

## Community Broadcasting Association of Australia Public Interest Journalism Inquiry – additional information

### Government Advertising

Community radio stations are effectively, though not explicitly, excluded from government advertising campaigns due to the media buying process that the government departments are required to follow.

In 2014 the CBAA made a request to Government to amend the Australian Government Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (the Guidelines) and internal public service processes that influence the placement of government advertising. Specifically, the request called for:

- Planners and strategists for every Federal Government information campaign to be required to consider the use of Australian community owned media as a medium for advertising placement. This requirement should be included in the Guidelines.
- Federal Government Departments and Agencies publicly report on their use of Australian community owned media for information advertising campaigns in [Biannual Reports](#).

We still believe that these actions are appropriate. Attached is some of the relevant correspondence from that time -notably, it points to the need for better data.

### Journalism Training

National Radio News (NRN) commenced 20 years ago, having started as a joint project between Charles Sturt University (CSU) and The University of Queensland. NRN is now a joint initiative of the CBAA and Charles Sturt University and is an amazing training ground for the best and most dedicated journalism students.

NRN produces and broadcasts 14 separate hourly bulletins per weekday and 7 each weekend day that are distributed by the CBAAs Community Radio Network. NRN also provides a daily state news wrap each weekday afternoon.

The students who operate within NRN are part of a “Cadet” programme that is formulated to give them a comprehensive working knowledge of a radio newsroom. The programme however is structured to ensure that their knowledge can also be transferred to any type of newsroom – TV, print or multi-media (cadet’s post to our social media accounts giving them a taste of a “real world” on line journalism experience).

The cadets are trained by senior journalists and graduate cadets under the supervision of News Director, Rod Bloomfield (since 2011).

For the vast majority of its existence, NRN has only taken on 4 cadets per year, but that was changed several years ago to allow up to 15 cadets each year. As a result, the greatest graduate success has come well within the last decade, with many of those journalists still building their careers.

The highest profile early cadet graduate would be in demand freelance journalist **Hamish McDonald**.

The CBAA are proud to see community broadcast graduates succeeding in a very competitive world.

**Amanda Shalala** and **Jennifer Browning** are both ABC TV Sydney sports journalists. And **Nick Dole** was recently posted to London with the ABC.

From 06/07, **Lucy Carter** is an all - rounder at ABC Sydney, while **Cameron Green** and **Frank Ienco** are ABC sports Journalists. **Patrick Cronan** landed at 2CA/2CC Canberra

initially and is now a media advisor for Senator Katy Gallagher. **Rebecca Bruce** went to ABC Regional Radio after graduating from the programme. **Rebecca Sleeman** worked for the Southern Cross Austereo (SCA) group in Albury and then Orange after graduating.

Several of the 07/08 cadets have gone on to do very well so far. **Stephanie Boulet** and **Angela Laviopierre** are both at ABC radio in Sydney and are regular reporters on news and within the AM/PM/World Today shows. **Mark Reddie** is ABC TV New 24's Sydney live scene breakfast show reporter. **Ashleigh Raper** is the ABC NSW TV Political reporter from state parliament.

The 08/09 graduates included **David Marchese**, now with ABC radio New South Wales, while **David Lewis** has gone on to become a producer and presenter of ABC Radio's highly respected "Background Briefing" programme. **Luke Dufficy** is a 9 network Sydney sports journalist, while **Cassandra Bedwell** is a producer on the ABC News 24 weekend Breakfast Show.

**Thomas Lowry** is based in Canberra and along with fellow 2009/10 cadet Elizabeth Grant, are building their careers with the ABC. **Alex Ristway** is with WIN News. **Shane Jones** works in regional newspapers.

The 2010/11 cadets work in a number of places – **Amy McNeilage**, Fairfax Sydney. **Jennifer Rajca**, Macquarie Radio Canberra. **Kerrin Thomas**, ABC Hunter Valley. **Alex Bernhardt**, 9 Network News.

After graduating from the 2011/12 cadet programme, **Rebecca Sullivan** went to work as a news producer with Sky News. **Alen Delic** went to Fairfax Regional newspapers, and **Alice Hogg** was recruited by 2GB for a role in the Macquarie radio newsroom. **Natalie Whiting** is now based in Tasmania for the ABC

From 2012/13, **Andrew McDougall** went to SCA at Griffith, **Annalize Hamling** to SCA Orange (then to a role as media advisor to now retired MP John Cobb), **Britany Rupert** to ABC Sydney, **Brodie Owen** – Fairfax Regional, **David Moore** – Football Federation Australia Media Department, **Dijana Damjanovic** – ABC Radio AM/PM/World Today), **Georgie Mitchell** – Fairfax Newcastle. **Isabelle Mullin**, Prime TV North Queensland. **Kate O'Bree** – first 2BS Bathurst but now KISS Sydney. **Phillip Ly** – SBS. **Lauren Millar** – ABC Central West NSW. **Phoebe Moore** – initially Prime TV Orange but now 7 news Sydney.

2013/14, **Alexandra King** – Fairfax Regional. **Brittany Hughes** – 9 Central West New South Wales. **Jennifer Hoare** – Fairfax Regional. **Letitia Wallace** – 2CC/2CA initially now on TV in Queensland. **Milena Dambelli** – Fairfax Regional. **Mimi Becker** – Win News. **Orlander Rumming** – Fairfax Regional. **Kris Wall** – Prime TV Tamworth. **Liam Denny** – 2CA/2CC. **Liam Charles** – Super Radio Network Tamworth. **Tom Decent** – Fairfax Sydney. **Emma Ryan** – WIN TV North Queensland.

