

Fact Sheet: Government Support for Community Broadcasting

In this fact sheet you will find information about:

1. The Government's commitment to community broadcasters
2. Government programs supporting community broadcasting
3. CBAA's advocacy for community broadcasters
4. Our Sector's plan for greater impact
5. Our sector's community impact

1. Government Commitment to Community Broadcasters

Community broadcasters are recognised across parliament for their valuable contributions to the community.

The Minister for Communications the Hon Michelle Rowland has often described community broadcasters as *"doing the heavy lifting for media diversity in Australia"*.

The Government's Cultural Policy "Revive" includes a commitment to:

'Increase support for community broadcasting to deliver local news, tell local stories and provide a platform for diverse voices and Australian music'

The cultural policy also highlights the work of First Nations broadcasters in supporting and strengthening First Nations languages and connections to culture in communities across Australia.

2. Government Support Programs

There are two funding programs that support community broadcasters:

A. The Community Broadcasting Program (CBP)

This program is a competitive grant program for all community broadcasters which is managed by the Community Broadcasting Foundation (CBF).

CBF grant funding is supported by the Federal Government and overseen by Michelle Rowland Minister for Communications.

The CBF currently receives \$22.5 million per year.

Community Broadcasting Program funding (23/24) is \$5.2 million less than it would have been had real funding (ie indexed by CPI) been maintained over the last 7 years.

Current funding levels remain insufficient to meet high station demand for grants (with an avg. \$9.5 million shortfall annually (CBF).

The CBF Funding Round (June 2024) was \$10 million oversubscribed.

CBF Funding 24/45 (Granted June 2024)		
	Requested (\$)	Granted (\$)
Development & Operations	\$13,344,708	\$5,578,650
Content	\$4,205,453	\$1,540,415

B. Indigenous Broadcasting and Media Program (IMBP)

This program provides grants to Aboriginal and Torres Strait Islanders media organisations and is managed by the Government's National Indigenous Australians Agency (NIAA).

This program is estimated at \$21.5 million per year. Funding has not increased for a decade and failed to keep up with increasing costs.

IMBP funding (23/24) is \$7.6 million less than it would have been had real funding been maintained over the last decade. (ie indexed by CPI)

3. CBAA's Funding Position

CBAA argues current funding levels are insufficient to:

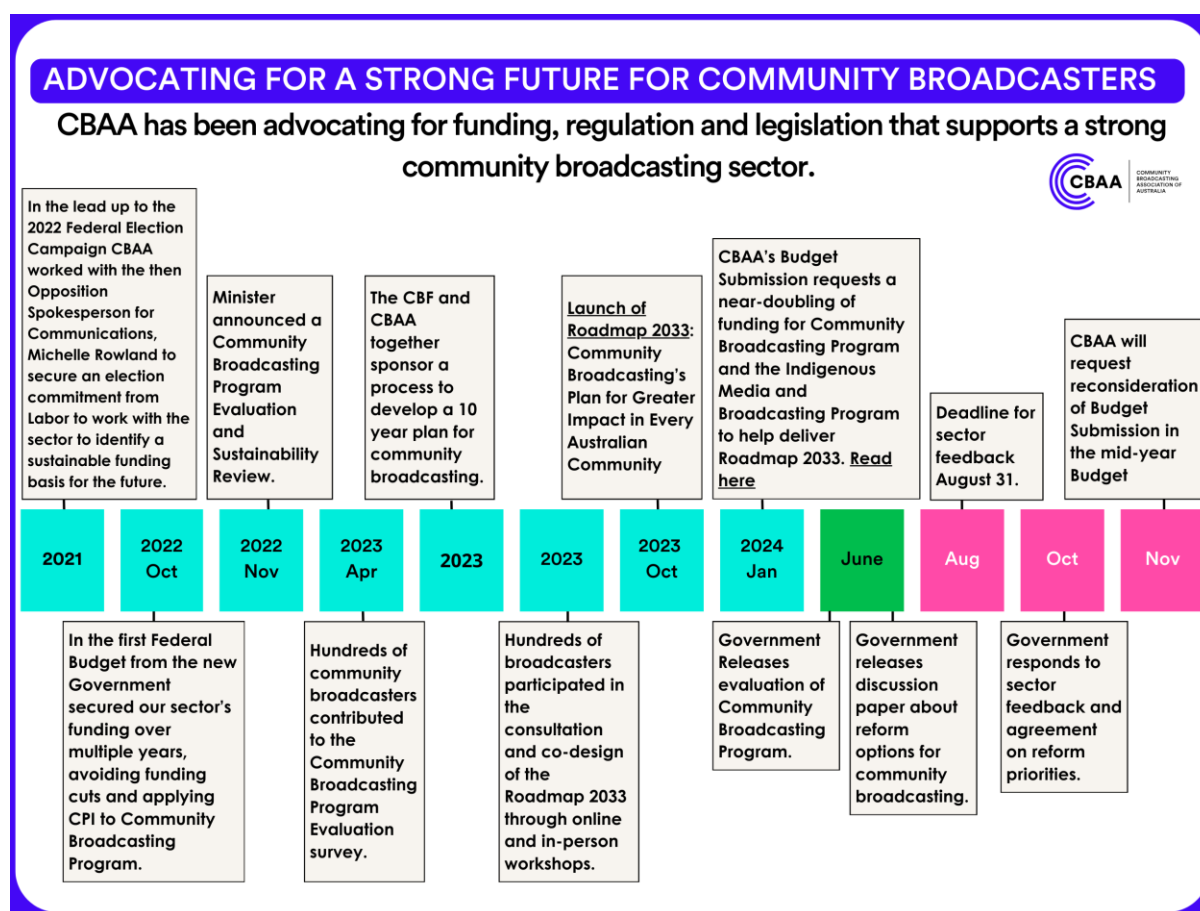
- meet station demand for grants
- meet growing community need for services
- support more efficient, multi-year grant-making
- respond to technological, social, environmental and economic trends
- support investment to build station resilience, support innovation, enhance the sector's community impact and deliver a better return on investment to taxpayers
- achieve social and economic outcomes desired by stations as well as community and government stakeholders.

