



Macarthur Community Radio Association Incorporated

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UPDATE – November 2016

President's Report

Welcome to all those members including the new members who are joining us for the first time. The next meeting of the Association will be to pass changes to our articles of association which were required by ACMA and should have been completed back in May. Please see correspondence from ACMA both Jan 16 and July 2015. I urge all members to read these letters. As we still have unfinished business.

Myself and Secretary Remington Ball attended the CBAA national conference held in Melbourne. It's a great opportunity to Network with fellow member stations. The Focus was on the Change that is here now and coming in the not too distant future. Whether that is licensing or funding or within our own Group. Change is inevitable and we all need to ask the question WHY? are we here. All the conference pictures an Video are up on our Facebook Page. More still to be uploaded once I get time. Our Group was noticeable by delegates because we have been making some changes. I was asked several times how did we get the Western Sydney University involved, and I was thanked for the Keep Community Radio Campaign Promo. This helped raise the profile of funding cuts. Other comments were that the Station Sound has improved. So there is some positive feedback from fellow Broadcasters and industry leaders.

Whilst Remington wasn't successful at a tilt for a position on the CBAA board, his efforts were noticed by fellow member stations. He did a great job in his speech and Remington has what they need on the Board. As I said to him it's not easy, especially being a young fresh face.

Maybe I should have shown more of the photos of Fishers Ghost Parade? Thanks to Glen an Carol from 2GLF 89.3fm whom gave additional support to our Nomination @ AGM.

Digital Radio is Coming and like back in 2008 when I was Secretary we could have participated in a Trial. This never happened for various reasons only known to those involved. Moving forward to 2016 we

could be included in a Sydney digital trial. We will be working towards this goal. It will cost \$15k to be involved, but definitely worth it. As we will be known as Macarthur's 1st Digital radio station just as we are the 1st FM station. See image of survey of audio listeners tune to. More details on our Facebook page.



Stage one of Studio refit with New Touchscreen LCD an MIKa microphone poles and arm kits along with a Rack Cabinet for analogue equipment shall be installed prior to Christmas depending on Tech Team with Hot tips. Doing



this will tidy up Studios. Giving more room for Guests. The Announcers Mic will have a LED "On Air" light. See images in this update. This is a \$8k investment in **You**. Stage Two is under concept discussions. The aim is to increase Guest microphone capacity. More details to follow in the new year.

See more information on our Karaoke Christmas party Join us by getting your ticket today available at Campbelltown RSL. I would like to take this opportunity to wish all members and their families a Safe and Merry Christmas and Happy New year 2017.

Rodney Simpson – President 100.3fm

Secretary's Report

In my role as Secretary, I have continued to work alongside very talented and skilled individuals in the many different facets of our organisation. From the perspective of Secretary I have been able to observe the slowness and jaggedness of mail-outs and historical methods of communicating information with the membership. There is definitely a need to become a more digitally based communication group. With regards to the many members that have emailed to secretary@2mcr.org.au, their updated email addresses and contact information, this is very much appreciated.

At present time there seems to be serious membership growth concerns, which have been echoed throughout our marketing study, in association with The Western Sydney University.

We are aiming to become a much more socially integrated and accessible organisation with as little joining barriers as possible in order to achieve greater community engagement, representative of our demographic.

Remington Ball

Association Secretary

Programming Report

At this stage, the program allocations are underway and I would expect that everyone will be contacted in the next week. The current target date for new programs to commence is Monday 12th December.

Want more music for your program? Amrap's Airlt gives you access to free Australian music for airplay from labels and selected unsigned artists. Order CDs or instant digital downloads. Check out Airlt and sign up at www.amrap.org/airit. 'Get Music For Your Station or Program' is where your program makers will need to head to sign up (at the top of the page).

If anyone would like assistance in securing this valuable source of material for your program, please let me know. I have also sent out the dropbox link to the Amrap Mailout CD's for this month. If anyone did not receive this email and would like to be included, please let me know.

To all presenters who shut down of an evening, please review the procedure (on the run sheets at 23:35) for implementing Macarthur Overnight, particularly setting 0 overlap and fade time. We have had instances of this not being played.

