

Lofty 88.9
Radio with altitude

Program Guide

B32 Appendix 10
November 2019

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Executive summary

The Lofty Program guide contains a brief description of all programming that Lofty reasonably expects to provide once Lofty is granted a long-term general interest community broadcasting licence.

Said programming is made up of the following:

- Material originating Lofty's presenters/producers (either live or pre-recorded)
- Material currently in development by Lofty members/volunteers
- Syndicated programming¹
- Material Lofty expects to take over from Hills Radio once Hills Radio ceases broadcasting²

Every program in this guide has been assessed for *local significance* and *community need*, based on Lofty's Programming Policies 4.2.1 and 4.2.2.

In addition to community demand, Lofty also subjects each program to a *nature and diversity* assessment. This is a comparison of said program with others provided by broadcasters servicing the Mount Barker RAL.

Programming policies used in the preparation of this guide are attached as Appendices B through E.

Due to the fluid nature of this guide, Material are listed in alphabetical order. A programming grid showing proposed air dates/times (where known) can be found in Appendix 9 of the B32.

This guide is correct as at November 2019, but is subject to change without notice.

¹ Contains a mix of long-term and short-term syndicated programming; the status of each program subject to regular review by Lofty's Programming Sub-committee in terms of Policy 4.2.3 Programming > Syndication.

² As part of the transition from Hills Radio to Lofty, each current Hills Radio presenter/producer shall participate in Lofty's on-air training program. This is to ensure that each Hills Radio presenter/producer has sound knowledge of Lofty's studio equipment, as well as to provide a refresher in core skills and knowledge required ensure compliance with the Act and the Codes.

Lofty's programming at a glance

Our programs and people

Number of programs	78
Number of presenters	45



Local significance

Locally significant programs made at Lofty	44
Locally significant programs made elsewhere	22
Total number of locally significant programs	66
Hours of locally significant programming per week	158
Percentage of programs that are locally significant	94%

Community needs met

Programs made at Lofty meeting community needs	44
Programs made in Australia meeting community needs	20
Programs made overseas meeting community needs	14
Total number of programs meeting community needs	78
Hours of programming meeting community needs per week	168
Percentage of programs meeting community needs	100%



“48% of listeners to community radio listen for local information / local news”

– Community Radio National Listener Survey 2019 Wave #1 South Australia



Specialist music programming

Hours of specialist music programming aired per week	45
Number of specialist music genres played per week	25
Total hours of music played per week	89
Specialist music played per week as a percentage	51%

“37% of listeners to community radio listen for specialist music”

– Community Radio National Listener Survey 2019 Wave #1 South Australia

Talk/spoken word programming

Hours of talk programming aired per week	44
Minimum number of interests catered to per week	20
Percentage of talk programming that is locally significant	100%
Talk programming as a percentage of overall programming	26%



“25% of listeners to community radio to hear something they don’t hear anywhere else”

– Community Radio National Listener Survey 2019 Wave #1 South Australia



Programming diversity

Hours of programming aired each week not heard elsewhere in Mount Barker RA1	64.5
Percentage of programming aired each week not heard elsewhere in Mount Barker RA1	38%
Hours of programming each week that complements and supplements Mount Barker RA1	93.5
Percentage of programming each week that complements and supplements Mount Barker RA1	56%

How to interpret Lofty's Program Guide

Status

On air	Material currently airing on Lofty
Confirmed	Material commencing on Lofty in 2020
Pending	Material Lofty expects to air once Lofty commences broadcasting 24/7
Pending [HR]	Material Lofty expects to air once Hills Radio ceases broadcasting ³
Placeholder ⁴	Material Lofty is seeking to replace prior to broadcasting 24/7

Source

Live	Live to air
Pre-recorded	Pre-recorded program produced at Lofty or by Lofty members/volunteers
Payout	Automated payout originating from Lofty
CRN	Community Radio Network
DW	Deutsche Welle
Syndicast	Syndicast (EDM programming for not-for-profit and specialist EDM broadcasters)
Radio4All	Radio4All (general programming for not-for-profit/non-commercial broadcasters)
Independent	Direct relationship with independent program maker

Origin

Lofty	Lofty in-house programming
SA	Material made in South Australia by non-Lofty members
Australia	Material made in Australia by non-Lofty members
[country]	Material made outside of Australia

Programming originating from Lofty is automatically deemed to be of *local significance* in terms of sections 84(2)(ba), 84(3)(a) and 84(3)(b) of the Act.

Where a program is judged to be of local significance yet is produced outside of Lofty's licence area in terms of section 84(3)(c), said program's origin is highlighted in **red**. Refer Policy 4.2.2 Programming > Local significance.

Provisional daypart/day/time as per proposed programming grid effective 1 July 2020. Subject to confirmation.

³ An on-air position shall be offered to each Hills Radio member that successfully completes Lofty's training, subject to said ex-Hills Radio presenter being accepted as a Lofty member in terms of Lofty's membership policies and Rule 16 of the Lofty Constitution. Said training shall be offered at no extra cost to ex-Hills Radio members.

⁴ Syndicated material has been used during Lofty's TCBL phase to gauge local significance and/or community needs in several musical genres not covered by other broadcasters in Mount Barker RA1. Lofty expects to replace said material with equivalent material that is hosted and/or produced within Mount Barker RA1.

Community needs and local significance

Each program in this guide has been assessed in order to establish its *community need* and *local significance*. This assessment has taken place in the context of the following policies:

Policy No.	Policy Name
4.2.1 [a]	Programming > Community > Community Needs and the Act
4.2.1 [b]	Programming > Community > Community Needs and the Code
4.2.2	Programming > Community > Local Significance
4.2.3	Programming > Community > Syndication

Source data used in the process of establishing community needs and/or local significance includes, but is not limited to:

- CBAA/McNair yellowSquares National Listener Survey 2019 Wave 1 Fact Sheet SA (CBAA/McNair 2019), as per Appendix F;
- Census data based on Statistical Areas identified within Mount Barker RA1 (Census 2016), as per Appendix G; and
- direct feedback from audience members residing within Mount Barker RA1.

Nature and diversity

Nature and diversity assessment consider how each program meets current and perceived future needs, and compares each program with material offered by all other broadcasters within Mount Barker RA1. A list of said broadcasters, together with details of the methodology applied as part of the nature and diversity assessment, is explained in Policy 4.2.1 [a].

When considering the question “is any other broadcaster [...] broadcasting similar material (to Lofty)?”, the aim is to arrive at one of three conclusions, viz:

Different	Programming that is unique to Lofty within Mount Barker RA1.
Complements/ Supplements	Programming that may share some characteristics to other programming within Mount Barker RA1, yet offers at least one distinct point of difference that is of relevance to the local community.
Similar	Programming sharing many characteristics to other programming within Mount Barker RA1 ⁵

Lofty's Programming Sub-committee places significant weight on Section 84(2)(c), insofar as regarding how our program material is either *different* to or *complement and supplement* existing programming provided by other broadcasting services currently operating within Mount Barker RA1.

⁵ As a consequence of absorbing part of Hills Radio's programming, Lofty expects that several of these migrated programs will share a number of characteristics with those of other broadcasters within Mount Barker RA1. Lofty will actively encourage and support ex-Hills Radio presenters/producers in building a clear point of difference between their programming and that offered elsewhere, to ensure their program reaches *complement/supplement* status.

Our Programs

Program Name		AdeLOL			
Presenter/Producer		Dan and Tom			
Genre/Interest		Documentary > History > South Australian			
Daypart/Day/Time		Mid-Morning	Alternate Tuesday 11:30-11:59#		
Origin	SA	Source	Independent	Status	Pending
Description		Heaps good South Australian history. Based on the popular AdeLOL podcast.			
Community needs and local significance		Includes South Australian history out of scope for local history programs; provides a different perspective to Adelaide Hills local history.			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Takes a more lighthearted approach to history.			

