<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canberra</td>
<td>Purple Building Benjamin Offices Chan Street Belconnen ACT</td>
<td>+61 2 6219 5555</td>
<td>+61 2 6219 5353</td>
</tr>
<tr>
<td>Melbourne</td>
<td>Level 44 Melbourne Central Tower 360 Elizabeth Street Melbourne VIC</td>
<td>+61 3 9963 6800</td>
<td>+61 3 9963 6899</td>
</tr>
<tr>
<td>Sydney</td>
<td>Level 5 The Bay Centre 65 Pirrama Road Pyrmont NSW</td>
<td>+61 2 9334 7700</td>
<td>+61 2 9334 7799</td>
</tr>
</tbody>
</table>

© Commonwealth of Australia 2011
This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior written permission from the Commonwealth. Requests and inquiries concerning reproduction and rights should be addressed to the Manager, Communications and Publishing, Australian Communications and Media Authority, PO Box 13112 Law Courts, Melbourne Vic 8010.

Published by the Australian Communications and Media Authority
Contents

Submissions 1
Explanatory Paper 2
Preliminary View 1 – Commercial Radio – 3MP 4
Preliminary View 2 – Licence Areas 6
Preliminary View 3 – Minor Amendments 7
Submissions

The Australian Communications and Media Authority (the ACMA) is seeking public comment on the proposed Draft Variation to Licence Area Plan – Melbourne Radio – No.1 of 2011.

Submissions can be made as follows:
Email: rps@acma.gov.au
RPS/TPEB/DTD
ACMA
PO Box 78
BELCONNEN ACT 2616
Fax: (02) 6219 5347


Contact details for submissions:
Email: rps@acma.gov.au
Telephone: Christopher Roberts on (02) 6219 5157
Fax: (02) 6219 5347

The closing date for submissions is 5 pm, Friday 6 January 2012.

All submissions received will be made available on the ACMA web site at http://www.acma.gov.au/.

Under subsection 27(2) of the Broadcasting Services Act 1992, the ACMA is required to make all submissions available for public inspection. Any submission marked ‘In confidence’, ‘Confidential’ or similar, will not be considered by the ACMA in finalising the LAP variation.
Explanatory Paper

This explanatory paper accompanies the proposed Draft Variation to the Licence Area Plan – Melbourne Radio – No.1 of 2011.

The broadcast planning functions of the ACMA are set out in Part 3 of the Broadcasting Services Act 1992 (BSA). In performing its planning functions, the BSA requires the ACMA to promote the objects of the BSA\(^1\), including the economic and efficient use of radiofrequency spectrum, and to have regard to the planning criteria set out in section 23.

Licence area plans (LAPs) are made under subsection 26(1) of the BSA. LAPs determine the number and characteristics, including technical specifications, of broadcasting services in particular areas of Australia with the use of the broadcasting services bands.

The ACMA may vary LAPs under subsection 26(2) of the BSA.

The object of most obvious relevance to the ACMA’s powers in relation to section 26 of the BSA is that at paragraph (a) of subsection 3(1), that being:

\[ \text{to promote the availability to audiences throughout Australia of a diverse range of radio and television services offering entertainment, education and information.} \]

Section 27 of the BSA provides that the ACMA must make provision for wide public consultation when considering whether to make or vary a LAP.

The ACMA refers to the General Approach to Analog Planning\(^2\) when it considers the planning of broadcasting services. This document sets out the legislative framework and planning criteria, as well as the general approach to the planning of broadcasting services. It also contains a record of advice and assumptions about matters relevant to the ACMA’s functions and powers under Part 3 (see subsection 27(2) of the BSA).

The ACMA generally considers variations in response to submissions made to it or, upon becoming aware of technical issues that need addressing.

The ACMA has received a submission in relation to the commercial radio broadcasting service 3MP in the LAP for Melbourne Radio (Melbourne LAP). This submission has requested the ACMA consider:

\[ \begin{align*}
\text{> increasing its maximum CMF}\(^3\) & \text{ from 1225 volts (V) to 2010 V and to modify its current directional (DA) radiation pattern to improve its coverage of the Melbourne RA1 licence area.}
\end{align*} \]

After considering this request and other issues known to it, and in the context of the information contained in the ACMA’s General Approach to Analog Planning and the

---

\(^{1}\) Section 3 of the BSA.

\(^{2}\) This document can be obtained from the ACMA’s web site at: [http://www.acma.gov.au/WEB/STANDARD/pc=PC_90248](http://www.acma.gov.au/WEB/STANDARD/pc=PC_90248)

\(^{3}\) Cymomotive force (CMF) is a term used in AM radio to define the strength of the field radiated from a transmission facility. The CMF is expressed in volts; it corresponds numerically to the field strength in microvolts per metre at a distance of 1 kilometre from the transmitting antenna. It is closely analogous to the term effective radiated power used in planning for FM radio and television services.
matters listed in section 23 of the BSA, the ACMA has reached the following preliminary views, namely that it should:

> change the technical specifications of the commercial radio broadcasting service 3MP at Melbourne to increase its maximum CMF to 2140 V and change the directionality of its radiation (Preliminary View 1); and

> update the description of the existing commercial and community radio licence areas in the Melbourne so they are defined in terms used in the 2006 census and are consistent with the ACMA’s most recent determination of population of a licence area under section 30 of the BSA (Preliminary View 2).

