The members of Binjang Radio are delighted at the prospect of applying for a long term licence at the first opportunity facilitated by the amendment to the currently operating LAP. Binjang currently has 250 members and we conduct regular consumer surveys to determine suitability of broadcasting content based on satisfying the broadest possible cross-section of our community. We are lucky to have a number of professional radio people who have helped develop, train and educate our amateur participants and consequently have an excellent and popular presenter roster. Together we have developed a popular daytime playlist using formatics to create a recycling 5 song genre rotation together with local and national news and weather, local reports and programs that satisfy a large audience. The only outside content broadcast is the national news. Our survey shows that we have traction with over 90% of our local community and provide a service very unique to our broadcast footprint.

We have built a broadcasting facility that features 2 purpose built, technically advanced studios specifically developed to be user friendly to our presenters. Binjang is financially stable with a considerable cash reserve and has managed to purchase all the equipment including backup appliances required for high standard broadcasting prior becoming eligible for CBF grants.

Binjang is able to reach into the valleys where rival broadcasters in the LAP are practically unable to. Our central town of Wellington is located in a valley where reception, particularly with home radio, is not great with most other broadcasting services in the current LAP. No other service provides local news and weather reports or other reports such as stock reports, local government, library, traffic, town history reports, community service announcements and announcements and live local reports from emergency services such as the RFS and SES. We cover and support local community events with regular outside Broadcasts and have become deeply entrenched in our community.

The potential inclusion of Binjang Community Radio in the LAP will consolidate our broadcasting future and provide an unique service to our community

Regards

Tony Graham

Binjang Community Radio Inc