Program Name		A Jazz Hour			
Presenter/Producer		Barry O'Sullivan, Fine Music 102.5FM			
Genre/Interest		Fine Music > Jazz [< 10% Australian content]			
Daypart/Day/Time		Evening	Sunday 22:00-22:59		
Origin	Australia	Source	CRN	Status	Placeholder
Description		Barry O'Sullivan presents an hour of carefully selected and curated jazz, from the classic be bop era right up to today's modern jazz.			
Community needs and local significance		Proven demand for jazz based on listener feedback; use of quality syndicated jazz programming as proof-of-concept.			
Nature and diversity		Different to most other broadcasters licenced to service Mount Barker RA1. Complements/supplements ABC Classic FM, which plays several hours of jazz per week. Substitute for ABC Jazz, which is not available on FM in LAP. <i>To be retired upon successful recruitment of local jazz presenter.</i>			

Program Name		All the Best			
Presenter/Producer		FBI (Sydney), SYN-FM (Melbourne), 3RRR (Melbourne)			
Genre/Interest		Documentary > Human Interest			
Daypart/Day/Time		Drive	Thursday 18:00-18:29		
Origin	Australia	Source	CRN	Status	Confirmed
Description		A program devoted to new Australian storytelling. Short-form documentaries and personal narratives from around Australia.			
Community needs and local significance		Positive listener feedback re: other Lofty documentary/long form interview programming.			
Nature and diversity		Complements/supplements ABC RN's human-interest programming by covering different topics; not clashing with RN's schedule.			

Program Name		Anything Goes			
Presenter/Producer		Barry Hall & Sally Ellis			
Genre/Interest		Specialist Music > Vintage [< 25% Australian music content]			
Daypart/Day/Time		Afternoon	Monday 12:00-13:59#		
Origin	Lofty	Source	Live	Status	Confirmed
Description		Vintage music (pre-1970) presented by veteran broadcaster Barry Hall, alongside Sally Ellis.			
Community needs and local significance		23% of residents in Mount Barker RA1 are aged 60 or older (Census 2016). 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other radio stations in Mount Barker RA1.			

Program Name		Arts Alive			
Presenter/Producer		CRN			
Genre/Interest		Magazine > Arts			
Daypart/Day/Time		Breakfast	Saturday 07:00-07:29		
Origin	Australia	Source	CRN	Status	Confirmed
Description		National Arts program consisting of news and current events, guest of the week (authors, actors, writers etc.) and a review of a current film, book or play.			
Community needs and local significance		Community feedback suggests demand for arts programming. 16% of listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements ABC RN's arts programming by covering different topics; not clashing with RN's schedule.			

Program Name		The Aussie 10			
Presenter/Producer		TBC			
Genre/Interest		Music > New [100% Australian]			
Daypart/Day/Time		Afternoon	Saturday 12:00-12:59		
Origin	Lofty	Source	Live	Status	Confirmed
Description		Countdown of AMRAP Top 10 chart and a Pick of The Week (a track released on AMRAP within the last 7 days).			
Community needs and local significance		Based on The Aussie 10, created by Tony Sander and broadcast on Hills Radio 2015-17. 26% of community radio listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1 due to wide cross-section of genres represented in the AMRAP Top 10 chart, as well as the nature of the chart itself.			

Program Name		Beale Street Caravan			
Presenter/Producer		Pat Mitchell Worley			
Genre/Interest		Specialist Music > Blues > Memphis Blues			
Daypart/Day/Time		Evening	Tuesday 21:00-21:59		
Origin	USA	Source	CRN	Status	On air
Description		Heard by over 2.4 million listeners every week, Beale Street Caravan is the world's most popular Blues music show. From Memphis, USA.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Different to locally produced/hosted programming based on sub-genre (Memphis Blues) and content (interviews and short documentaries about the history of Blues music).			

Program Name		Beenoise Attack			
Presenter/Producer		Beenoise			
Genre/Interest		Specialist Music > EDM > Minimal techno/deep house			
Daypart/Day/Time		Overnight	Sunday 05:00-05:59		
Origin	Italy	Source	Syndicast	Status	On air
Description		Minimal techno and deep house from Italian label Beenoise. Features a guest DJ set every week. Heard on radio in Italy, Spain, Japan and the UK. Australian exclusive to Lofty.			
Community needs and local significance		37% of community radio listeners cite specialist music and 25% of community radio listeners cite hearing programs not available elsewhere as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Specialist EDM format.			

Program Name		Beyond Zero			
Presenter/Producer		3CR Melbourne			
Genre/Interest		Talk > Environment			
Daypart/Day/Time		Breakfast	Saturday 08:00-08:29		
Origin	Australia	Source	CRN	Status	Confirmed
Description		An exploration of technology required to decarbonise the Australian and world economy with renewable energy and zero-emission technology. Features latest climate science updates.			
Community needs and local significance		64% of Australians support a net-zero emissions target by 2050 (The Australia Institute 2019). 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Global environmental issues are of concern to the local community. Complements/supplements similar programming on ABC by presenting alternative viewpoints and stories not covered.			

Program Name		The Bile Lab			
Presenter/Producer		Bridie Campbell			
Genre/Interest		Specialist Music > Metal/Hardcore [> 25% Australian music content]			
Daypart/Day/Time		Evening	Monday 21:00-23:59		
Origin	Lofty	Source	Live	Status	On air
Description		Bridie plays some of the heaviest music we can get away with broadcasting, with an emphasis on local artists that make a lot of noise. NOTE: Language warning applies.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements similar programming on Triple J, but does not clash with Triple J's schedule. Provides outlet for local metal/punk bands to appear and perform.			

Program Name		Blow Ya Speakers			
Presenter/Producer		Ken Walker			
Genre/Interest		Specialist Music > Electronic dance music (EDM) > Deep house			
Daypart/Day/Time		Overnight	Sunday 00:00-00:59		
Origin	Australia	Source	Independent	Status	On air
Description		Deep house mixed by Melbourne-based DJ, Ken Walker. Heard on radio across Australia, the USA and Europe			
Community needs and local significance		37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Specialist EDM format.			

Program Name		Blues Cafe			
Presenter/Producer		Steve James			
Genre/Interest		Specialist Music > Blues [< 25% Australian music content]			
Daypart/Day/Time		Evening	Tuesday 22:00-22:59		
Origin	Lofty	Source	Pre-recorded	Status	On air
Description		Since first picking up a guitar at age 12, Steve James has lived and breathed Blues music. Every week, Steve presents a carefully curated selection of tracks from the last 100 years of recorded Blues.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Also different to other locally produced/hosted Blues programming as presenter provides significantly more detail relating to artists/songs.			

Program Name		Breakfast in The Hills			
Presenter/Producer		As per Hills Radio breakfast programming [TBC]			
Genre/Interest		Magazine [> 25% Australian music content]			
Daypart/Day/Time		Breakfast	Weekdays 07:00-08:59		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		Live breakfast/magazine style programming every weekday. Due to their proven capability and desire to remain on-air, Lofly anticipates welcoming many of Hills Radio's current breakfast presenters.			
Community needs and local significance		29% of community radio listeners cite hearing ordinary people as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Similar to other broadcasters in Mount Barker RA1.			

Program Name		Calamity Pen's Hillbilly Hoe-Down!			
Presenter/Producer		Penelope Herbert			
Genre/Interest		Specialist Music > Country			
Daypart/Day/Time		Afternoon	Sunday 12:00-13:59#		
Origin	Lofly	Source	Live	Status	Pending
Description		Pen loves both kinds of music: country and western!			
Community needs and local significance		Positive listener feedback. Penelope hosted a similar program on Hills Radio 2015-16. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		CBAA National Feature and Documentary Series			
Presenter/Producer		CBAA			
Genre/Interest		Documentary > Modern Australian issues			
Daypart/Day/Time		Drive	Monday 18:00-18:29		
Origin	Australia	Source	CRN	Status	On air
Description		Long-form radio documentaries produced as part of the CBAA's annual National Features & Documentary Series program. Deep dives into issues of interest to modern Australia.			
Community needs and local significance		Positive listener feedback. Episodes cover issues of personal relevance to members of local community. 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements documentary style programming heard on ABC RN.			

Program Name		The Cheese Factory Live from The Big Room			
Presenter/Producer		Jerome Lyons			
Genre/Interest		Specialist Music > Local [100% Australian]			
Daypart/Day/Time		Evening	Friday 22:00-23:59#		
Origin	Lofty	Source	Pre-recorded	Status	Confirmed
Description		Live recordings from The Cheese Factory Studio Gallery, a music venue located at Meadows.			
Community needs and local significance		Positive listener feedback. 100% South Australian performers; many based in the Adelaide Hills. 26% of community radio listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Cool Beans			
Presenter/Producer		[REDACTED]			
Genre/Interest		Magazine > Youth [< 25% Australian music content]			
Daypart/Day/Time		Afternoon	Tuesday 16:00-16:59		
Origin	Lofty	Source	Live	Status	On air
Description		Youth-oriented magazine style program with short sets from upcoming local DJs.			
Community needs and local significance		19% of residents in Mount Barker RA1 are aged 10-24 (Census 2016). 24% of community radio listeners cite ability to participate as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1. Minimal crossover with Triple J.			

