Christopher Roberts

From: Heartland FM [heartfm@bigpond.net.au]
Sent: Monday, 2 March 2009 9:38 AM
To: LAIS
Subject: Draft Variation remote Central & Eastern LAP Submission

File no ACMA2007/1501

Dear Christopher

Thank you for this opportunity to make a submission regarding the Central and Eastern Remote LAP. As an operator of regional narrowcast HPON/LPON I believe it is time to de-regulate the entire Radio and Television Broadcasting industry and take full advantage of existing vacant spectrum.

The mentioned areas of Burrum Heads, Fraser Island and Childers are just as entitled to competitive Radio and Television Broadcasting as all other markets in every Town and City in Australia.

Modern technology and a huge decrease in the cost of equipment for Broadcasting makes many under serviced markets now a viable proposition for increased competitive broadcasting services.

The recent tragic bushfires in Victoria demonstrate that a lack of vital information was unable to be mass communicated, in many cases the result of little listened to underperforming regional solace Commercial Radio Stations, and the small market share of listeners most ABC and Community Radio Stations generally demonstrate.

Consumers needed to make life or death decisions on local, correct and instant information. It seems many regional consumers are no longer using current solace market Commercial Radio stations as their main source for real time current news and information. Commercial Radio is still the most viable mass Communication device and Competitive programming combined with a legal requirement to produce local news and current events remains vital to Australia.

Open the existing spectrums across the entire country and revisit the Digital Broadcasting legislation.

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