



**House of Representatives Standing Committee
Communications and the Arts**

**Inquiry into broadcasting, online content and live
production to rural and regional Australia**

**Submission by Bathurst Broadcasters Pty Limited
(1503 2BS Gold / 99.3 B-Rock FM)**

5 February 2016



MEMO: Sarah Kruger, Head of Legal & Regulatory Affairs, CRA
CC. Joan Warner, CEO, CRA

Further to Sarah's memo of January 28, 2016 please find below a summary of how Bathurst Broadcasters (1503 2BS Gold and B-Rock FM 99.3) and our talented team contribute to the local communities within our coverage area.

- The above radio stations have been owned by Camplin Broadcasters Pty Ltd since 1969. Ron & Stephanie Camplin have lived in Bathurst for the past 47 years, although Ron has been in the commercial radio industry for the past 68 years, mainly in regional town or cities, with Ron commencing in Radio at age 15 in 1948.
- Being independent broadcasters our licences are used to assist the community in many ways, as a quick decision to raise funds for a sick child, a needed piece of equipment for the district hospital, a family left homeless by fire, flood victims, or appeals of all forms, can be made instantly. During floods in Bathurst, two of which inundated large parts of the city, 2BS was an essential communication tool for the State Emergency Service.
- Over the past 47 years many community appeals have been initiated and under taken by the stations, and a recent highlight has been a \$600,000 extension fundraising project for Bathurst "Daffodil Cottage" for the treatment of cancer patients. 20 years prior, 2BS ran a radio appeal for the original cottage with \$80,000 in donations of money and in-kind services seeing the cottage built. With the growth of Bathurst to a city of over 40,000 the cottage needed major extensions. The committee sought our help and throughout 2015, with an on air campaign acknowledging donations, by November all that was needed to reach the target was \$60,000. Before the end of Bathurst's Bicentennial Year, that target was reached. Bathurst citizens, like all regional communities are outstandingly generous.
- When Kelso High School burned down in August 2005, 2BS ran a public on-air appeal that raised over \$70,000 in a matter of days.
- When the Police Rescue Squad needed a specialised piece of rescue equipment for victims of motor accidents, a radio appeal quickly raised funds for a "Jaws of Life" to be purchased.
- In another appeal a young Bathurst girl suffering a rare form of cancer desperately needed overseas treatment. With seven hours the 2BS morning personality raised over \$40,000, and the station assisted the family to reach almost \$100,000 in the ensuing weeks.
- Bathurst has a sister-city relationship with Okhuma in Japan. Okhuma is situated near the Fukushima Power Station. When the earthquake and tsunami decimated the area, 2BS and B-Rock's radio appeal raised almost \$90,000 which was used to assist the children of Okhuma rebuild their lives.
- In 2011 when the Queensland floods around Toowoomba made headlines with the community there devastated, 2BS ran an appeal for white goods and household items for those that had lost so much. 54 pallets of goods donated from Bathurst citizens were trucked to Toowoomba Rotary Club for distribution.
- The 2BS "Christmas Miracle" has been a project on Ron's for 54 years, having been started by Ron at 2MG Mudgee when he was part owner and managed the station. Today the 2BS/B-Rock work year round with competitions and on air fund raising, to accumulate the \$35,000 needed to purchase the food for 1200 hampers that are distributed to the needy, elderly and lonely in the community. It has become a community tradition in Bathurst that each Christmas local families join the radio and Lions teams to pack the hampers on a Saturday and deliver them on a Sunday before Christmas.
- The 2BS Junior Sport Awards were commenced 22 years ago for young Bathurst under-18 sporting boys and girls who represent their state in their chosen field. At the start it was a donation of just \$50 but now with Bathurst Regional Council and major local businesses contributing alongside 2BS at \$5,000 per year, this amount is \$400. It assists with uniform and travel costs of these outstanding young athletes. The reason the awards were commenced all those years ago was that some youngsters could not afford to accept their selection to a state team for want of funds. Over \$350,200 has gone to 1329 young athletes, and the awards were extended to Oberon and Blayney.
- 2BS commenced the annual Bathurst Business Awards over 36 years ago to highlight excellence in business in the region. Promotion and trophies were awarded at a gala event with money raised going to much needed community projects. Rotary became a partner in the awards and in one year donated \$12,000 to "Angel Flight". The awards are now known as the Carillon Awards and 2BS personalities MC the event each year, and the station provides prizes for fundraising.