Michael Hayes Programming Manager

Marketing and Promotions

In my dual role, as Marketing and Promotions Director, I can report that Fishes Ghost Parade and our presence there, was well received. I will take this opportunity to thank the individuals who helped arrange and afford their time to create our best parade yet. Special thanks to Alex Parker, who made available his Bus for transport to the marshalling area (Broughton Street) and Rodney Simpson for organising and financially supporting the entire endeavour. Unfortunately, due to my involvement in the parade I was unable to listen to our Outside-Broadcast, but from what I heard as we walked Queen Street the Council organised announcers would be, perhaps, a better avenue for future Fishes Ghost

parades. The professionalism and quality of announcement from the Council Announcers would be a pleasure to broadcast over our station, and will make the entire OB a lot easier.

The outcomes of our Marketing Study are yet to be formalised in a consolidated report with a financial budget and progressively achievable goals.

Remington Ball
Association Secretary
Marketing and Promotions Manager

Social Secretary Items

The next General meeting is on Monday 28-11-2016 starting at 7:30pm.. Coffee Tea and Sandwiches will be served in the meeting room at 7pm. Invitation to all Members. You are also cordially invited if you wish, to dinner at Oxley Grill, \$12 per person at 6:15 pm any questions please phone Marie on 0414327941

The 100.3FM Karaoke Christmas Party organisation is well underway with tickets going on sale at the RSL in early November and publicised on air and in newspapers.

Date Sunday 11th December 2016

Location Cabravale/Campbelltown R.S.L Club.

Time 11:30 for a Lunch at 12noon

The menu is:

Roast Turkey and all trimmings, or Chicken Parmigiana, and a dessert of Plum pudding with brandy custard or Pavlova and ice-cream.

Rodney and I have decided on no raffles as we want everyone to enjoy the day with fun at karaoke, the sumptuous food thanks to our RSL Chef and many thanks to the RSL management and staff who have helped us put together this great Christmas Party for all Members, families and all our listeners.

Lastly I would like to congratulate all Management Committee of 100.3FM for the progress we are making heading into 2-17.

Welcome to all our new office staff and many thanks for to those who are no longer performing those duties and those still with us, your contribution of your time and talent is appreciated.

I wish you all a safe, happy and Holy Christmas and remember, Jesus is the reason for the season.

Social Secretary and On-Air Presenter
Marie Sheridan Rutledge

25 November is White Ribbon Day.
Buy a white ribbon and help stop
violence against women.
www.whiteribbon.org.au

A reminder from your President, of the work still to be done for our continued licence with ACMA

From: Emma Bain [mailto:Emma.Bain@acma.gov.au]

Sent: Wednesday, 7 October 2015 3:43 PM

To: president@2mcr.org.au; vicepres@2mcr.org.au; secretary@2mcr.org.au; treasurer@2mcr.org.au

Subject: FOR URGENT ATTENTION: 2MCR's community broadcasting licence renewal [SEC=UNCLASSIFIED]

Dear 2MCR Executive Committee,

The ACMA is assessing Macarthur Community Radio Association Inc (2MCR) application to renew its community radio broadcasting licence, SL1150150.

I note that:

- 2MCR's renewal application was due on 1 April 2015, being 12 months before the expiry of the current licence (that is, 31 March 2016);
- on 5 June 2015, more than two months after the due date, the ACMA received a soft copy of an incomplete renewal application from 2MCR;
- on 17 and 18 July 2015, 2MCR emailed additional documents to the ACMA;
- on 12 August 2015, the ACMA's Antony Ivancic wrote to 2MCR (Mike Runcorn), querying whether 2MCR would be supplying more application material;
- on 25 August 2015, having received no response, Mr Ivancic wrote to 2MCR's Rodney Simpson, forwarding the email he had sent to Mr Runcorn;
- on the same date, Mr Simpson emailed the ACMA stating that the email had been forwarded to Mr Runcorn;
- on 26 August 2015, 2MCR wrote to the ACMA stating that it would attempt to gather the remainder of the information and submit it to the ACMA within two weeks;
- on 17 September, I wrote to 2MCR, advising that I had taken over assessment of 2MCR's renewal application, asking for any further information to be provided to the ACMA by 30 September 2015, and advising that, if no further information was received, the ACMA would proceed to assess the application on the basis of the materials received to date;
- the ACMA has not received any further information from 2MCR.

