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10th of August, 1999.

PRODUCTIVITY COMMISSION
Broadcasting Inquiry
Locked Bag 2
Collins Street East Post Office



ATT: PAUL BELIN

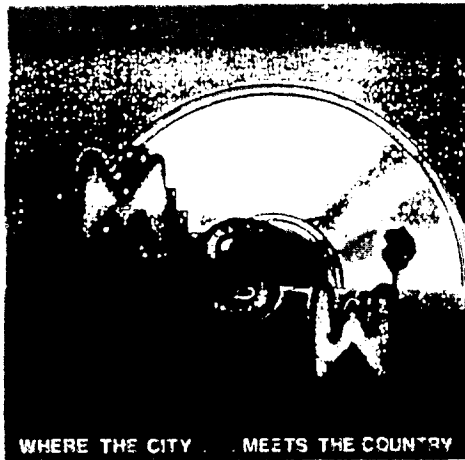
REF: (SUBMISSION ON BROADCASTING ISSUES PAPER - March, 1999)

Dear Paul,

Macarthur South West Broadcasting Pty Ltd was formed in 1989, by local businessmen of the Macarthur South West Region (N.S.W), with the objective of providing a much needed 'local' commercial broadcasting service to meet the unique need's of the Macarthur Region. On behalf of Macarthur South West Broadcasting (MSW), I would like to take this opportunity of briefly responding to the invitation for submission's in reference to the Productivity Commission "Broadcasting Issues Paper" - dated March, 1999.

In direct reference to several issues raised in the paper that are relevent to MSW current position, which, in turn, MSW would like to elaborate upon in due course, via further submission's, as well as, meeting with officer's from the Productivity Commission.

MSW, would like to note that we appreciate the opportunity of contributing to the current inquiry into the Australian Broadcasting legislation, by responding to this issues paper.



Although at this moment in time this initial submission by MSW is only brief, serving more as an introductory document.

Having stated this, MSW in forthcoming submission's, will emphasize on current anomalies and inefficiencies of the current legislation, which in reality act as 'barrier's to entry', in reference to the introduction of competition into the marketplace as well as, achieving several Objectives of the Act, as stated by Parliament.

On summation, it is impossible, nor justifiable for MSW to endeavour to canvas all our concern's in such a short brief as this. Therefore, it is of essence that MSW have the opportunity of extensively contributing to the Commission inquiry, at a latter date thus, in turn, enabling the Productivity Commission the opportunity of satisfying the " Terms of Reference", as stated on pages 2 - 3, of the Issues Paper - March, 1999.

Finally, it is with anticipation that we await the Commission's forthcoming Draft Release, and in turn, MSW look forward to contributing to the Commission's current broadcasting inquiry, via further submission's, prior to the Commission's submission of their 'Final Report' to Parliament.

Your's Faithfully

R. Lopresti
ROY LOPRESTI

(DIRECTOR)

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