Program Name		Cool Nights			
Presenter/Producer		Steve Hart			
Genre/Interest		Fine Music > Smooth jazz [< 10% Australian content]			
Daypart/Day/Time		Evening	21:00-21:59		
Origin	NZ	Source	Independent	Status	Placeholder
Description		Steve Hart presents the world's most listened to smooth jazz show across dozens of community radio stations each week.			
Community needs and local significance		Proven demand for jazz based on listener feedback; use of quality syndicated jazz programming as proof-of-concept. Positive listener feedback.			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Smooth jazz not serviced by ABC Classic FM. <i>To be retired upon successful recruitment of local smooth jazz presenter.</i>			

Program Name		Democracy Now!			
Presenter/Producer		Amy Goodman and Juan Gonzalez			
Genre/Interest		News > International news			
Daypart/Day/Time		Breakfast	Weekdays 06:00-06:59		
Origin	US	Source	Independent ⁶	Status	On air
Description		Award winning international news program from the USA, presented by Amy Goodman and Juan Gonzalez.			
Community needs and local significance		Listener feedback confirms demand for additional world news source. 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements news services provided by the ABC, specifically AM (ABC RN 07:00-07:30; ABC 891 08:00-8:30).			

Program Name		Diffusion			
Presenter/Producer		CRN			
Genre/Interest		Talk > Science			
Daypart/Day/Time		Mid-morning	Sunday 11:00-11:29		
Origin	Australia	Source	CRN	Status	Confirmed
Description		Diffusion takes a look at new science, hard science, pop science, historical science and weird science.			
Community needs and local significance		Circa 2% of residents in Mount Barker RA1 hold tertiary qualifications in natural and physical sciences. 16% of listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements science programming on ABC RN, by covering different topics; not clashing with ABC RN's science programming schedule.			

Program Name		Dr Philip's Sound Lab			
Presenter/Producer		Philip Chamberlain			
Genre/Interest		Specialist Music > Deep house and nu-jazz			
Daypart/Day/Time		TBC	TBC [2 hours]		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		Lofly expects to welcome Philip back upon commencing its full-time general community broadcasting service.			
Community needs and local significance		37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

⁶ CRN offers a weekly 60-minute highlights package. Lofly sources the daily report directly from Democracy Now in response to community demand for us to do so.

Program Name		Earth Matters			
Presenter/Producer		3CR Melbourne			
Genre/Interest		Talk > Environment			
Daypart/Day/Time		Breakfast	Saturday 08:30-08:59		
Origin	Australia	Source	CRN	Status	Confirmed
Description		Broadcast nationally since 1996, Earth Matters presents local, national and international grassroots perspectives on environmental concerns.			
Community needs and local significance		61% of Australians say global warming is 'a serious and pressing problem' (Lowy Institute 2019). 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Global environmental issues are of concern to the local community. Complements/supplements similar programming on ABC by presenting alternative viewpoints and stories not covered.			

Program Name		EDMAF			
Presenter/Producer		Automated			
Genre/Interest		Specialist Music > EDM [25% Australian music content]			
Daypart/Day/Time		Evening	Saturday 18:00-23:59		
Origin	Lofty	Source	Playout	Status	On air
Description		Electronic dance music across many genres spanning from the 1980s through until today. Biased towards non-commercial and underground artists within popular EDM genres including techno, house and trance.			
Community needs and local significance		Music selected by Programming Sub-committee to actively avoid overlap with commercial services in Mount Barker RA1.			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		The German Show			
Presenter/Producer		TBC			
Genre/Interest		Ethnic > German			
Daypart/Day/Time		Evening	Friday 19:00-19:59#		
Origin	Lofty	Source	Live	Status	Pending
Description		German-language program produced by members of Adelaide Hills' German community.			
Community needs and local significance		1% of residents in Mount Barker RA1 speak German at home. 10% of community radio listeners cite programming in languages other than English as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements SBS Radio, as heard in Mount Barker RA1. Based on program formerly on Hills Radio.			

Program Name		Have We Got News for You!			
Presenter/Producer		Tanya Lyons			
Genre/Interest		Radio for the Print Handicapped (RPH)			
Daypart/Day/Time		Mid-Morning	Monday 10:00-11:59		
Origin	Lofty	Source	Live	Status	On air
Description		Local news roundup presented in a radio for the print handicapped (RPH) format, presented by Tanya Lyons			
Community needs and local significance		Listener feedback. Provides double Hills Radio's current RPH output (viz. Wednesday 12:00-12:59). 46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Local Adelaide Hills news delivered in RPH-style format. Replacement for Hills Radio's RPH program.			

Program Name		Heard It Through the Grapevine			
Presenter/Producer		Michael Hince, Vision Australia Radio			
Genre/Interest		Talk > Wine and winemaking			
Daypart/Day/Time		Afternoon	Saturday 17:30-17:59		
Origin	Australia	Source	CRN	Status	On air
Description		Each week, independent wine writer and broadcaster Michael Hince gives listeners an insight into the world of wine and winemakers.			
Community needs and local significance		Mount Barker RA1 is located within the Adelaide Hills wine region. 16% of listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Hills Chat			
Presenter/Producer		As per Hills Radio morning programming [TBC]			
Genre/Interest		Magazine [> 25% Australian music content]			
Daypart/Day/Time		Mid-Morning	Wednesday-Friday 09:00-11:59.		
Origin	Lofty	Source	Live	Status	Pending [HR]
Description		Live breakfast/magazine style programming every weekday. Due to their proven capability and desire to remain on-air, Lofty anticipates welcoming many of Hills Radio's current morning presenters.			
Community needs and local significance		46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		Hills Football League Match of the Round			
Presenter/Producer		Jeff Pistola, Ben Goldfinch, Shane Collins & the HFL Media Team			
Genre/Interest		Sport > Live local football (HFL)			
Daypart/Day/Time		Afternoon	Saturday 14:00-17:29 [late March-late September]		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Live coverage of the Hills Football League (HFL) Division 1 Match of the Round.			
Community needs and local significance		HFL is the Hills' largest sporting and community group, with over 3,000 players registered with the HFL's 19 member clubs. <i>Note that as a result of Hills Radio voluntarily handing back its FM broadcast rights to the HFL matches in 2018, Lofly is now the HFL's preferred FM broadcast partner.</i>			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Complements the HFL's other media products viz. live video streaming.			

Program Name		The Hip-Hop Show			
Presenter/Producer		TBC			
Genre/Interest		Specialist Music > Hip-hop [> 25% Australian music content]			
Daypart/Day/Time		Evening	Thursday 21:00-22:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Hip-hop music. Previously hosted by Patrick Jackson; new host pending as Patrick is now focused on other Lofly programming.			
Community needs and local significance		Positive listener feedback from previous hip-hop show on Lofly. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements Triple J, being the only other FM radio station in Mount Barker RA1 that plays new hip-hop. Includes detailed descriptions of artists and plays classic hip-hop not heard on Triple J.			

Program Name		Inside Europe			
Presenter/Producer		Deutsche Welle (DW)			
Genre/Interest		News > Current Affairs > Europe			
Daypart/Day/Time		Breakfast	Saturday 06:00-06:59		
Origin	Germany	Source	DW	Status	On air
Description		European current affairs from DW.			
Community needs and local significance		Approximately 2.5% of residents in Mount Barker RA1 were born in Europe (Census 2016). 27% of community radio listeners cite programming not available elsewhere as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		It's a Chick Thing			
Presenter/Producer		Lofty's female presenters			
Genre/Interest		Music > Women [> 25% Australian music content]			
Daypart/Day/Time		Evening	Tuesday 19:00-20:59		
Origin	Lofty	Source	Live	Status	On air
Description		Each week, a mystery female announcer takes a music genre and features women that produce excellent music in said genre.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1 due to exclusive focus on female artists and diverse genres.			

Program Name		Jazz Progressions			
Presenter/Producer		Jake Longwell			
Genre/Interest		Fine Music > Progressive/freeform jazz [< 10% Australian content]			
Daypart/Day/Time		Evening	Sunday 23:00-23:59		
Origin	US	Source	Radio4all	Status	Placeholder
Description		Freeform jazz at its most engaging. Heard on community radio/NPR in the USA.			
Community needs and local significance		Proven demand for jazz based on listener feedback; use of quality syndicated jazz programming as proof-of-concept.			
Nature and diversity		Different to all other Broadcasters in Murray Bridge LAP (Mount Barker RA1. Freeform/progressive jazz is a subgenre of jazz that is not serviced by ABC Classic FM. <i>To be retired upon successful recruitment of local progressive/freeform jazz presenter.</i>			

Program Name		Jazztralia			
Presenter/Producer		Tony Sander			
Genre/Interest		Fine Music > Jazz [100% Australian content]			
Daypart/Day/Time		Evening	Sunday 20:00-20:59		
Origin	Lofty	Source	Live	Status	On air
Description		100% Australian jazz.			
Community needs and local significance		37% of community radio listeners cite specialist music and 26% of community radio listeners cite Australian music as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements ABC Classic FM, which plays several hours of jazz per week, but not exclusively Australian jazz. Substitute for ABC Jazz, which is not available on FM in LAP.			