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- The 2BS Region "Citizen of the Year" is another project commenced by 2BS around 34 years ago, with the community nominating outstanding local citizens, who are acknowledged on air on a monthly basis. The Young Citizen of the Year was also added. In December each year the Bathurst Regional Council hosts a function to announce the yearly winners with certificates awarded.
- Similarly the 2BS Youth Arts Awards were commenced 15 years ago. This is a monthly award to young musicians of funds to assist with their studies.
- With a passion for music in all its forms, owners of 2BS/B-Rock, Ron and Stephanie Camplin, in 2004 formed "The Macquarie Philharmonia – Australia's Inland Symphony Orchestra". This orchestra has its base in Bathurst, but is regional in concept, drawing on up to 70 professional musicians who work and reside in the central west regions of NSW. It works closely with the Regional Conservatoriums in the area, and the professional musicians mentor the best of the students to play alongside them in a professionally conducted full symphony orchestra. This outstanding orchestra has been performing for 12 years, travelling to its audiences with 30 performances, and most recently it performed at the Mayfield Garden near Oberon. Around 2,500 patrons travelled from metropolitan and regional areas to picnic on a hillside overlooking this stunning garden for the concert, many staying in the region to experience country life for the weekend. The Camplins have fund-raised for the orchestra over 12 years, raising approximately \$1million to allow this orchestra to perform regionally into the future.
- 2BS and B-Rock together give free air time to a myriad of charities and community projects each year to the value of \$1.2million. Two such organisations, Keep Australia Beautiful and Tidy Towns involve our staff each year. Out of the concept, in 1999, 2BS developed "House of the Day" in conjunction with the Bathurst Regional Council, whereby house owners are acknowledged for the stellar efforts with their street scape, thus enhancing the look of the city. They are given a framed certificate and hosted at a Council morning tea for their efforts. 2BS won the Tidy Towns Media Award for this project.
- Bathurst is a university city and 2BS/B-Rock works closely with Charles Sturt University. Ron Camplin was CSU Foundation Chairman for 20 years, raising funds for scholarships of excellence for students at the Mitchell Campus in Bathurst, the seat of the University. Ron also convinced CSU to introduce a Commercial Radio Degree Course which commenced in 2000. 2BS/B-Rock has become part of this course for second and third year students to gain valuable hands-on experience in news, on air presentation, production, traffic and marketing. Many of the 28 full and part-time employees of 2BS/B-Rock are graduates of CSU in Journalism, Commercial Radio, or Theatre Media.
- Ron & Stephanie Camplin have been great advocates for training young people for the radio industry. From the days when he owned 2MG there is a lengthy list of those he mentored who have gone onto to jobs in media management, radio and television worldwide. At 2BS/B-Rock this philosophy continues. Not only are work experience year 10/11 students from schools all over the state welcomed, along with tertiary AFTRS and Swinburne students, but training for the disabled has been a project dear to Ron's heart. Many blind announcers have been trained through his stations, a thalidomide victim (no arms) was trained in production and automation (he went on to successfully form his own music production company), an amputee victim went on to excel in broadcasting in the USA. Currently a sufferer of cerebral palsy is a part time employee.
- The 2BS/B-Rock team numbers 28 full and part-time employees, and many of them have become involved in Bathurst's many organisations, charities and clubs. Ron & Stephanie established an internal "Management Board" many years ago, linked to a profit share scheme. This team appears below:
Phil Cole, General Manager (20 years) – Employed for more than 38 years at 2BS/B-Rock, and for more than 15 years he has been the local media representative on the Bathurst Local Emergency Management Committee, attending their quarterly meetings, and also briefings on events such as the Bathurst 12 Hour, V8 Supercars Bathurst 1000 on Mount Panorama. He initiated broadcast campaigns to improve the understanding of the interaction between emergency services and the general public. He represents the Company at all council and business events, often as MC. As a singer/song writer he initiated an on air platform for local talent. He was named as a Living Legend in 2015, Bathurst's bicentenary. In fact 6 of the 2BS/B-Rock team received this award given to 200 local citizens.
Janeen O'Shea, Sales Director – MC for Australia Day, New Year's Eve in the Park, Carols by Candlelight, Committee Member of the Carillon Business Awards, Strategic partner of CSU Commercial Radio Degree Course, Bathurst Chamber of Commerce and Royal Bathurst Show Society, Initiator of "Shop Here First" and "Buy Local" campaigns, supporter of many local community and sporting groups personally.

