably appreciated by their listeners and which would not be provided by any other broadcaster.

Narrowcasting boasts Religious & Ethnic Speaking services, Racing Radio, Tourist Information, Special Interest, a variety of Music Services and a multiplicity of other programmes to communities across Australia.

Although there has been a considerable investment by LPON and HPON operators over the better part of two decades, the fact is that they occupy an extremely small part of the radio frequency spectrum with little or no competing claim from other interests.

ANRA strongly feels that the time has come for it to be accepted that the LPON sector is now a permanent feature of the broadcasting landscape which no longer needs to be periodically reviewed in relation to the question of its continuation.

Thank you for the opportunity for us to present ANRA's support in this matter.

If any further input is required, please do not hesitate to contact me.

Roger Summerill

ANRA

Australian Narrowcast Radio Association