2014/15, **Caitlin Taylor** – producer at Sky News. **Eliza Edwards** – 2GB Macquarie News Canberra correspondent. **Tahlia Sarv** – Fairfax Regional. **Sarah Bassett** – ABC Regional. **Leigh Giolo** – SCA. **Rob Douglas** – Fairfax regional. **Kate Evans** – ABC Sydney. **Phoebe Deas** – 2CC/2CA Canberra. **Kathleen Ferguson** – ABC Regional. **Jacob Gillard** – Fairfax Regional. **Sophie Hancock** – SCA.

15/16, **Floyd Cush** – Prime TV Central West. **James Lemon** – Fairfax Sydney. **Phoebe Newling** – Fairfax Sydney. **Erin Archer** – NRN.

And of those from the group about to graduate, **Millie Bernasconi** already has a job at NBN TV Tamworth, **Ainsleigh Crisp** – Fairfax Regional. **Joey Dunlop** – WIN TV Central West. **Karina Robson** – continuing studies and NRN casual. **Kristina Rosengren** – continuing studies and NRN casual. **Laura Devoy** – continuing studies and ABC and NRN casual.



**Australian Government**  
**Department of Finance**

Dear Mr Bisset

## **Advertising in the Community Radio Sector**

I am writing to thank you for the meeting with the Department of Finance on 2 March 2015.

The Australian Government has been, and remains, a strong proponent of the community radio sector. Community radio is used often by departments and agencies in implementing their advertising campaigns.

However, recent total media expenditure has been relatively low. The *Annual Report on Campaign Advertising by Australian Government Departments and Agencies*, which is available on the Finance website ([www.finance.gov.au](http://www.finance.gov.au)), details the \$106.5 million in campaign advertising media expenditure by non-corporate Commonwealth entities in the 2013–14 financial year. I expect that the corresponding effect on revenue would have been noted in most sectors of the media market.

As discussed, to ensure that the community radio sector is best positioned for future activity, I would encourage you to focus on building the relationship between the Community Broadcasting Association of Australia (CBAA) and the Mitchell Adcorp Alliance (M&A), our media agency. Departments and agencies rely on M&A's expert advice to ensure that campaigns are undertaken in an efficient, effective and relevant manner. As M&A takes an evidence-based approach to media planning, any additional survey data that the CBAA could make available may assist.



## Senator the Hon. Michael Ronaldson

Minister for Veterans' Affairs  
Minister Assisting the Prime Minister for the Centenary of ANZAC  
Special Minister of State

Senator Nick Xenophon  
Senator for South Australia  
Parliament House  
Canberra ACT 2600

2 MAR 2015

Dear Senator,

Thank you for your letter of 22 December 2014 regarding the Community Broadcasting Association of Australia (CBAA) and the media sector it represents.

Since coming to office in September 2013, the Coalition Government has overseen a substantial reduction in Government campaign advertising expenditure dropping from \$170.4 million in 2013 to \$74.3 million in 2014. As a result, a number of media sectors have noticed a corresponding effect on their revenues.

The Coalition Government has been, and remains, a strong proponent of the community radio sector. Community radio is used by departments and agencies consistent with the target audiences for individual campaigns and the overarching need to demonstrate value for money. A large proportion of the Government's campaigns include a component of advertising with community radio stations. This is most often within programming for Indigenous Australians, people from culturally and linguistically diverse backgrounds and the print handicapped.

I recently announced the Government's updated *Guidelines on Information and Advertising Campaigns* (Guidelines), which include the requirement for departments and agencies developing campaigns to pay special attention to communicating with any disadvantaged individuals or groups identified as being within the broader target audience. The Guidelines do not favour any individual sector but aim to ensure agencies undertake campaigns in an efficient, effective and relevant manner.

Government departments and agencies rely on the expert advice of the Government's master media agency, the Mitchell Adcorp Alliance (M&A), to inform the evidence-based allocation of media spend for specific campaigns.

M&A uses a range of data sources. These include Roy Morgan Single Source, a standard reference for the media industry based on more than 50,000 face-to-face interviews each year, and the Consumer Connections Survey research undertaken by M&A's ownership group, the Dentsu Aegis Network, which adds the insights from another 14,000 respondents to the data pool. These surveys provide M&A with the ability to determine the potential listenership of individual metropolitan and regional radio stations by individual audience demographics.

As you alluded to in your letter, the available data for community radio stations are not as comprehensive. M&A has access to high-level summaries of a survey commissioned by the CBAA, the McNair Ingenuity Research National Listener Survey. However, the summaries only detail the listenership of community radio as a whole in regional markets but not to the level of individual stations or audience demographics. As such, M&A are unable to directly compare individual commercial stations with the equivalent community radio station, for example.

I am advised that both the Roy Morgan and McNair Ingenuity surveys indicate that there are significantly larger audiences for commercial radio compared to community radio in regional areas which has resulted in M&A's media planning usually having a greater emphasis on commercial stations. Should future data demonstrate a different situation regarding community radio audiences, this would be considered in the Government's media planning.

Yours sincerely,

**SENATOR THE HON. MICHAEL RONALDSON**