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Benny Hope, Program Director – MC for Bathurst 1000 Council Functions, on the executive of the Carillon Theatrical Society since 2003, and Vice-President of the Society for the past ten years, being involved in all facets of their productions, from 2001 to 2008 he ran the local chapter of the Rock Eisteddfod Challenge, in 2000 he represented Bathurst for the Global Rock Challenge World Tour to Singapore, UK and USA. Post 2008 he also worked with MLC Burwood teaching the students drama and choreography for their school productions. The school went on to win the State Open & Division Finals in 2008 & 2011.

Noela Sikora, Accounts & Traffic Manager (43 years just retired) – she has also been the 2BS Community Service Director for the past 20 years. She runs the 2BS Christmas Miracle hamper appeal, conducting many station competitions and promotions to raise the funds for the food each year. Noela has coordinated the many facets of this community project including working with St Vincent de Paul and the Salvation Army. Supporter of St Catherine's Nursing Home. Noela was awarded an Order of Australia OAM in 2014 for her service to her community.

Ardin Beech, Breakfast Presenter – MC for many Bathurst Regional Council events, involved in activities for the Baptist Church of Bathurst, and overseas charities

Dom Ingersole, Station Engineer – with his IT, film and technical skills he assists many local organisations. Dom, Ardin and Benny have been very proactive in developing and maintaining the two station websites and facebook pages.

Station Owners community involvement:

Ron Camplin – Chair, Bathurst Broadcasters Pty Ltd.

He has worked in radio for almost 68 years commencing at 2CH at age 15 years 8 mths on 20/8/1948. He has worked in regional radio from 1952, ie 64 years in Cooma, Mudgee and finally Bathurst in 1969 where he has lived with wife Stephanie for the past 46 years. 2BS and B-Rock FM are owned by Camplin Broadcasters Pty Ltd. A great supporter of Bathurst he is:

Patron of the Bathurst Eisteddfod Society, Patron of the Bathurst PCYC, Patron of The Macquarie Philharmonia, Patron of the National Cool Climate Wine Awards held annually in Bathurst, Rotary Paul Harris Fellow, as a ward of Legacy he was made "Friend of Legacy" in 1986 for his fund raising for this organisations over 50 years and was President of Bathurst Legacy in the 1990s. He received the Order of Australia OAM for his service to his community and the Broadcasting Industry in 1994, Honorary Rotarian 1995, with wife Stephanie, awarded the 1996 Avern Award from All Saints' College for assistance in building the Junior School. In 2000 was awarded the Commercial Radio Lifetime Achievement Award, in 2003 he was given an Honorary Doctor of Arts Degree CSU for his support of the university, in 2008 the Bathurst Regional Council created and named a civic award in his honour "The Ron Camplin Award", he being the first recipient. Since that time this award has only been given to one other Bathurst citizen. 2015 Ron was named a Bathurst "Living Legend".

Stephanie Camplin – Managing Director, Bathurst Broadcasters Pty Ltd.

She has worked alongside husband Ron at 2BS since 1969, personally supporting over the years many local community and charitable organisations. In 1993 she was invited to serve on The Scots School Bathurst school board. With Ron formed and worked as Secretary/Treasurer and fund raiser for The Macquarie Philharmonia. In 1996 she was jointly awarded the Avern award for her fund raising efforts to build the All Saints' Junior School. In 2013 she was nominated by the Commonwealth Bank in the "Women in Focus" initiative being one of only 13 regional women selected throughout Australia. She was involved in the Bathurst Bicentenary Planning in 2015, by including the Mayfield Performance of the Macquarie Philharmonia as an endorsed event. Stephanie was named in 2015 as a Bathurst "Living Legend".



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Bathurst Broadcasters Pty Ltd **TO WHOM IT MAY CONCERN**

Rural and regional communities rely on their local media for news, information and entertainment. It is important that it reflects the local community, its people, its personalities and its values. Being based in the community ensures that broadcasters are able to meet the needs of the local community and provide the information that matters to those who live there.

For local government, this is particularly important. Bathurst Regional Council looks to organisations like 2BS to help keep residents and ratepayers informed of Council news, activities and events. Council uses a mix of communication tools to ensure our messages reach as many in our community as possible, and 2BS/BRockFM work with Council to help us achieve this.

From a range of paid advertising, to guest interview spots and community service announcements, the station works closely with Council in the daily delivery of information while balancing this against asking "the hard questions" to ensure a balanced and professional approach.

2BS as a trusted source of information is also vital in times of emergency, from fires to floods, local communities look to local information sources for the most up to date information during these times. A local station which has links to a range of organisations, from Council to the emergency services is able to do this.

Local broadcasters are vital in rural and regional communities as they fill an important space in meeting the information and entertainment needs of their communities.


MAYOR OF BATHURST

Reference: GR:WM
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