A full discussion of these matters is set out below.
The ACMA proposes to vary the technical specifications of the existing commercial radio broadcasting service with the service licence number SL4144 at Melbourne. It is proposed that this service operate on:

- 1377 kHz from Broadcast Site Water Retarding Basin Police Rd ROWVILLE, with a maximum CMF of 2140 V with a DA radiation pattern.

The Melbourne LAP was determined in June 2000. It currently provides that the existing commercial radio broadcasting service 3MP\(^4\) operate on AM frequency 1377 kHz from Broadcast Site, Water Retarding Basin, Police Road, Rowville, with a maximum CMF of 1225 V with a directional radiation pattern\(^5\) in the Melbourne RA1 licence area.

On 30 August 2010, Malbend Pty Ltd (Malbend), the licensee of 3MP, proposed that, due to reception deficiencies in the northern and western parts of its licence area, it be allowed to increase its CMF and change its existing radiation pattern. Malbend noted in its proposal that, due to the location of its transmitter being markedly further south than other AM transmitters in Melbourne, its reception deficiencies have been amplified, particularly in northern Melbourne.

In considering the reception deficiencies reported by 3MP, the ACMA acknowledges that Melbourne’s population is increasing, expanding and getting denser\(^6\) and, as a result, the level of environmental and man-made noise has increased. To maintain the required urban grade of service, 3MP had sought to increase its CMF to a maximum of 2010 V and change the directionality of its radiation pattern.

An assessment of Malbend’s request found that operation with a maximum CMF of 2010 V with the proposed radiation pattern has the potential to cause interference to the reception of co-channel or adjacent channel services in Goulburn and Sydney, NSW, Manjimup, WA and Otaki, New Zealand. At this point the ACMA requested that Malbend revise its proposal to avoid this interference.

On 6 December 2010, Malbend submitted a revised proposal with a maximum CMF of 2205 V and a modification to the directionality of its radiation pattern. An assessment of this revised proposal found that while the likelihood of interference to Goulburn, Sydney and Otaki was removed, it was still probable that co-channel interference would occur to the reception of the Manjimup service.

The ACMA provided this assessment to Malbend and requested that it further revisit its proposed CMF level and radiation pattern in order to avoid the potential interference to Manjimup.

---

\(^{4}\) 3MP has the on-air identifications MTR1377 and 3MTR.

\(^{5}\) A directional antenna radiates greater power in one or more directions as opposed to an omni-directional antenna which radiates power uniformly in all directions.

\(^{6}\) According to census data, the Melbourne RA1 licence area population has grown approximately 14.5% from 3,168,812 in June 2000 (1996 census data) to 3,623,568 in June 2009 (2001 census data). According to the Australian Bureau of Statistics publication “Regional Population Growth, Australia, 2000 - 01 and 2009 -10”, the population density of Melbourne grew from 457 people per sq km in 2001 to 530 in people per sq km in 2010.
On 23 December 2010, Malbend submitted a second revised proposal that put forward a maximum CMF of 2140 V and further changed the directionality of the radiation pattern.

At this CMF and with the changed radiation pattern, the ACMA has found that the likelihood of interference to Manjimup is removed. Additionally, at a CMF of 2140 V, the number of listeners in the Melbourne RA1 licence area who would be able to receive an urban grade of service (the required grade) will rise from 2,552,300 to 3,166,100 persons\(^7\) or from 70.4% of the licence area population to 87%\(^8\).

A consequence of any increase to 3MP’s CMF is that signal overspill in adjacent licence areas will also be increased. The number and percentage of population in adjacent licence areas with increased overspill is shown below.

<table>
<thead>
<tr>
<th>Adjacent licence area (LA)</th>
<th>Licence area (LA) population</th>
<th>% of LA population in overlap</th>
<th>Existing specification (1225 V DA)</th>
<th>Proposed specification (2140 V DA)</th>
<th>% Increase of people covered of total LA population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geelong RA1</td>
<td>362,267</td>
<td>35.92</td>
<td>209,075</td>
<td>209,230</td>
<td>0.045</td>
</tr>
<tr>
<td>Ballarat RA1</td>
<td>120,501</td>
<td>0.00</td>
<td>0</td>
<td>210</td>
<td>0.175</td>
</tr>
<tr>
<td>Central Zone RA1</td>
<td>142,294</td>
<td>0.00</td>
<td>250</td>
<td>345</td>
<td>0.070</td>
</tr>
<tr>
<td>Warragul RA1</td>
<td>199,788</td>
<td>0.00</td>
<td>21,380</td>
<td>30,030</td>
<td>4.350</td>
</tr>
</tbody>
</table>

All population figures 2006 census data.

