



August 2023

## Submission: Community broadcasting is an important part of Arts, Culture & Creative Industries

### Introduction

Community broadcasters welcome the NSW State Government's commitment to growing arts, culture and creative industries in NSW. Community broadcasting is an integral part of the state's arts, culture and creative sector.

The National Cultural Policy *Revive: a place for every story, a story for every place* (National Cultural Policy), recognises community broadcasting as a critical enabler of art, entertainment and cultural industries in Australia. This five-year plan to review the arts industry in Australia identifies community broadcasting with an action requesting government to 'increase support for community broadcasting to deliver local news, tell local stories and provide a platform for diverse voices and Australian music'.<sup>1</sup>

The CBAA supports the NSW Government's alignment to the National Cultural Policy and recommends the NSW government support local community broadcasters as part of policy to grow arts, culture and the creative industries. This submission outlines the vital role community broadcasting plays to support NSW's creative industries.

### Community broadcasting's impact in NSW

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| <ul style="list-style-type: none"><li>• 124 licenses in NSW on AM, FM and DAB+ (digital)</li><li>• 89 services in regional and remote areas</li><li>• 22% of the NSW population listen to community radio</li><li>• Most listeners in NSW listen to for 16 hours a week</li><li>• 82% find services quite or very valuable</li></ul> | <ul style="list-style-type: none"><li>• 51% of listeners in NSW tune in for for local information and news</li><li>• 30% listen to hear Australian music played and to support local artists</li><li>• 25% of listen to hear local voices and personalities</li></ul> |
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### A new look at people: creating better, more inclusive pathways and support for practitioners in the arts, culture and creative industries thanks

Community broadcasters strongly support the government's commitment towards an inclusive, sustainable and ambitious arts, culture and creative sector.

The government's prioritisation to create better and more inclusive pathways will allow the industry to grow. Investing and partnering with community media develops creative industries to grow the volunteer driven sector, provide employment pathways for creative and media industries through training and skills and support artists' careers.

<sup>1</sup> Australian government (2023) *Revive: A Place for Every Story, A Story for Every Place* [online] available at <https://www.arts.gov.au/sites/default/files/documents/national-culturalpolicy-8february2023.pdf> pp 89

## Volunteers, training and skills development

Community broadcasting is in large part driven by volunteers. The sector is powered by 22,000 volunteers compared to only 900 paid staff.<sup>2</sup> Community broadcasting is done by the community for their community. Volunteers represent the diverse and unique identities of the state, giving communities voice and enriching our social and cultural fabric.

Community broadcasting also provides opportunities for training and skills development, exposing people to arts, culture and creative sector networks. As an important conduit for skills, training and employment in the creative and cultural industries, it launches and expands the careers of workers in the sector. The Sydney-based Community Media Training Organisation (CMTO) offers media ready training for artists and musicians covering skills like writing press releases, interviewing and promoting digital content.

In addition, community radio stations provide diverse training and mentoring programs across the arts. Examples by stations include FBI Radio's program Dance Class to support the next generation of female, non-binary and trans talent in electric music, and Koori Radio's Music Residency that offers 6 opportunities for NSW based First Nations musicians to access funding for both in-kind support and funding to record an EP.

## Community media champions First Nations Voices

First Nations community media organisations are essential communicators and champions of First Nations music, stories, language and culture. They nurture, produce and promote First Nations artists' work. There are 5 specific indigenous broadcasting licenses in NSW and First Nations programs and presenters feature across community radio. Many broadcast in remote areas and in-language, as vital connectors for their communities and sources of strength for their cultures.

Community media has launched the careers of many well-known First Nations artists. The sector also develops countless initiatives to support First Nations artists. Koori Radio presents the annual Yabun Festival, a diverse line-up of music, dance, speakers and stallholders. First Sounds, a collaboration between First Nations Media Australia and CBAA's Australian Music Radio Airplay Project (Amrap) brings independent First Nations recording artists to community radio airwaves.

