

## BLACKTOWN CITY COUNCIL

The Productivity Commission  
LB2 Collins Street East  
MELBOURNE VIC 8003

Dear Sir

### **Review into Australian Broadcasting**

[1] Reference is made to the draft report of the Australian Productivity Commission into Australian Broadcasting Legislation.

[2] A report on this subject was considered by Council at its meeting of the 1 December 1999 where it was resolved:

*“Council indicate to the Productivity Commission its support for Recommendation 7.1 in the freeing up of issue of broadcasting licences, but reiterate its concern that appropriate attention to Western Sydney issues indicates a need to stipulate conditions regarding the next broadcast licence so that it is required to service Western Sydney.”*

[3] Council acknowledges the Commission’s recommendation 7.1 which would have the effect of freeing up access to broadcast licencing and that this is reflective of National Competition principles.

[4] Council is, however, disappointed that its submission pointing out an inadequate coverage of Western Sydney Issues, and the potential television coverage for Western Sydney as a region in its own right received little or no discussion in the draft report. In Council’s view, the current broadcasting system fails to adequately serve the people of Western Sydney considering that regions with far smaller populations and economic potential have dedicated regional broadcasters.

[5] Council has noted with interest the draft Report’s recommendations (5.2 and 5.3) to reserve broadcasting spectrum for Indigenous broadcasters. Such an approach appears to indicate that, in areas of market failure, the Commission is prepared to recommend measures to overcome such failure. It is Council’s contention that market failure is indeed evident in Sydney television broadcasting in relation to Western Sydney issues.

[6] Council would therefore again submit that the Commission, in finalising its report, elaborate on recommendation 7.1 and stipulate that the next television broadcast licence issued in Sydney contain conditions requiring it to service Western Sydney.

[7] Should you require further information in regard to this matter do not hesitate to contact the officer whose name appears at the bottom of this letter.

Yours faithfully,

Terry McCormack  
General Manager

Your contact for this matter is: Ian Reynolds  
Phone: 9839 6000 Ext. 6234  
File No. : 119-219-2/2