

# A. INTRODUCING COMMUNITY RADIO

## WHAT IS COMMUNITY RADIO?

Community radio stations are operated in the community, for the community, about the community and by the community. These communities can be geographical — for example based around a city, suburb or town — or they can be centred on a particular area of interest, like religion, ethnicity or age.

These radio stations play an important role in providing a voice for those communities, and offer a unique range of services and programs that promote the identities of local communities and contribute to social inclusion, sharing diverse viewpoints to enrich the social and cultural fabric of Australian society.

All community radio stations are independent, not-for-profit organisations, and have high levels of access and participation by members of the community, especially as volunteers. Community radio stations broadcast no advertising, though do work with sponsors.

According to Professor Michael Meadows community broadcasting in Australia empowers audiences 'to re-engage in the processes of democracy at the grass roots' level creating social coherence through diversity'.

Read more online at: [cbaa.org.au/about/about-community-broadcasting](http://cbaa.org.au/about/about-community-broadcasting)

### TOP 6 REASONS PEOPLE LISTEN TO COMMUNITY RADIO<sup>1</sup>

- 1 Local news and information.
- 2 Specialist music.
- 3 Local voices and local personalities.
- 4 To listen to Australian music and support local artists.
- 5 Community radio is an independent voice: not owned by big business or government.
- 6 It's run by locals, and people feel they can get involved.

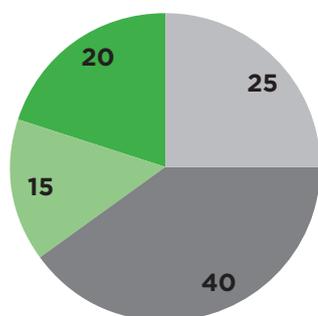
### WHO LISTENS TO COMMUNITY RADIO?

2015 data indicates that 5 million people across Australia listen to community radio in an average week.

Around 9 million Australians are occasional listeners to community radio. Most listening occurs between 5am and 7pm.

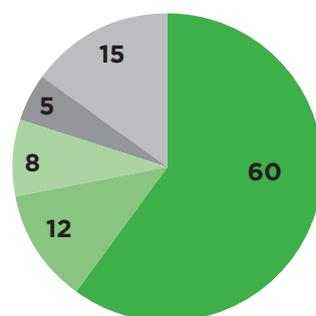
In terms of most demographic factors — e.g. age, marital status and work status — the average community radio listener is the average Australian, and spends around 16 hours a week listening to community radio.

Location (%)<sup>2</sup>



- Metropolitan
- Suburban
- Regional
- Rural

Types of station (%)<sup>2</sup>



- Generalist\*
- Religious
- Indigenous
- RPH (Radio for the Print Handicapped)
- Others\*\*

\* playing a wide range of music and information programs.

\*\* i.e. ethnic, youth, seniors, fine music, LGBTI and education.

<sup>1</sup>Community Radio National Listener Survey 2015, Wave #1. Prepared by McNair Ingenuity Research for CBAA.

<sup>2</sup>Community Broadcasting Station Census: Survey of the Community Radio Sector for the 2011-12 Financial Year, December 2013. Prepared by McNair Ingenuity Research for CBAA.

## GUIDING PRINCIPLES

Community broadcasters are united by six guiding principles. They work to:

1

Promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community.

2

Pursue principles of democracy, access and equity, especially for people and issues not adequately represented in other media.

3

Enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia.

4

Support and develop local arts and music.

5

Increase community involvement in broadcasting.

6

Demonstrate independence in programming as well as in editorial and management decisions.

30

hours per week stations broadcast community information<sup>1</sup>

50

community groups/individuals stations promote per week<sup>1</sup>

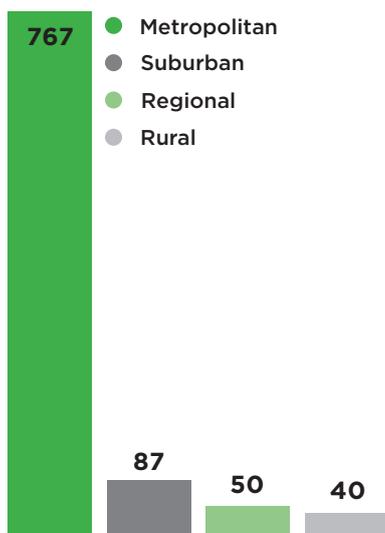
35%

proportion of community stations that are the sole provider of local content in their area<sup>1</sup>

75+%

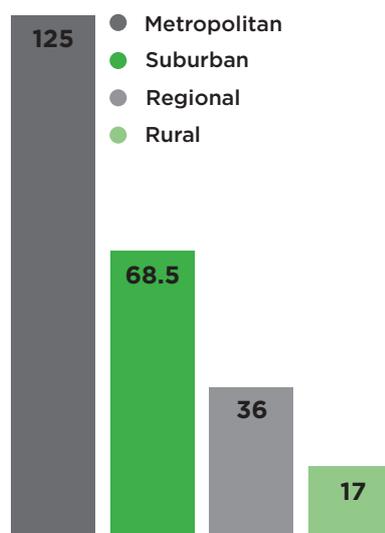
proportion of local content broadcast<sup>1</sup>

Median income by region (2012-13) (\$'000)



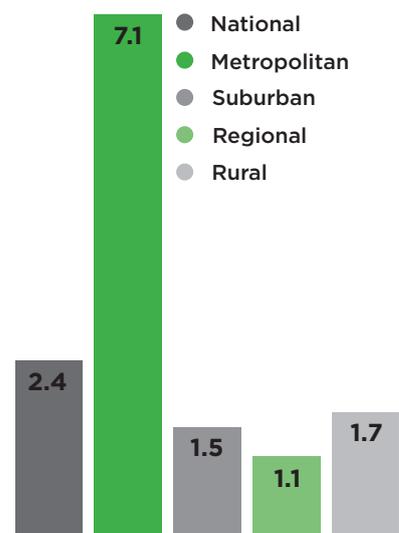
On average, almost 50 per cent of a radio station's budget goes on salaries, wages and associated costs.

Median number of volunteers per station



Both staff and volunteers are, on average, 56% male and 44% female.

Effective full-time staff (average) per station<sup>1</sup>



There is a roughly 50-50 split between full and part-time staff.

<sup>1</sup> Community Broadcasting Station Census: Survey of the Community Radio Sector for the 2011-12 Financial Year, December 2013. Prepared by McNair Ingenuity Research for CBAA.