



28 March 2006

The Secretary
Standing Committee on Communications, Information Technology and the Arts
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Sir,

Community Broadcasting Inquiry

This is a submission to the inquiry made by the Phonographic Performance Company of Australia Limited (PPCA).

Background to PPCA

PPCA is a national, non-profit copyright licensing company established to represent the interests of Australian record labels and recording artists. It currently has non-exclusive licensing arrangements in place with over 500 Australian based owners of copyright in recorded music. By virtue of those input licensing arrangements, PPCA is able to offer a range of commercial users of recordings a simple, cost effective "one stop" licence that covers the entirety of the catalogues owned by PPCA's licensors.

Commercial users of recordings who are licensed by PPCA include the radio and television broadcast sectors and the community broadcast sector. In relation to the community broadcast sector in particular, PPCA has negotiated a simple industry agreement with the Community Broadcasting Association of Australia (CBAA) that is available to all of CBAA's radio broadcaster members.

The net licence fees collected by PPCA (after deductions for administrative expenses) are distributed in their entirety to the copyright owners and, in the case of Australian recordings, also directly to Australian recording artists in accordance with PPCA's distribution policy.

Role of the Community Broadcast Sector

PPCA's primary interaction with this sector thus far is in relation to radio rather than television.

In our view, community radio plays an extremely valuable role in the promotion of Australian culture, particularly music. Many community radio broadcasters play a much wider variety of Australian music than is typically heard on mainstream commercial radio networks. As such, for many Australian recording

artists, the community radio sector is an extremely important medium for the exposure of their music to the general public. As an example of the importance of the sector to Australian music industry, we are aware that the Sydney community broadcaster (FBI) has a policy of playing at least 50% Australian music (with half of that amount being recordings by artists from the greater Sydney area).

We are also aware that there is a significant community radio initiative (known as AMRAP – Australian Music Radio Airplay Project) devoted to the promotion of Australian music through the community radio broadcast sector. Indeed, the Australian recording industry (via the Australian Recording Industry Association – ARIA) made substantial submissions in support of the continuance of government funding for AMRAP. We refer the Committee members to *“Evaluation of the Australian Music Radio Airplay Project, for the Community Broadcasting Foundation”* (Developing Media Works November 2005).

PPCA is very supportive of the community radio sector and would strongly urge the Committee to consider and make such recommendations as may be appropriate to ensure the continued viability of the sector.

I would be happy to provide any further information or assistance as the Committee may require.

Yours faithfully,

A handwritten signature in cursive script, appearing to read 'Stephen Peach', written in black ink.

Stephen Peach
CEO