The application material supplied to the ACMA to date has been reviewed. One of the matters that the ACMA considers at renewal is the licensee's capacity to provide the service (paragraph 84(2)(d) of the *Broadcasting Service Act 1992 (the Act)*). It includes the licensee's management, financial, technical and compliance capacity. Based on the material received to date, it appears there is insufficient information for the ACMA to be satisfied that 2MCR has the capacity to provide the service. If the ACMA cannot be satisfied that 2MCR has the capacity to provide the service, it is open to the ACMA to decide not to renew the licence.

The ACMA is making a **final request** to 2MCR to provide the outstanding renewal application information, including the information requested below. **If the information is not received by close of business on 16 October 2015, the ACMA will proceed to finalise its assessment based on the material received to date. If, based on that information, and/or because of lack of information, the ACMA cannot satisfy itself of the matters at 84(2)(d) of the Act, it is open to the ACMA to decide not to renew 2MCR's licence.**

1. 2MCR provided a copy of a web-based survey. Has this survey been implemented? If yes, please provide details. Has 2MCR conducted any other surveys since its licence was last renewed (March 2011)?
2. Does 2MCR do anything else to identify and monitor the needs of the general community in the Campbelltown RA1 licence area? Please provide examples, and evidence, if available.
3. How many individuals and/or community organisations were represented in community information (CSAs etc) broadcast last week (Monday 28 September to Sunday 4 October)?
4. Please estimate the weekly percentage of local (produced by 2MCR), national and international programming?
5. Please estimate the weekly amounts of spoken word and music programming as follows: Music: X%; Spoken word - general: X%; Spoken word - news: X%; Spoken word - current affairs: X%. (Magazine programs can split between spoken word and music programming.)
6. **Please provide the number of financial members (that is, with voting rights) and subscribers (if any) for each of the last two years.**
7. What does 2MCR do to attract members? Please provide examples, and evidence, if available.
8. **Please provide the number of volunteers for each of the last two years and indicate whether they are involved in programming, administration or technical.**
9. What does 2MCR do to attract volunteers? Please provide examples, and evidence, if available.
10. **Please briefly describe/provide a diagram of 2MCR's organisational structure. Does 2MCR have subcommittees? If yes, please name them, briefly describe their function, and indicate how people can participate in the committee (eg elected/appointed)?**
11. **Please provide copies of 2MCR's last two annual general meetings.**
12. **Does 2MCR have the corporate governance policies and procedures required under the *Community Radio Broadcasting Codes of Practice 2009* (programming, membership, internal conflict, complaints handling, community participation, volunteering, sponsorship). If yes, please provide copies.**
13. Does 2MCR have any paid staff? If yes, please state number and roles performed.
14. **Please provide financial statements for the last two financial years.**
15. **Is 2MCR operating in accordance with its technical specifications? Please briefly describe any off-air periods in the last 5 years and how they were addressed. Does 2MCR have in-house or consultant technical expertise available? Is 2MCR's studio located in its licence area?**
16. **Is any one person in a position to exercise control of more than one community broadcasting licence that is a broadcasting services bands licence in the same licence area?**
17. **Is the Commonwealth, a State, a Territory or a political party in a position to exercise control of the community broadcasting licence?**

Yours sincerely,

Emma Bain

Emma Bain (Mon - Thurs) Senior Licensing & Compliance Officer Community Broadcasting & Safeguards Section



Renewal Letter and Conditions from ACMA (3 pages)



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and Media Authority

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ACMA File Ref: 2013/567 and 2015/423

19 January, 2016

Mr Al Parker
President
Macarthur Community Radio Association Inc
PO Box 1420
CAMPBELLTOWN NSW 2560

Dear Mr Parker

Renewal of community broadcasting service licence 1150150

I refer to Macarthur Community Radio Association Inc.'s (2MCR) application for renewal of community broadcasting service licence no. 1150150 in the Campbelltown RA1 licence area, NSW.