Program Name		Jungle Telegraph			
Presenter/Producer		Al Thorne			
Genre/Interest		Specialist Music > Blues [25% Australian content]			
Daypart/Day/Time		Afternoon	Sunday 16:00-17:59		
Origin	Lofly	Source	Live	Status	On air
Description		Every week, Al Thorne presents a carefully selected playlist with an overall bluesy feel. Sometimes there's a bit of bluegrass or rockabilly, but it's mainly blues.			
Community needs and local significance		Positive listener feedback. Based on Al's previous show on Hills Radio, Get Rhythm (2014-17). 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		The Kym & Isaac Show			
Presenter/Producer		Kym & Isaac			
Genre/Interest		Magazine > Youth [> 25% Australian music content]			
Daypart/Day/Time		Afternoon	Friday 12:00-12:59		
Origin	Lofly	Source	Live	Status	On air
Description		Kym and Isaac discuss issues concerning local youth.			
Community needs and local significance		19% of residents in Mount Barker RA1 are aged 10-24 (Census 2016). 24% of community radio listeners cite ability to participate as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Life Bursts			
Presenter/Producer		Matt and Sarah			
Genre/Interest		Magazine > Local [> 25% Australian music content]			
Daypart/Day/Time		Drive	Wednesday 16:00-17:59		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		Magazine-style program where Matt and Sarah talk with Adelaide Hills locals about their lives and experiences.			
Community needs and local significance		35% of community radio listeners cite hearing local voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Listen to Older Voices			
Presenter/Producer		CRN			
Genre/Interest		Talk > Seniors Issues			
Daypart/Day/Time		Breakfast	Saturday 07:30-07:59		
Origin	Australia	Source	CRN	Status	Confirmed
Description		Presenting the stories, views & opinions of our older citizens. Positive ageing reinforces the principle that older people have & continue to make a valuable contribution to the community – hear about the life and times of people from their earliest memories onward.			
Community needs and local significance		23% of residents in Mount Barker RA1 are aged 60 or older (Census 2016). 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Living Planet			
Presenter/Producer		Deutsche Welle (DW)			
Genre/Interest		Talk > Environment			
Daypart/Day/Time		Mid-Morning	Sunday 09:00-09:29		
Origin	Germany	Source	DW	Status	On air
Description		Environmental stories from one of the world's leading public broadcasters, Deutsche Welle (DW).			
Community needs and local significance		64% of Australian adults see climate change as 'a critical threat' (Lowy Institute 2019).			
Nature and diversity		Global environmental issues are of concern to the local community. Complements/supplements similar programming on ABC by presenting alternative viewpoints and stories not covered.			

Program Name		Local History Show – Mount Barker [working title]			
Presenter/Producer		Mount Barker Historical Society			
Genre/Interest		Documentary > Local History			
Daypart/Day/Time		Mid-morning	Alternate Tuesday 11:30-11:59#		
Origin	Lofly	Source	Live	Status	Pending
Description		A local history program produced by the Mount Lofly Historical Society.			
Community needs and local significance		Focus on local history of the Adelaide Hills in general, and Mount Lofly region in particular. 46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Local History Show – Mount Lofty [working title]			
Presenter/Producer		Mount Lofty Historical Society			
Genre/Interest		Documentary > Local History			
Daypart/Day/Time		Mid-morning	Alternate Tuesday 11:00-11:29#		
Origin	Lofly	Source	Live	Status	Confirmed
Description		A local history program produced by the Mount Lofty Historical Society.			
Community needs and local significance		Focus on local history of the Adelaide Hills in general, and Mount Lofty region in particular. 46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Local History Show – Nairne and Districts [working title]			
Presenter/Producer		Nairne Historical Society			
Genre/Interest		Documentary > Local History			
Daypart/Day/Time		Mid-morning	Alternate Tuesday 11:00-11:29#		
Origin	Lofly	Source	Live	Status	Confirmed
Description		A local history program produced by the Nairne Historical Society.			
Community needs and local significance		Focus on local history of the Adelaide Hills in general, and Nairne region in particular. 46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Lofly: The Fresh Tune People			
Presenter/Producer		TBC			
Genre/Interest		Music > 100% Australian pop/rock/folk/hip-hop etc.			
Daypart/Day/Time		Afternoon	Friday 13:00-15:59		
Origin	Lofly	Source	Playout	Status	Confirmed
Description		100% new Australian music (i.e. released within the previous 12 months) sourced via AMRAP and directly from independent Australian artists. Focus on local and/or unsigned artists.			
Community needs and local significance		26% of community radio listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements Triple J and Power FM within Mount Barker RA1.			

Program Name		Lofly Gardening Show [working title]			
Presenter/Producer		TBC			
Genre/Interest		Magazine > Gardening			
Daypart/Day/Time		Mid-morning	Saturday 09:00-09:59#		
Origin	Lofly	Source	Live	Status	Pending
Description		Weekly gardening show focusing on the unique nature of the Adelaide Hills climate when compared with other parts of South Australia.			
Community needs and local significance		Positive listener feedback. Based on Karen's Garden, produced by Karen Montgomery on Hills Radio (2014-16). 46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements similar programming on ABC RN. Adelaide. Whilst ABC programming takes a more general approach across Adelaide and South Australia, Lofly Gardening Show focuses exclusively on how to grow plants and produce in the Adelaide Hills.			

Program Name		Lofly Health & Wellbeing Hour			
Presenter/Producer		TBC			
Genre/Interest		Talk > Health			
Daypart/Day/Time		Afternoon	Alternate Tuesday 12:00-12:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Discussion of health and wellbeing topics of relevance to the local community.			
Community needs and local significance		16% of listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements similar programming on ABC RN.			

Program Name		Lofly Mental Health Hour			
Presenter/Producer		TBC			
Genre/Interest		Talk > Health > Mental Health			
Daypart/Day/Time		Afternoon	Alternate Tuesday 12:00-12:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Lofly Mental Health Hour aims to improve the community's understanding of mental illness. Several local mental health professionals have expressed an interest in presenting this program.			
Community needs and local significance		Around 20% of Australians have a chronic mental or behavioural condition (ABS 2018). 35% of community radio listeners cite hearing local voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Lofly Motorsport Show			
Presenter/Producer		Kimberly Franklin et al.			
Genre/Interest		Sport > Motorsport			
Daypart/Day/Time		Evening	Alternate Mondays 19:00-19:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Covering everything from local grass-roots motorsport (rally, motocross, hillclimb, motorkahana etc.) to Formula 1, Lofly's own homegrown motorsport show revs up every alternate Monday.			
Community needs and local significance		46% of community radio listeners cite hearing local information and 16% of listeners cite specialist information programs as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1 due to its focus on sports in Mount Barker RA1.			

Program Name		Lofly's Music Mix			
Presenter/Producer		Automated			
Genre/Interest		Music > General [> 50% Australian music content]			
Daypart/Day/Time		Various	Various		
Origin	Lofly	Source	Playout	Status	On air
Description		Lofly's general music format. A mix of music from the 1970s until today, with a bias towards Australian music and songs that aren't generally heard elsewhere.			
Community needs and local significance		Music curated by Programming Sub-committee designed to avoid overlap with other broadcasters. 26% of community radio listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		Lofly Sports Show			
Presenter/Producer		TBC			
Genre/Interest		Sport > General			
Daypart/Day/Time		Evening	Wednesday 19:00-19:59		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		As per Hills Radio's Sports Show. Emphasis on sports other than local Australian Rules football (i.e. HFL) and motorsport; both of which having their own specialist programs.			
Community needs and local significance		46% of community radio listeners cite hearing local information as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1 due to its focus on sports in Mount Barker RA1.			