In deciding whether to allow overspill, the ACMA must strike a balance between the rights of listeners within a licence area to receive their local services at the planned grade of service, and the need to avoid unwarranted overspill into adjacent licence areas. The ACMA’s general approach is to permit overspill as to ensure coverage of significant population centres at the required grade of service within a licence area, except where that overspill would be excessive.

In this instance, the ACMA believes that, at the revised CMF level of 2140 V, the level of overspill in adjacent licence areas is a necessary result of the provision of the service within the Melbourne RA1 licence area.

The ACMA is therefore of the view the economic and efficient use of the spectrum and the objects of the BSA, particularly that at paragraph 3(1)(a)\(^9\) are likely to be promoted by allowing an increase of power and modification of pattern for the 3MP service.

---

\(^7\) 2006 census data.

\(^8\) The population of the Melbourne RA1 licence area is 3 623 568.

\(^9\) Paragraph 3(1)(a) states “To promote the availability to audiences throughout Australia of a diverse range of radio and television services offering entertainment, education and information.”
Preliminary View 2 – Licence Areas

The ACMA proposes that the existing commercial and community radio broadcasting licence areas in the Melbourne LAP be redefined using 2006 census data but otherwise remain unchanged.

The licence areas for commercial and community radio broadcasting services in the Melbourne LAP – Bacchus Marsh RA1, Camberwell RA1, Melbourne RA1, Melbourne City RA1, Melbourne East RA1, Melbourne North East RA1, Melbourne North West RA1, Melbourne South RA1, Melbourne South East RA1, Melbourne West RA1, Melton RA1, Mornington RA1, Mountain Districts RA1, Plenty Valley RA1, Sunbury RA1, Waverley VIC RA1, Werribee RA1 and Yarra Valley RA1 – are currently described using boundaries from the 2001 census.

The Australian Bureau of Statistics (ABS) has made available to the ACMA the most recently published census (2006), as prepared by the Australian Statistician. Therefore, the ACMA proposes that these licence areas be redefined using 2006 census data, but otherwise remain unchanged.

These licence areas, updated to 2006 census data, are detailed in the document Licence Area Maps that accompanies this explanatory paper.
The ACMA proposes to update the schedules and attachments in the Melbourne LAP.

The ACMA proposes to make amendments to the Schedules and to each of the attachments that contain the characteristics, including technical specifications, of the radio broadcasting services in the Melbourne area.

The ACMA does not intend these minor amendments to alter any existing rights or obligations. It proposes to replace schedules and attachments in their entirety, without changing the substantive parts, to facilitate these minor amendments.

The proposed changes to the schedules include:
> in schedules Two, Three, Four, Five, Six, Seven, Eight, Nine, Ten, Eleven, Twelve, Thirteen, Fourteen, Fifteen, Sixteen, Seventeen and Eighteen omit the heading “Licence Area Plan : Melbourne Radio – June 2000” and substitute the heading “Licence Area Plan : Melbourne Radio”;

This information was included for ease of reference only, but may be confusing.

The proposed changes to the attachments headings include:
> in each of attachments 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.10, 1.17, 1.18, 1.19, 1.20, 1.21, 1.26, 1.27, 1.28, 1.29, 1.30, 1.31, 2.2, 3.2, 4.2, 5.2, 6.2, 7.2, 8.2, 9.2, 10.2, 11.2, 12.2, 12.3, 13.2, 14.2, 15.2, 16.2, 17.2 and 18.2 omit the heading “Licence Area Plan : Melbourne – June 2000” and substitute the heading “Licence Area Plan : Melbourne Radio”;

> in each of Attachments 1.14, and 1.23 omit the heading “Licence Area Plan : Melbourne – July 2001” and substitute the heading “Licence Area Plan : Melbourne Radio”;

> In each of attachments 1.9, 1.11, 1.15, 1.16, 1.24 and 1.25 omit the heading “Licence Area Plan : Melbourne – April 2006” and substitute the heading “Licence Area Plan : Melbourne Radio”; and

The proposed changes to the attachments technical specifications include:
> In each of attachments 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.26, 1.27, 1.28, 1.29, 1.30, 1.31, 2.2, 3.2, 4.2, 5.2, 6.2, 7.2, 8.2, 9.2, 10.1, 11.2, 12.2, 12.3, 13.2, 14.2, 15.2, 16.2, 17.2 and 18.2 under “Site Tolerance :” omit “Refer to Technical Planning Guidelines” and substitute “Refer to Broadcasting Services (Technical Planning) Guidelines 2007”

This information has been updated for ease of reference only and does not signify a change to the planned performance of the transmitters.