On 19 January, the Australian Communications and Media Authority (the ACMA) decided to renew the said licence for a period of five years from 1 April 2016 to 31 March 2021. Enclosed is the new broadcasting service licence certificate.

2MCR's apparatus licence will also need to be renewed. The ACMA will shortly issue a renewal notice prior to the expiry date of the current apparatus licence. If you do not receive an apparatus licence renewal notice by 1 February 2016, please contact the ACMA's Customer Service Centre on 1300 850 115.

While the ACMA has decided to renew the licence, the assessment of the renewal application and additional information raised a number of issues against various matters under section 84(2) of the *Broadcasting Services Act 1992* (the BSA). These matters are set out below and will require action by 2MCR.

Extent to which the service is meeting the existing and perceived future needs of the community within the licence area (paragraph 84(2)(a))

To meet the needs of the community in a licence area, a licensee must be responsive to its community. It should identify and monitor community needs, encourage members of the community to provide feedback about programming and respond by implementing appropriate programming changes. A community broadcasting licensee is obliged to encourage community participation in the operations of the service and in the selection and provision of its programs.

It is noted that the Campbelltown RA1 licence area has a population of more than 230,000 people, with close to 30% of the population in the 15-34 age group and a similar percentage in the 35-54 age group. Additionally, close to 75% of the licence area population identify as Christian and about a quarter of the population speak a language other than English.

In terms of its 67 members, 2MCR's figure is well below the national average of 170 members for a community broadcasting service in a suburban licence area. It also represents a significant decrease (34%) in membership since the licence was last renewed (down from 102 members). 2MCR needs to increase the number of members over the next licence period, given the size of the licence area population. Additionally, it would be reasonable to expect 2MCR's membership to include students and youth, given the size of this section of the licence area population and as a licensee representing the general community interest in the licence area.

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communicating | facilitating | regulating

In terms of its programming, there appears to be an emphasis on country music and there is limited content directed at the youth sector in the licence area. This may be due, in part, to members of the community not being more broadly involved in the selection of programming. 2MCR has indicated that it has a 'Programmer Committee Member'. However, it is unclear whether this a member of the Executive Committee, who has programming duties such as the selection of programs and deciding on the program schedule, or a Program Committee comprising several members who are not members of the Executive Committee.

In terms of monitoring community needs, 2MCR has indicated that it conducts surveys. However, it is noted that these were done some 2.5 years ago and over a series of outside broadcasts. While it is understood that a web survey is underway, this would cover only some sections of the licence area population. It would have been preferable if 2MCR was able to provide information to demonstrate that it had implemented a range of measures to ensure that it was monitoring community needs to the broadest extent possible, given its representation of the general community interest.

In light of the foregoing, 2MCR is required to take the following actions:

1. Develop and implement a Community Consultation Strategy (CCS) and Structured Engagement Program (SEP) to cover the next licence period from 1 April 2016 to 31 March 2021. Given the delays in submitting its renewal application and the additional information requested, 2MCR should provide a draft of the CCS and SEP to the ACMA by **2 May 2016** to enable ACMA consideration of the documents and 2MCR finalisation of the CCS and SEP by **1 July 2016**. Samples of the CCS and SEP are attached to assist 2MCR in developing these documents.

Capacity to provide the service (paragraph 84(2)(d))

A community broadcasting licensee's capacity to provide a service includes its management, financial, technical and compliance capacity.

Management capacity

Lateness of application

Given the lateness of 2MCR's renewal application, much of which was incomplete, it was necessary to seek additional information, which was inadequate to enable proper consideration, with the most recent information received as late as 8 January 2016, some 2.5 months before the expiry date of the licence.

This is unsatisfactory, especially as licensees have indicated that they wish to have certainty about the status of their licence as early as possible after they submit their applications some 12 months before the expiry date of their licences. Late and incomplete applications and deficient information provided by some licensees prevent the ACMA from doing this.

2. To demonstrate that it has the management capacity to continue to provide the service, 2MCR should provide its next licence renewal application by **31 March 2020** at the latest.

Constitution

2MCR's current constitution:

- does not make it clear that written notice of rejection of an application for membership should include reasons and
- does not include provisions for an applicant whose application for membership has been rejected to have a right of reply and ability to appeal the decision.