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*'It's always such an honour to be part of projects by our Mob, for our Mob. It just makes me feel so proud of what our communities have built, the empires and the cultures that we are responsible for! I make music for my people and my community and to know that my music will reach more Mob through First Sounds Vol. 8 is so exciting to me.'*

*Sydney artist Mi-kaisha's track 'Brand New' opens First Sounds Vol. 8 (2022)*

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<sup>2</sup> Community Broadcasting Association of Australia, Community Radio Participation Census (2022) pp 10

## A new look at infrastructure: creating and improving sustainable access to spaces, programs and other support for all aspects of artistic and cultural activity

Community media is community infrastructure which supports the state's artistic and cultural activity. Community radio stations across the state create the network that develops and distributes information about arts and cultural events and programs, local Australian music, local stories and the state's diverse voices. These local, independent community connections are vital to thriving, inclusive arts, culture and creative industries.

Community radio in NSW gives voice to artists, musicians and creatives from diverse and underrepresented communities including First Nations people, communities in regional and remote NSW, cultural and linguistically diverse communities, faith-based communities, youth, seniors' and the LGBTQIA+ communities, people with a disability and diverse arts and music sub-cultures.

Community radio ensures content by a range of artists, creatives and culture makers is shared and accessible across NSW. Local and live performances, exhibitions, museum events, films, books releases, festivals, gallery openings and sculpture walks are examples of featured content. Broadcasters support industry growth through ticket giveaways, interviews, reviews and programs featuring local creatives. These events often start small with the support of localised promotion on community radio before becoming bigger features on the cultural calendar. The following sector initiatives are just an example of community radio's role in supporting access to NSW's artistic and cultural activity:

- Vision Australia Radio partnered with Arts Access Australia to better promote the incredible contribution of artists who are blind or have low vision across Australia and connect them with thousands of listeners across the state
- Highland FM supported by Southern Tableland Arts and MusicNSW runs 100% Home-Grown, a regional initiative dedicated to giving airplay and live showcases to diverse contemporary artists from the Southern Tablelands
- 2MBS Sydney has an emerging artists program to support young musicians build their career through awards and scholarships

## A new look at audiences: growing local, national and international audiences for cultural experiences, for the benefit of our community and the broader economy

Community radio helps artists find their audiences. The local and diverse nature of community radio means that broadcasters are an accommodating incubator for artists and culture makers for the benefit of NSW and the broader economy.

The sector helps artists access millions of people that tune in to get their local culture fix. It provides the platform for musicians, playwrights, poets, storytellers and performers to share their work and get noticed. When artists make work that cannot be broadcast through the airwaves, community radio supports them by promoting their work to local audiences. Local stories, information and news provide content in-language and in real time to communities seeking cultural experiences.

Community radio plays a key role for artists' monetisation of their art, enabling artists to work towards a sustainable career. There are countless examples of successful NSW artists that had their first radio play on community radio. Airplay on community radio often marks the start of a long career with continued support from community broadcasters. Community broadcasters have launched the careers of NSW artists:

- Sydney songwriter, musician and record producer **Sarah Blasko**, is recognised as one of Australia's leading music artists, Known for carving her own path within the industry, she began her career on community radio
- **Hermitude**, an award-winning multi-instrumentalist duo from the Blue Mountains, NSW built their career through community radio and were first played on NSW's 2SER. Today they are a global force headlining tours and festivals across Europe, Asia and North America
- **Wolfmother**, a rock band from Sydney now with a global audience, also got their start through community radio airplay. The band won a Grammy in 2007 for best hard rock performance
- Sydney based producer **Flume** (Harley Streten) acknowledges community radio marking the start of his career with the very thing produced for FBi Radio. Streten remains an international drawcard to festivals globally.
- Singer songwriter **Darren Hanlon's** first band The Simpletons, formed in Lismore. They got great backing from local community station 2NCR. Darren eventually left the band to go solo and he continues to receive strong support from regional community radio and plans his regional tours around them.

By partnering with community broadcasters, the NSW government will continue to grow the state's arts, culture and the creative industries.

## About the CBAA

The Sydney-based Community Broadcasting Association of Australia (CBAA) is the peak body and national representative organisation for over 450 community media organisations. 90% of all radio licence holders are CBAA members. The CBAA exists to support strong and successful community broadcasters. We champion an independent and free media and provide a portfolio of programs aiming to strengthen the capacity and sustainability of community broadcasting organisations across Australia.

## Contact

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