Program Name		Lofty Torque			
Presenter/Producer		Patrick Jackson & Tony Sander			
Genre/Interest		Talk > Motoring			
Daypart/Day/Time		Evening	Alternate Monday 19:00-19:59		
Origin	Lofty	Source	Live	Status	Pending
Description		Featuring the latest automotive news, new and used car reviews, along with discussions about automotive history and culture.			
Community needs and local significance		16% of listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Lofty Veterans' Show [working title]			
Presenter/Producer		Local RSL Sub-branches			
Genre/Interest		Magazine > Veterans' Affairs			
Daypart/Day/Time		Afternoon	Thursday 12:00-13:59#		
Origin	Lofty	Source	Live	Status	Confirmed
Description		A show produced to maintain camaraderie among local veterans, and inform the wider community of the issues affecting all veterans.			
Community needs and local significance		Feedback from local RSL Sub-Branches and veterans. 35% of community radio listeners cite hearing local voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Lost in Science			
Presenter/Producer		3CR Melbourne			
Genre/Interest		Talk > Science			
Daypart/Day/Time		Mid-morning	Sunday 11:30-11:59		
Origin	Australia	Source	CRN	Status	Confirmed
Description		It's a science program, where its presenters are lost in science. Contains science news and special features.			
Community needs and local significance		Circa 2% of residents in Mount Barker RA1 hold tertiary qualifications in natural and physical sciences (Census 2016). 16% of community radio listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements science programming on ABC RN, by covering different topics; not clashing with ABC RN's science programming schedule.			

Program Name		Mount Barker Yacht Club			
Presenter/Producer		Lindsay Campbell			
Genre/Interest		Music > Yacht rock [< 25% Australian music content]			
Daypart/Day/Time		Evening	Wednesday 20:00-21:59#		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Deep-diving into the classic West Coast light rock sound of the '70s and '80s, as well as newer tracks inspired by what is now known as Yacht Rock.			
Community needs and local significance		Suggested by a listener.			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		My Side of the Tracks			
Presenter/Producer		Christopher Powell			
Genre/Interest		Music > Modern adult contemporary [>25% Australian music content]			
Daypart/Day/Time		Afternoon	Monday 14:00-15:59		
Origin	Lofly	Source	Live	Status	On air
Description		Hosted by veteran music retailer and former AMP Award judge, Christopher Powell.			
Community needs and local significance		Positive listener feedback. Previously heard on Hills Radio 2015-2017. 25% of community radio listeners cite hearing programs not available elsewhere as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other Broadcasters in Mount Barker RA1. In addition to music that is not heard on other stations with LAP, Christopher offers detailed background information on each artist and song.			

Program Name		National Indigenous News-in-Review (TBC Wednesday 18:00-18:29)			
Presenter/Producer		National Indigenous Radio Service (NIRS)			
Genre/Interest		News > Indigenous			
Daypart/Day/Time		Drive	Wednesday 18:00-1829		
Origin	Australia	Source	CRN	Status	Confirmed
Description		An indigenous-produced and presented news and current affairs program, providing in-depth coverage of issues affecting Aboriginal and Torres Strait Islanders in a style that aims to engage all Australians.			
Community needs and local significance		Lofly is based in the Peramangk nation. 4% of community radio listeners identify as Aboriginal or Torres Strait Islander Australians.			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Part of Lofly's indigenous engagement strategy.			

Program Name		New Schools/Youth Show [working title]			
Presenter/Producer		TBC			
Genre/Interest		Magazine > Youth [> 25% Australian music content]			
Daypart/Day/Time		Mid-Morning	Saturday 10:00-11:59#		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Lofly is proud to work with local schools as an extension to said schools' Media Studies curricula. We already have three students volunteering over two shows; a third show is being created to allow for student presenters to rotate on a regular basis.			
Community needs and local significance		19% of residents in Mount Barker RA1 are aged 10-24 (Census 2016). 24% of community radio listeners cite ability to participate as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		On the Bench			
Presenter/Producer		Jeff Pistola & Ben Goldfinch			
Genre/Interest		Sport > Local football (Hills Football League)			
Daypart/Day/Time		Afternoon	Saturday 13:00-13:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Lead-in program to HFL of the Round. Features live and pre-recorded interviews with HFL players, coaches, administrators and other identities.			
Community needs and local significance		HFL is the Hills' largest sporting and community group, with an estimated 10,000 people either directly or indirectly connected to the HFL's 19 member clubs.			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Playback			
Presenter/Producer		Paul Gough			
Genre/Interest		Music > Australian & New Zealand [> 50% Australian]			
Daypart/Day/Time		Evening	Monday 20:00-20:59		
Origin	SA	Source	CRN	Status	Confirmed
Description		Each show is a unique mix of new and old Australian and New Zealand music, spanning genres as diverse as folk, psych, blues and electronica.			
Community needs and local significance		37% of community radio listeners cite specialist music and 26% cite Australian music as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		Radio Ecoshock			
Presenter/Producer		Alex Smith			
Genre/Interest		Talk > Environment			
Daypart/Day/Time		Mid-Morning	Sunday 10:00-10:59		
Origin	Canada	Source	Radio4all	Status	On air
Description		Hosted by Alex Smith. Radio Ecoshock speaks with globally recognized experts on climate change and the environment, including scientists and economists			
Community needs and local significance		Features Australian-based guests from time to time. 62% of Australians believe the Federal Government should take a leading role in climate action (The Australia Institute 2019).			
Nature and diversity		Global environmental issues are of concern to the local community. Complements/supplements similar programming on ABC by presenting alternative viewpoints and stories not covered.			

Program Name		Ranch-o-Radio			
Presenter/Producer		UONE			
Genre/Interest		Specialist Music > World Music			
Daypart/Day/Time		Drive	Saturday 14:00-16:59		
Origin	Australia	Source	Syndicast	Status	On air
Description		World music mix, presented by UONE from Ranch-o-Relaxo, located on Victoria's Mornington Peninsula.			
Community needs and local significance		37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		R3volution Radio			
Presenter/Producer		Michele Mausi			
Genre/Interest		Specialist Music > Electronic dance music (EDM) > Techno			
Daypart/Day/Time		Overnight	Sunday 04:00-04:59		
Origin	Germany	Source	Syndicast	Status	On air
Description		Techno from Germany, mixed by Michele Mausi. Heard on radio across Europe. An Australian exclusive to Lofty.			
Community needs and local significance		37% of community radio listeners cite specialist music and 25% of community radio listeners cite hearing programs not available elsewhere as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Specialist EDM format.			

Program Name		Sea Change Radio			
Presenter/Producer		Alex Wise			
Genre/Interest		Talk > Environment			
Daypart/Day/Time		Mid-Morning	Sunday 09:30-09:59		
Origin	USA	Source	Radio4all	Status	On air
Description		Hosted by Alex Wise. Discussions around the movement towards a more sustainable future. From the USA, broadcast on approximately 60 radio stations worldwide, including several in Australia.			
Community needs and local significance		Features Australian-based guests from time to time. 47% of Australians say that reducing carbon emissions is the most important energy policy priority (Lowy Institute 2019).			
Nature and diversity		Global environmental issues are of concern to the local community. Complements/supplements similar programming on ABC by presenting alternative viewpoints and stories not covered.			

Program Name		Sitting in A Bar in Adelaide			
Presenter/Producer		Michael Pursche			
Genre/Interest		Music > Interviews			
Daypart/Day/Time		Evening	Wednesday 22:00-23:59#		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		Featuring interviews and retrospectives on some of Australia's most loved artists, as well as emerging artists and the occasional international guest.			
Community needs and local significance		25% of community radio listeners cite programming not heard elsewhere as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Sophie's Choice			
Presenter/Producer		Sophie Rose			
Genre/Interest		Magazine [> 25% Australian music content]			
Daypart/Day/Time		Mid-Morning	Tuesday 09:00-10:59		
Origin	Lofly	Source	Live	Status	On air
Description		A mix of interviews and quality music, as selected by Sophie.			
Community needs and local significance		Positive listener feedback. 47% of community radio listeners cite hearing local information as a reason to listen (McNair yellowSquares 2018).			
Nature and diversity		Complements/supplements all other Broadcasters in Mount Barker RA1.			

Program Name		Soul Trader			
Presenter/Producer		Claudine Burgess			
Genre/Interest		Specialist Music > Soul & Classic R&B [< 25% Australian music content]			
Daypart/Day/Time		Evening	Friday 19:00-19:59#		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Claudine presents a curated mix of classic soul and R&B tracks.			
Community needs and local significance		Joined Lofly after hearing one of our former syndicated programs, "Upfront Soul". 24% of community radio listeners cite ability for locals to participate as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Spectrum			
Presenter/Producer		Deutsche Welle (DW)			
Genre/Interest		Talk > Science			
Daypart/Day/Time		Mid-Morning	Monday 09:00-09:29		
Origin	Germany	Source	DW	Status	On air
Description		News on the latest new and emerging science stories from around the globe.			
Community needs and local significance		Circa 2% of residents in Mount Barker RA1 hold tertiary qualifications in natural and physical sciences (Census 2016). 16% of community radio listeners cite specialist information programs as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements science programming on ABC RN, by covering different topics; not clashing with ABC RN's science programming schedule.			