The ACMA expects community broadcasting licensees to be open, accessible and transparent, as it assists them to meet their licence conditions under the BSA. Provisions in a licensee's constitution which specify the grounds on which a membership application may be rejected, require reasons for

rejection of membership applications to be provided, and provide appeal rights and right of reply for rejected applications, assist a licensee to meet their licence obligations.

3. 2MCR should provide the ACMA with a draft copy of the amendments to its constitution by **2 May 2016**, with a view to providing a final copy to the ACMA by **1 July 2016**, together with a copy of the minutes of the meeting at which the proposed amendments are adopted.

You may be aware that the Community Broadcasting Association of Australia has developed a constitution template to provide guidance to the community broadcasting sector. The template assists in the drafting of constitutions and rules of association that are consistent with the requirements of community broadcasting licensees under the BSA. 2MCR may wish to refer to the attached template in reviewing its current constitution.

AGMs

While 2MCR provided minutes of its annual general meetings (AGM), it is noted that the minutes did not contain some details, such as the number of members who attended. This is important to ensure that there was a quorum and so that 2MCR is able to demonstrate active participation by members in the operations of the service through their involvement in decision-making.

4. 2MCR is asked to include the number of members attending each AGM or special general meeting so that such details are available in the minutes provided with the next application for renewal of the licence.

Financial capacity

To enable the ACMA to assess a licensee's capacity to continue to provide a service, information required of a licensee include a five-year business plan and a five-year budget (a community broadcasting licence is renewed for a five-year licence period). While 2MCR provided copies of these documents, they were not adequately scoped.

5. 2MCR should complete the five-year business plan and five-year budget to cover the licence period from 1 April 2016 to 31 March 2021 and provide copies to the ACMA by **2 May 2016**.

Compliance capacity

Community broadcasting licensees are required to have appropriate corporate governance policies and procedures, as set out in the *Community Radio Broadcasting Codes of Practice 2008* (the Codes); programming; membership; internal conflict; complaints handling; community participation; volunteering; and sponsorship.

6. 2MCR has not provided copies of any of the policies required by the Codes. If 2MCR has these policies, copies should be provided to the ACMA as soon as possible. If 2MCR does not have these policies, they should be developed and copies provided to the ACMA, including copies of minutes of meetings at which they were adopted, by **1 July 2016**.

Please be aware that failure to address the issues set out in this letter may have an adverse effect on 2MCR, particularly in the event the ACMA receives a complaint which relates to these issues and/or if the same issues arise when the ACMA assesses 2MCR's next licence renewal application.

I can be contacted on (02) 9334 7927 or via email at communitybroadcasting@acma.gov.au if you have any questions about these matters.

Yours sincerely



Alexandra Slack
Community Broadcasting and Safeguards Section

Encl. Service Licence Certificate

General Meeting dates for 2016. RSL Club - Start 7:30 pm Coffee, tea and sandwiches supplied from 7pm. <ul style="list-style-type: none">Monday 28th November 2016	Committee of Management Meeting Dates, RSL Club - time 7.30pm Monday 5th December 2016
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The above dates and times are subject to change.

Fishers Ghost Parade



The “100.3FM FORCE” in front of the studios prior to the parade.



Darth Parker was very popular with hundreds of children calling out to him...which got the parents looking at the team and the 100.3FM logos and info.

Many more people now know about 100.3FM



The Millenium Rambler got lots of attention for the station following behind the Force during the parade and with the 100.3FM logo everywhere!

Early Australian Radio Timeline

1890-1899

Although Australia's first officially recognised experimental was made in 1905 (see below), some sources claim that in 1897 (just two years after Guglielmo Marconi's original radio experiments, there were transmissions in Australia, either conducted solely by Professor William Henry Bragg of Adelaide University or by Prof. Bragg in conjunction with G.W. Selby of Melbourne.

1900s

1901: The six states federate into the Commonwealth of Australia. Section 51(v) of the Australian Constitution gives the federal government power over "postal, telegraphic, telephonic, and other like services".

