

Committee Secretary  
Senate Standing Committees on Environment and Communications  
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The following points are in addition to those I submitted on 26 Feb 17 to the Australian Broadcasting Corporation Amendment (Restoring Shortwave Radio) Bill 2017 inquiry.

Haven given more thought to the issues, and listened to some additional viewpoints on local radio, I now recognise that some locals who would have been potential listeners, were not even aware of the SW service until now. I think this reflects the ABCs poor promotion of the SW service, and not advising the availability of affordable car radios to potential listeners (like DAB+ is already promoted <http://www.abc.net.au/reception/radio/digitalradio.htm> ). This can be easily remedied. SW is not complex, and is a means to simply broadcast good extant ABC Local Radio programs over extant equipment to cheap receivers, until the ABC can find a better way of reaching the affected mobile audience.

An example of car radios, is that Pioneer do sell a number of models of car radios in Australia that have SW. Repco in Stuart Park and Supercheap Auto in Milner in Darwin have a number of SW Pioneer models in their showrooms.

The additional points that I'd like to make to the inquiry, is that car mobile radios are easily (and cheaply) available, and the ABC should have been advertising their SW services, not cutting them off. All I am asking for is a means of receiving the already good programs, not looking for expensive new programs, services or products. If the ABC were required to recommence SW transmission, I would hope that the organisation is positive about it - advertising the SW service, and the various means of receiving it. Somewhat surprisingly the ABC has retained their website detailing their domestic shortwave service saying it provides Local Radio and giving the frequencies <http://www.abc.net.au/reception/radio/shortwave.htm> However, all it says regarding equipment is 'To receive this service you will need a shortwave radio.'

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