Program Name		Sunday Morning Chill			
Presenter/Producer		Automated			
Genre/Interest		Music > Easy listening [> 50% Australian music content]			
Daypart/Day/Time		Breakfast	Sunday 06:00-08:59		
Origin	Lofly	Source	Playout	Status	On air
Description		A curated mix of electronic and acoustic chillout music from Australia and around the world.			
Community needs and local significance		Positive listener feedback. Based on Sunday Morning Chill program produced by Tony Sander on Hills Radio (2015-2017). 26% of listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Largely influenced by SBS Chill, which is unavailable in on FM in LAP; has greater focus on Australian music than SBS Chill.			

Program Name		That's Entertainment			
Presenter/Producer		TBC			
Genre/Interest		Specialist Music > Musicals & Soundtracks			
Daypart/Day/Time		Afternoon	Thursday 12:00-12:59		
Origin	Lofly	Source	Live	Status	Confirmed
Description		Show tunes, musicals and soundtracks.			
Community needs and local significance		Suggested by a listener (which we hope to convert into a presenter ... watch this space). 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		The Temple			
Presenter/Producer		Michelle Bawden			
Genre/Interest		Magazine > Women's issues			
Daypart/Day/Time		Afternoon	Sunday 14:00-15:59		
Origin	Lofly	Source	Live	Status	On air
Description		Long form interviews with local women from all walks of life.			
Community needs and local significance		Positive listener feedback. 51% of residents in Mount Barker RA1 identify as female (Census 2016). 35% of community radio listeners cite hearing local voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		This Way Out			
Presenter/Producer		Overnight Productions Inc.			
Genre/Interest		News > LGBTIQ			
Daypart/Day/Time		Drive	Tuesday 18:00-18:29		
Origin	USA	Source	CRN	Status	On air
Description		Since 1988, This Way Out has reported on issues affecting LGBTIQ communities worldwide. Heard on hundreds of community radio stations worldwide every week.			
Community needs and local significance		10% of community radio listeners identify as LGBTIQ, being a greater percentage than the general population (8%). 22% of community radio listeners cite programming diversity as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Tone & Kirri's Fair Dinkum Aussie As Music Show			
Presenter/Producer		Tony Sander and Kirri Riley			
Genre/Interest		Music > Local [100% Australian]			
Daypart/Day/Time		Evening	Tuesday 23:00-23:59#		
Origin	Lofty	Source	Pre-recorded	Status	Confirmed
Description		Interviews and in-studio performances from emerging local artists. Hosted by Tony Sander and Kirri Riley.			
Community needs and local significance		Positive listener/musician feedback when program was previously heard on Hills Radio (2015-17). 26% of community radio listeners cite Australian music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Program Name		Uplifting Only			
Presenter/Producer		Ori Uplift			
Genre/Interest		Specialist Music > Electronic dance music (EDM) > Uplifting trance			
Daypart/Day/Time		Overnight	Sunday 01:00-02:59		
Origin	USA	Source	Syndicast	Status	On air
Description		Uplifting trance music mixed by world-renowned DJ, Ori Uplift. Contains world premieres and guest DJ sets. Heard on radio across Europe and the USA. An Australian exclusive to Lofty.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music and 25% of listeners cite hearing programs not available elsewhere as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Specialist EDM format.			

Program Name		White Noise			
Presenter/Producer		Dave Clarke			
Genre/Interest		Music > Electronic dance music (EDM) > Deep house			
Daypart/Day/Time		Overnight	Sunday 03:00-03:59		
Origin	UK	Source	Syndicast	Status	On air
Description		The world's longest running underground techno show, presented by veteran British DJ Dave Clarke. Heard worldwide. Australian exclusive.			
Community needs and local significance		37% of community radio listeners cite specialist music and 25% of community radio listeners cite hearing programs not available elsewhere as reasons to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1. Specialist EDM format.			

Program Name		Who Wants to Rock?			
Presenter/Producer		Dylan Horne			
Genre/Interest		Music > Hard rock/metal [25% Australian music content]			
Daypart/Day/Time		Evening	Thursday 19:00-20:59		
Origin	Lofly	Source	Live	Status	Pending [HR]
Description		Hard rock and metal show, as heard on Hills Radio (2015-).			
Community needs and local significance		37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements similar programming on Triple J, but does not clash with Triple J's schedule.			

Program Name		Whole Lotta Love			
Presenter/Producer		Yasmin Farquhar			
Genre/Interest		Music > World Music [25% Australian music content]			
Daypart/Day/Time		Drive	Monday 16:00-17:59		
Origin	Lofly	Source	Live	Status	On air
Description		Every week, Yasmin curates a show full of grooves from across the world, as well as across time and space.			
Community needs and local significance		Positive listener feedback. Previously head Hills Radio 2014-17. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to most other broadcasters licenced to service Mount Barker RA1. Complements/supplements SBS Radio by playing similar music to that heard on SBS Radio on Saturday night/Sunday morning.			

Program Name		The Wire			
Presenter/Producer		Radio Adelaide, 2SER Sydney, 4EB Brisbane			
Genre/Interest		News > Current Affairs			
Daypart/Day/Time		Drive	Weekdays 18:30-18:59		
Origin	Australia	Source	CRN	Status	On air
Description		Independent Australian current affairs program, heard on community and indigenous radio across Australia.			
Community needs and local significance		Positive listener feedback. 22% of community radio listeners cite independent voices as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements current affairs services provided by the ABC by either covering stories not aired on PM (broadcast on ABC 891 18:00-19:00), or by offering an alternate perspective on shared stories.			

Program Name		Women on The Line			
Presenter/Producer		3CR Melbourne			
Genre/Interest		News > Current Affairs > Women's issues			
Daypart/Day/Time		Drive	Friday 18:00-18:29		
Origin	Australia	Source	CRN	Status	Confirmed
Description		Produced and presented entirely by women and gender diverse people. Women's perspective on national and global current affairs with a commitment to improving the status of women in Australia and globally.			
Community needs and local significance		51% of residents in Mount Barker RA1 identify as female (Census 2016). 22% of community radio listeners cite diversity of programming as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements current affairs services provided by the ABC. All stories are covered from a female perspective.			

Program Name		World in Progress			
Presenter/Producer		Deutsche Welle (DW)			
Genre/Interest		News > Current affairs			
Daypart/Day/Time		Mid-Morning	Monday 09:30-09:59		
Origin	Germany	Source	DW	Status	On air
Description		Deep diving into stories from around the world. From one of the world's leading public broadcasters, Deutsche Welle (DW).			
Community needs and local significance		Listener feedback confirms demand for additional world current affairs sources. 27% of community radio listeners cite programming not available elsewhere as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Complements/supplements current affairs services provided by the ABC. Does not clash with similar programming ABC RN/891; covers stories not covered by ABC.			

Program Name		Zomby Woof			
Presenter/Producer		Malcolm Hamilton			
Genre/Interest		Music > Prog/Album-oriented rock (AOR) [25% Australian content]			
Daypart/Day/Time		Evening	Sunday 18:00-19:59		
Origin	Lofly	Source	Live	Status	On air
Description		Malcolm Hamilton puts together a mix that is eclectic and usually very 70s. At least three Frank Zappa songs are guaranteed in every episode.			
Community needs and local significance		Positive listener feedback. 37% of community radio listeners cite specialist music as a reason to listen (CBAA/McNair 2019).			
Nature and diversity		Different to all other broadcasters licenced to service Mount Barker RA1.			

Appendix A – Syndicated programming of local significance

Material produced outside of the Mount Barker RA1 licence area that is deemed to meet *local significance* criteria defined in Policy 4.2.2.

Community interest	Program (Material)	Issues of local relevance ⁷	Justification
Arts	Arts Alive	Cultural	There is a strong arts scene within the licence area. Material contained within Arts Alive relates to people, projects and creations of interest to the local arts community.
Current Affairs (Europe)	Inside Europe	Economic Cultural Political	Of cultural significance to European expats living in Mount Barker RA1. Allowing said expats to maintain awareness of issues affecting their homelands.
Current Affairs (International)	Democracy Now!	Economic Political	International events may be of local relevance. Positive listener feedback confirms community interest.
Current Affairs (National)	The Wire	Social Economic Political	National events may be of local relevance; particularly those where local persons may be involved e.g. natural disaster causing an individual usually residing within the licence area to become deceased.
Documentary	All the Best	Social Economic Cultural	Licence area community faces similar social, economic and political issues facing other communities in Australia.
	CBAA National Features & Documentary Series		
Environment	Beyond Zero	Social Economic Political	Environmental news, along with issues such as climate change and sustainability affect the entire globe. Positive feedback from listeners within licence area suggest interest and local relevance.
	Earth Matters		
	Living Planet		
	Radio Ecoshock		
	Sea Change Radio		
History	AdeLOL	Cultural	Local significance is established in episodes referencing Adelaide Hills history. Complements local history material made within licence area.

