



Monday 25 September, 2006

Ms Roxane Le Guen
The Committee Secretary
Senate Environment, Communications,
Information Technology & The Arts
References Committee
Parliament House
CANBERRA ACT 2600

By email ecita.sen@aph.gov.au

Dear Ms LeGuen

Senate Inquiry into Broadcasting Services Amendment (Media Ownership) Bill 2006 and related Bills

WIN Corporation Pty Limited subsidiary companies hold television and radio broadcasting licences throughout regional Australia (10 television and 2 radio).

As a member of Freetv Australia and Commercial Radio Australia, we note and support the submissions of these two organisations.

WIN has lodged a number of submissions during the previous two years which are on the public record. We do however wish to reiterate our comment in relation to the proposed amendments to Cross and Foreign Ownership and provide comment in relation to local content in the context of minimum service standards.

Cross and Foreign Ownership:

WIN has no objection to the proposed amendments, reliance on the ACCC in the case of mergers and acquisitions is appropriate, with the ACCC already overseeing the provisions of the Trade Practices Act in such cases for corporate Australia. The proposed removal of media specific layers of legislation does not, in our view, diminish the protections which are currently in place.

Local Content in the Context of Minimum Services in Regional Australia:

In the Illawarra market, WIN is the holder of a commercial television licence (WIN) and a commercial radio licence (2WIN/i98 FM), the licences having been 'grandfathered' at the time the current legislation was introduced.



WIN's local content services to the Illawarra market in relation to its television service are well documented. However, we wish to inform the Inquiry of the local content services our radio station provides to the market. Whilst the television and radio operation are located in the same building, the television and radio services are separate.

The radio station provides a 5 minute local, national and international news bulletin weekdays from 6am – 6pm Monday to Friday and Saturday morning from 6am – noon.

The news bulletins are presented from 6am – 9am on the half hour, with the remainder of the day, on the hour. News updates are broadcast between the bulletins, including local weather and traffic updates.

3 full-time radio journalists are employed, as well as promotions and marketing staff, separate to the television broadcast staff to provide local content to the community.

In addition to the news bulletins and updates gathered and broadcast by the radio station, as is the case with our television licences, we provide substantial airtime to the community for advertising of community organisations' activities and local entertainment promotions.

WIN has served the Illawarra for many years through its radio and television licences and there has not in our view been a deterioration of local services nor a decline in employment opportunities available in the region needed to deliver the services.

With technological advancement which is currently occurring at a frightening pace, where possible broadcasters like any other business should be able to take advantage of such.

It is our view that the community wants to receive local services, however, we are not convinced that the community is focused on the owners of their television, radio stations and newspapers.

Small local radio station owners are local and because of the large number of radio licences that have been issued throughout Australia have ensured that they provide local services to their communities, it is the only thing that makes them different and ensures they remain competitive.

Broadcasters cannot be all things to all people, but in having the capability to provide a range of services ensures that the community receives a variety of services rather than all the same, they have choices.



Whilst there has been a lot of debate regarding media reform, as a major regional broadcaster, we seek direction from the Government so that we may move forward.

Yours sincerely



George Papadopoulos
Chief Executive Officer