DRAFT VARIATION TO LICENCE AREA PLAN

Melbourne Radio - No 1 of 2006

Explanatory Paper
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Call for Submissions

Submissions on the matters raised in this Explanatory Paper may be made to ACMA as follows:

By email: lapvariation@acma.gov.au

By mail: Draft LAP Variation – Melbourne Radio – No 1 of 2006
Allocations Branch
Australian Communications and Media Authority
PO Box 78
Belconnen ACT 2616

By fax: (02) 6253 3277

Please quote file reference PF2006/228 in your reply.

Any enquiries concerning matters raised in this document should be directed to Christopher Roberts on (02) 6256 2863.

The closing date for submission is 5.00pm, 31 March 2006.

All submissions received will be made available for public inspection on the ACMA website.¹ (www.acma.gov.au)

¹ Note that any submissions marked “In confidence”, “Confidential” or similar, cannot be considered by ACMA in finalising a LAP Variation.
Preliminary View – Melbourne Radio

**ACMA proposes to vary the licence area plan for Melbourne radio to allow the commercial radio broadcasters 3AW and 3EE, which are operated by Southern Cross Broadcasting, to swap technical operating conditions and transmitter location to be as follows:**

- **3AW to operate on the MF-AM Band at 693 kHz from the Mt Cottrell transmitter site and**
- **3EE to operate on the MF-AM Band at 1278 kHz from the Lower Plenty transmitter site.**

**Purpose**

The primary purpose of the proposed LAP variation is to swap the technical operating conditions of the commercial radio broadcasters 3AW and 3EE.

Southern Cross Broadcasting (Australia) Limited (SCB), the owners and operators of 3AW and 3EE has proposed a swap of the technical operating conditions and transmitter locations of the two services. Southern Cross Broadcasting hopes this action will improve the reception of the 3AW service in inner city Melbourne as the 693 kHz is superior in coverage to that of 1278 kHz.

ACMA has not found any technical impediment to the proposal from SCB and proposes to swap the technical operating conditions of the commercial radio services 3AW and 3EE. The changes are expected to improve the reception for the 3AW service, but the reception of 3EE could become deficient in some areas.