⁷ Material containing political issues of local relevance are handled strictly in terms of Policies 4.1.3 and 4.1.4.

Indigenous	National Indigenous News	Cultural Political	Forms part of Lofly's Indigenous Engagement strategy, referenced in Policy 4.1.9
Science	Diffusion	Cultural	Mount Barker RA1 has a significantly higher percentage of residents with tertiary qualifications in science than the Australian average. (Census 2016)
	Lost in Science		
	Spectrum		
Seniors	Older Voices	Social Cultural	23% of residents in Mount Barker RA1 are aged 60 or older (Census 2016).
Wine and Winemaking	Heard It Through the Grapevine	Social Economic Cultural	Mount Barker RA1 is located within the Adelaide Hills wine region; wine grape growing contributed approximately \$25m to the local economy in 2019 (Wine Australia 2019).
Women	Women on The Line	Social Economic Political	51% of residents in Mount Barker RA1 identify as female (Census 2016).



POLICY DOCUMENT 4.2.1[a]

Policy Name (full)	Policy – Community Needs and the Act
Policy Family	Document Series 4 – Programming and Music
Version/Date	V1.0 1 October 2019
Maintained By	Programming Subcommittee

PRECIS	Lofty's interpretation of the phrase "community needs" as set in section 84(2) of the Broadcasting Services Act 1992 (Cth).
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Introduction

As the name suggests, community radio's *raison d'être* is to provide a broadcasting service to the community. This requirement is legislated in section 84(2) of the Broadcasting Services Act 1992 (Cth) ["the Act"], with ACMA providing an interpretation of the phrase "community needs" as part of the Community Broadcasting Participation Guidelines 2010 [the Guidelines].

This policy explains how Lofty interprets the phrase *community needs* in terms of both the Act. Details of Lofty's approach to meeting community needs commensurate with the Guidelines is documented in policy 4.2.1[b].

The Act

Section 84(2) states:

In deciding whether to allocate a community broadcasting licence that is a broadcasting services bands licence to an applicant or to one of a group of applicants, the ACMA is to have regard to:

- (a) the extent to which the proposed service or services would meet the existing and perceived future needs of the community within the licence area of the proposed licence; and*
- (b) the nature and diversity of the interests of that community; and [...]*
- (c) the nature and diversity of other broadcasting services (including national broadcasting services) available within that licence area [...]*

In simple terms, Lofty's programming (referred to in the Act as "material") is designed to *complement and supplement* that which is available via other broadcasters within Mount Barker RA1. Lofty uses a number of mechanisms to establish whether current or proposed material meets community needs. Said mechanisms are detailed in policy 4.2.1[b].

To complement and supplement

Section 84(2)(c) suggests that as part of the community broadcasting licence application process, ACMA is to have regard for the nature and diversity of other services within Mount Barker RA1.

In order to do this, Lofty needs to consider which broadcasters currently provide a service within Mount Barker RA1. Firstly, consideration needs to be given to the nature of each broadcaster's programming. Secondly, consideration needs to be given as to the points of difference between Lofty's programming and that of other broadcasters.

Existing and proposed broadcasting services in Mount Barker RA1

Overlapping radio and television services	Category of broadcasting service	Nature of programming
Radio services		
5ABCFM 103.9 MHz	National	ABC classic FM—classical music
5ABCRN 729 kHz	National	ABC Radio National – general programming with a local and national perspective including news, information and entertainment
5AN ABC Adelaide 891 kHz	National	ABC Local Radio (Adelaide) - general programming with a local perspective including news, information and entertainment
5JJJ 105.5 MHz	National	Triple J—Youth contemporary music and programming
5PB ¹ 972 kHz	National	ABC News—news programming
5SBSFM 106.3 MHz	National	Multilingual programming including news, education and entertainment
5EZY ² 100.3 MHz	Commercial	General programming including news, information and entertainment
5MU 94.3 kHz	Commercial	General programming including news, information and entertainment
5LCM ³ 88.9 MHz	Community	Representing the general community interest

Points of difference

It is clear that – on paper – there is a degree of overlap between several national broadcasters, as well as the local commercial broadcasters. In practice, each broadcaster has their own programming goals, along with their own policies and procedures to enable their respective goals to be met.

Lofty's *raison d'être* is to provide a service that is progressive and diverse, meeting its brief via community engagement and filling niches that other broadcasters are not able to fill. As such, Lofty's programming policies in general – and music policies in particular – are designed to provide clear demarcation between Lofty's sound and that of our fellow Mount Barker RA1 broadcasters.

How to differentiate

When assessing a program's compatibility with Lofty, we start with one question:

Is there any other broadcaster in Mount Barker RA1 airing similar programming?

If the answer is “no”, then this program deemed to be *different* to other material airing in Mount Barker RA1. If the answer is “yes”, “maybe”, “sorta” or “a bit”, similarities and differences need assessment.

¹ On-air identity is ABC News Radio.

² On-air identity is Power FM.

³ On-air identity is Lofty 88.9

“Is any other broadcaster [...] airing similar programming”	Lofty’s response and next actions
<p>“No”</p>	<p>The proposed material is different to anything else currently on air in Mount Barker RA1.</p> <p>Whilst not a guarantee that said proposal will be added to Lofty’s programming schedule, programming of a different nature has a clear advantage over that which overlaps that of other broadcasters.</p> <p>Details of the differences are to be confirmed and documented as per usual programming proposal and assessment procedures.</p>
<p>“Maybe”</p> <p>“a bit”</p> <p>“kinda”</p> <p>“sorta”</p> <p>“yeah nah”</p> <p>etc.</p>	<p>Further assessment is required to establish if the proposed material complements and supplements other available programming.</p> <p>Many programs that display similar characteristics of those on air elsewhere in Mount Barker RA1 may complement and supplement said programming.</p> <p>As an example, Lofty’s current weekly schedule includes several science programs. ABC RN also airs science programming, however Lofty’s science programming complements and supplements ABC RN’s output by avoiding scheduling conflicts.</p> <p>Another factor is how the subject matter is framed. Consider the following science programs:</p> <ul style="list-style-type: none"> • “Diffusion”, a science program that explores the relationships between science, culture, politics and the arts. • “Lost in Science”, a science program that provides a platform for scientists to geek out on their particular scientific interest or discipline. • “Spectrum”, DW’s flagship science program. Whilst there may be similarities to ABC RN’s Science Show, DW’s global footprint allows them to focus on stories that may fall outside of ABC RN’s wheelhouse, thus creating a source of differentiation.
<p>“Yes”</p> <p>“pretty much”</p> <p>“exactly the same”</p> <p>etc.</p>	<p>At best, this material may be similar to other programming available in Mount Barker RA1.</p> <p>The Programming Subcommittee shall work with the Proposer of similar material in an attempt to assist the Proposer to create as much differentiation as possible, therefore allowing said program to complement and supplement other available content.</p> <p>Should the Programming Subcommittee and the Proposer fail to reach consensus on the differentiation of the proposed material, the Programming Subcommittee is to decline the proposal.</p> <p>Where a proposal is declined, justification is to be documented by the Programming Subcommittee should the Proposer seek a review of said decision in terms of Policy 4.2.6.</p> <p>The Proposer shall not be discouraged or excluded from submitting future programming proposals.</p>



POLICY DOCUMENT 4.2.1[b]

Policy Name (full) Policy – Community Needs and the Guidelines
Policy Family Document Series 4 – Programming and Music
Version/Date V1.0 22 February 2019
Maintained By Programming Subcommittee

PRECIS Lofty's interpretation of the phrase "community needs" as set in the Community Broadcasting Participation Guidelines 2010.

Introduction

As the name suggests, community radio's *raison d'être* is to provide a broadcasting service to the community. This requirement is legislated in section 84(2) of the Broadcasting Services Act 1992 (Cth) ["the Act"].

This policy explains how Lofty interprets the phrase *community needs* in terms of section 7 of the Community Broadcasting Participation Guidelines 2010 ["the Guidelines"].

The Guidelines and how they are applied to identifying community needs

Section 7 of the Guidelines provides detailed information on how a community broadcaster may identify community needs for the purposes of providing a community broadcasting service.

