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18 May 1999

The Presiding Commissioner
The Productivity Commission
LB2 Collins Street
EAST MELBOURNE VIC 8003

Dear Sir/Madam

LETTER OF SUPPORT - 4CBL - 101 FM

I write on behalf of Logan City Council in support of the submission presented by 4CBL - 101 FM to increase the current broadcasting time for Community Broadcasters such as themselves, for on-air Sponsorship from four minutes per hour.

Logan City Council is a strong supporter of 101 FM. Not only do we see the station providing information and entertainment, but also as a vital link in our City's Counter Disaster Plan. Hence we provide the Station with some degree of financial assistance to support their day-to-day operations.

Over the past few years, as part of the Station's growth, they have had to put in place some permanent paid positions such as Station Manager, Sales Manager and Technical Director to enable the Station to run more efficiently.

To enable Stations such as 4CBL - 101 FM to carry out their duties as Community Broadcasters in a professional manner, twenty four hours per day, seven days per week, they need the where-with-all to do it. One of the major sources for bringing revenue into the Station is through on-air sponsorship. However, this is somewhat curtailed by the restrictions placed on them of four minutes per hour for Sponsorship/On-air Promotion.

As you can appreciate, Community Broadcasters such as 101 FM give the local small business operators the opportunity to promote their businesses at an affordable rate, so the Station's income is once again restricted.

Despite the fact that the Station's service is provided by volunteers, there are ongoing costs such as equipment - which needs to be purchased (at commercial rates), and maintained - which is extremely expensive particularly as we enter the digital era. Also, as in any other office, there are day-to-day purchases for office supplies and computer hardware. All of these factors require an on-going income. Community Radio Stations can no longer be expected to supplement their income by running "chook raffles" and the like. What is required are the restrictions to be lifted so they can earn their income in a more dignified and independent manner - by relaxing the time limit placed on them for Sponsorships.

Yours faithfully



Cr Graham Able
ACTING MAYOR - LOGAN CITY