1905:

Wireless Telegraphy Act (1905) placed broadcasting in the control of the Australian Government. This has remained in place ever since. Italian Guglielmo Marconi's company builds Australia's first two-way wireless telegraphy station at Queenscliff, Victoria.

1906: first official transmission between Queenscliff and Devonport, Tasmania.

1910: The Maritime Wireless Co. Ltd formed by Edward Hope Kirkby, his workers and Father Archibald Shaw

1911: The Maritime Wireless Co. Ltd sold to The Maritime Wireless Company (Shaw System) Limited

1911: Australian Government employs their own wireless expert to build the coastal wireless service after interests representing Telefunken didn't perform to the governments satisfaction on the first 2 at Sydney and Perth

1911: Balsillie contracts The Maritime Wireless Company (Shaw System) Limited to manufacture all the apparatus for the remaining 17 wireless including the generators and motors

1912: The first Coastal wireless station opened in Melbourne

1911: The first long range (520 km) coastal radio station was established in Sydney.

1912: The Applecross Wireless Station long range station was established in Western Australia. Shorter range stations were established in Melbourne, Hobart, Brisbane and Adelaide. 1913: Marconi and its main competitor Telefunken amalgamated to form Amalgamated Wireless Australasia Limited (AWA).

1919: The first radio "**broadcast**" in Australia was organised by George Fisk of AWA on 19 August 1919. He arranged for the National Anthem to be broadcast from one building to another at the end of a lecture he'd given on the new medium to the Royal Society of New South Wales.

1921: Amateur radio broadcasters commenced transition. The first radio licence in Australia was granted to Charles Maclurcan for station 2CM, which broadcast from the Wentworth Hotel in Sydney, an establishment owned by the Maclurcan family. Broadcasts consisted of classical music concerts on air on Sunday nights.

1922: December, "The Regulations: radio laws for the amateur" was issued by the Australian Government. This resulted in Australia's first broadcast licence (2CM in Sydney) being issued to Charles MacLurcan in December 1922. ref "Australian Radio History".

1923: Following intensive lobbying for the introduction of radio broadcasting, the Government, in May 1923, calls a conference of the main players in the radio manufacturing industry. This led to the sealed set regulations where stations could be licensed to broadcast and then sell sets to "listeners-in". The receiving device would be set to receive only that station.

2SB (from 1924, 2BL) in Sydney is the second official station to be licensed. They Commenced Service on 23 November 1923. Sydney's first official station, 2FC with Licence No.1 Commenced Service on 9 January 1924.

1924: 3AR and 3LO went to air on 26 January and 13 October 1924 in Melbourne.

The Government introduces a two-tiered licence system in July 1924. In the first half of 1924, only 1400 people took out sealed set licences. It was quite easy for listeners to avoid the licence fee by building their own sets or modifying one they had bought to receive more than one station. The radio industry successfully lobbied the Government to introduce a two-tiered system, the "A" licenses to be financed by listeners' licence fees imposed and collected by the Government, and "B" class licenses to be offered to anyone else who wanted to have a go. The B stations would have to generate their own revenue through advertising. A class stations could also advertise but few did. This system was an amalgam of the British system where the non-commercial BBC had a government-imposed monopoly and the USA where the free market was the driving force. The "A" class stations were the original sealed set stations plus one in each other capital city - 2BL, 2FC, 3AR, 3LO, 7ZL, 5CL, 6WF.

By years end, 40,000 licences have been issued. At this time, there was also talk of the introduction "C" class stations which would exclusively advertise the products of the station owners(s). This concept was abandoned in 1931, but the Postmaster-General's Department was already in talks with the Akron Broadcasting Co. Pty. Ltd in Melbourne, and, so, in lieu of a "C" class license Akron was given a 'B' Class license with some severe restricting conditions. The first "B" class station on air was 2BE in November 1924. South Australia's first radio station 5CL (A class) went to air on 20 November.

1925: The oldest surviving "B" class (commercial) station is 2UE, which went on air on Australia Day 1925 as 2EU.

The reputed reason for the change of call sign is that EU sounded like "Hey, You".

3UZ Melbourne begins broadcasting and South Australia's first commercial radio station 5DN goes to air 24 February.

Number of licences issued reaches 80,000.