To deliver a sustainable base for the future, total funding for community broadcasting should increase from \$43 million to \$80 million per year, ongoing and indexed funding. A total of \$36.6 million of new funding should include \$18.1 million for the Community Broadcasting Program and \$18.5 million for the Indigenous Broadcasting and Media Program.

Increased, long-term and secure funding from the Australian Government is critical to support community broadcasting to deliver positive impact for our communities.

CBAA's Budget Submission is here: [link](#)

4. CBAA's Advocacy



5. Roadmap 2033: Community Broadcasting's plan for greater impact in every community

- Roadmap 2033 is the community broadcasting sector's ten-year vision is for community broadcasting to be at the heart of every community – where informed, connected communities are strengthened by trusted, creative, independent media.
- Roadmap 2033 involved thorough consultation with stations, staff and volunteers as well as with industry experts, research, data analysis and surveys. The process was led jointly by the Community Broadcasting Foundation (CBF) and the Community Broadcasting Association of Australia (CBAA).
- This plan offers to grow the capacity and capability of community broadcasters to reach all communities with quality relevant content on all relevant, contemporary platforms.
- The Roadmap 2033 plan will leverage greater collaboration and unlock new innovation to:
 - give more Australians access to trusted, independent, local news and information from diverse sources;
 - play a unique, hyperlocal role communicating emergency information and provide more support to build community resilience in times of disaster;
 - support self-determination of Aboriginal and Torres Strait Islander communities and close the gap in social and economic outcomes;
 - elevate Australian music, arts and cultural industries;
 - strengthen social and economic inclusion and cohesion, support settlement of new migrant groups and strengthen multiculturalism; and
 - provide more skilled career pathways into the media and communications industry for all communities.
- Community Broadcasters are asking for additional Government funding to deliver their plan for the next decade.

6. Community Impact

- Community broadcasters deliver over 500 AM/FM/DAB+ services and 2 dedicated TV services that reach 5.2 million people across Australia each week – almost one quarter (24.8%) of Australians.
- The social and economic impact of community broadcasting is driven by 17,800 volunteers and almost 1000 employees generating \$1/4 billion in value.
- Community broadcasting plays an increasingly important role in connecting Australian communities that are underserved by media.
- We enrich and strengthen the social and cultural fabric of Australian society.

Regional and remote Australia

- 77% of licensees are based in regional and remote areas.
- 66% of regional listeners say their main reason to tune in is for local information and news.

First Nations Australians

- 51 organisations provide 158 services, the great majority in in regional and remote areas.
- Australians from Aboriginal and Torres Strait Islander background are 37% more likely than the general population to listen to community radio.

Multicultural Australia

- 1.35 million Culturally and Linguistically Diverse (CALD) people listen to community radio (27% of total audience) for an average 16.5 hours per week.
- Community radio broadcasts in-language to over 110 different languages.

Australian Music

- On average, community radio stations broadcast 37% Australian music each week exceeding the 25% quota (10% for fine music and multicultural stations). 31% of our listeners say hearing Australian music is the main reason they tune in.

Disaster Resilience and Crises

- When power, internet and mobile reception go down, community radio stations play a critical role to distribute emergency response information especially in regional and remote communities.
- Before, during and after emergencies, local staff and volunteers work tirelessly to support and connect communities.
- Hyper-local networks and knowledge make community broadcasting stations essential in preparing for, responding to and recovering from disasters.
- Community broadcasting services reaches cultural and linguistically diverse communities, people with a print disability with critical information in times of crises.

People with disability

- The Radio Reading Network provides 18 AM/FM radio services nationally with 950,000 listeners each month.
- We are now working to increase representation of disability in media, improve how disability is portrayed and improve community attitudes towards people with disability in line with Australia's Disability Strategy.

Faith-based communities

- Including 36 Christian radio stations and 1 Muslim station. 95% of listeners to Christian community radio say their station has a positive impact in their lives and helps them grow spiritually (88%) and relationally (74%)