

**From:** Wayne Phillips [REDACTED]  
**Sent:** Tuesday, 29 November 2011 12:47 PM  
**To:** media  
**Subject:** Regional Telecommunications Review 2011

Dear Reviewing Officer

8SAT Flow FM holds the Remote Central Commercial Radio license (SL010147) providing coverage to 100 communities from 20 retransmission sites in South Australia, Northern Territory Victoria and soon to News south Wales from 20 remote sites. 8SAT welcomes the opportunity to comment on Regional Telecommunications. 8SAT has strong connections with consumers, local government, business and community organisations. 8SAT's receives regular feedback from these groups about the poor access to not only internet and mobile phone services but also commercial radio services.

The limited commercial media access for rural people is of concern with many communities unable to access radio services for entertainment and information and the charter of diversity in each market.

In 2001 the Federal Government introduced a \$6 million Black Spot Funding program for regional radio. 8SAT was invited to apply for second round funding and consequently in the time frame delivered 11 new broadcast sites by the 2005 closure of funding. While this fund assisted coverage of many new remote and regional areas gaining a commercial radio service on FM analogue spectrum, many more towns are still without a commercial radio service.

In 2008 Digital radio was licensed for capital cities, however the uptake of receivers has been slow and it is unlikely that digital radio will be made available for remote areas or funded by the government in the foreseeable future perhaps up to 10 years. It is also unlikely that many remote areas could cost effectively be served with a digital transmitter given the location of some remote towns and the likely co siting requirement with National services.

It is 8SAT's view that further government funding should be made available for remote communities to achieve a commercial radio service. There are 40,000 people alone in 8SAT license areas that don't have their first commercial radio service.

8SAT welcomes the Department of Broadcast, Communications and Digital Economy feedback on funding strategies to complete FM analogue servicing of remote areas.

Kind Regards

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