7.2 HOW CAN LICENSEES IDENTIFY COMMUNITY NEEDS?

There are a number of methods suggested by the Guidelines.

Guidelines method	Application of method by Lofty
Surveys, questionnaires and online polling	Lofty uses data compiled via the CBAA/McNair yellowSquares National Listener Survey. Lofty expects to commission its own surveys in the future.
Suggestion boxes	A physical suggestion box is located at Lofty's studio.
Focus groups	Lofty expects to run focus groups in the future.
Audience and community feedback through letters, electronic communications (SMS or email, for example) and a station website; Audience requests	Lofty encourages feedback from the community, and has received feedback via phone, email, instant messaging and via the contact form at lofty.org.au . Lofty expects to adopt additional mechanisms to facilitate audience and community feedback as said mechanisms become available.
Discussions with community groups and representatives	Lofty has sound working relationships with a number of community and sporting groups, as well as with Local Government.
Analysing census data for the licence area	Lofty uses the free version of the Census TableBuilder service provided by the ABS. This has enabled Lofty to build a customized geographical profile based on census data pertaining only to Mount Barker RA1.

In addition to outlining methods in which the community can express needs, Guideline 7.2 also defines factors for consideration during the needs identification process.

Guidelines factor	Consideration of factor by Lofty
(To) canvas the needs and expectations of people in the community within their licence areas, not just their audiences or members and volunteers who are already actively involved with the station	Lofty has created a position on its Programming Subcommittee for a non-member Community Representative. A Community Representative is selected by Lofty and serves for a fixed term as set out in Policy 1.2.5. Lofty regularly canvases feedback directly from listeners via on-air promotions and social media posts. Our website (lofty.org.au) features an online feedback form.
(To) encourage suggestions for improvements to their service	Lofty airs CBAA Code Announcements several times a day; a much higher frequency than the minimum stipulated in the Code. When a specific community need has been identified but is yet to be confirmed, Lofty may air specific announcements targeting community feedback on said need. Lofty also solicits feedback via target social media advertising campaigns (viz. Facebook) from time to time.
(To) design questions to elicit full and honest responses	When designing a bespoke survey, Lofty keeps closed questions to a minimum. Semi-open questions (answerable via multiple choice questions with an option to elaborate on the option(s) selected via a free-form text box) and open questions (answerable via a free-form text box) allow Lofty to create surveys that encourage full and open responses with baked-in simplicity to the benefit of both the respondent and Lofty.
(To) identify whether respondents reside in the licence area or have some other connection to the licence area (for example, work or study in the licence area).	Lofty identifies respondents to surveys via postcode. Whilst we encourage respondents to give their postcode, we respect the respondent's privacy and therefore postcode is an optional question. Where a disclosed postcode falls outside of Mount Barker RA1, Lofty asks follow-up questions insofar as the respondent's connection to the licence area.
Discussions with community groups and representatives	Lofty has sound working relationships with a number of community and sporting groups, as well as with Local Government.
Analysing census data for the licence area	Lofty uses the free version of the Census TableBuilder service provided by the ABS. This has enabled Lofty to build a customized geographical profile based on census data pertaining only to Mount Barker RA1.

Empirical methods

Whilst the Guidelines set minimum standards relating to methodology for establishing community needs, Lofty may also employ a number of empirical methods to establish or confirm an identified community need.

One empirical method used to great effect during Lofty's online and temporary community broadcasting licence (TCBL) phases was the use of syndicated specialist music programming. This allowed Lofty to experiment with and simulate a wider variety of specialist music genres than otherwise possible during our startup phase.

As of writing, this method has led to the creation of at least one program of local significance. Several additional community needs have been identified due to positive audience feedback relating to other syndicated specialist music programming, with work underway to develop locally produced equivalents.

Case studies of how syndication has uncovered latent community needs are given in Appendices C and D of Policy 4.2.3.

7.3 ACHIEVING A DIVERSE AND REPRESENTATIVE PROGRAM SCHEDULE

Guideline 7.3 states "Licensees can often demonstrate a commitment to representing their community interest by broadcasting a range of programming that caters for the community's needs".

In order to achieve a diverse and representative program schedule, Guideline 7.3 documents the following diversity factors:

Diversity factor	Consideration of factor by Lofty
understand the profile of the community they are licensed to serve, for example, the linguistic diversity of a geographically-based community interest	Lofty updates its analysis of census data once newly released data is made available. This generally occurs around 12-18 months after a census is held. At the time of writing, the most recent data relates to the 2016 Census, thus being a trailing indicator. Lofty maintains a sound relationship with the Community Engagement team at Mount Barker District Council, as they are in a better position to provide a leading indicator of emerging linguistic diversity trends in Mount Barker RA1.
identify and review their community interest's programming preferences on a regular basis	Programming is regularly reviewed to ensure it remains aligned with community needs as part of the Programming Subcommittee's standard operating rhythm.
have clear policies and procedures for deciding the type and mix of programs	Subject to ongoing review and development by the Programming Subcommittee.
foster ties with relevant community groups and encourage their input into the program schedule	Lofty has a culture of instilling a sense of ownership within each of its members. This has led to our member base become some of Lofty's strongest advocates. Many Lofty members are also members of other community groups; thus opening up many great opportunities to develop authentic relationships with said groups.

Recording and reviewing how our programming meets community needs

As part of the program approval process, the Programming Subcommittee records their assessment on how community needs were determined.

Each program is subject to regular review by the Programming Subcommittee to ensure that said programming still meets its intended community needs, or may have led to other hitherto latent community needs being uncovered and fulfilled. Where changes have been made to a program based on shifting community needs, said changes are to be documents as part of the review process.

Both the initial assessment and reviews of each program are held in a central repository from which reports may be generated. Said reports may be used for compliance purposes (viz. as part of a licence renewal application or when otherwise requested by ACMA), as well as general internal or external reporting purposes.

Whilst not strictly necessary, Lofty's intention is to retain all programming proposals along with their community needs assessments and subsequent reviews in perpetuity. The rationale is that Lofty expects is expect to become a valuable cultural and community asset, therefore it behooves Lofty to retain records with expected future heritage value. This will allow Lofty's heritage to be observed and celebrated by future generations of Lofty members and volunteers, as well as the local community as a whole.



POLICY DOCUMENT 4.2.2

Policy Name (full)	Policy – Local significance
Policy Family	Document Series 4 – Programming and Music
Version/Date	V1.0 1 November 2019
Maintained By	Programming Subcommittee

PRECIS	Lofty's interpretation of the phrase "local significance" in the context of section 84 of the Broadcasting Services Act 1992 (Cth).
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Introduction

On 6 December 2017, the Broadcasting Legislation Amendment (Foreign Media Ownership and Community Radio) Bill 2017 ["the Bill"] was introduced to the Senate and read for the first time. Subsequently, the Bill was passed by both the Senate and the House of Representatives on 22 August 2018, with the Bill assenting as Act 95 in the 2018 Parliamentary year.

The assent of the Bill led to a number of amendments to the Broadcasting Services Act 1992 (Cth) ["the Act"]. This policy confirms Lofty's interpretation of amendments to section 84 of the Act and sets a framework around how Lofty applies said interpretation when making programming decisions.

Scope and Context

Section 84 of the Act governs the allocation of community broadcasting licences. Paragraph (2) of section 84 states:

- (2) *In deciding whether to allocate a community broadcasting licence that is a broadcasting services bands licence to an applicant or to one of a group of applicants, the ACMA is to have regard to [...]*
 - (b) *the nature and diversity of the interests of that community; and*
 - (ba) *in the case of a community radio broadcasting licence—the extent to which the proposed service or services would provide material of local significance [...]*
- (3) *For the purposes of paragraph (2)(ba), material is of **local significance** if:*
 - (a) *it is hosted in the licence area of the proposed licence; or*
 - (b) *it is produced in the licence area of the proposed licence; or*
 - (c) *it relates to the licence area of the proposed licence.*

Defining "local significance"

Irrespective of content, programming (being the material to which the Act refers) generated by Lofty is deemed to be of *local significance*. This includes but is not limited to automated playout programming consisting of non-syndicated programming materials curated by Lofty's Programming Subcommittee.

Establishing local significance in syndicated programming

Programming produced outside the licence area is referred to as *syndicated* programming (refer Policy 4.2.3). Syndicated programming scheduled by Lofty prior to 1 November 2019 (viz. release date of V1.0 of this policy) is classified as *legacy* programming.

For the purposes of this policy, Lofty has taken the following wording from the Explanatory Memorandum, Broadcasting Legislation Amendment (Foreign Media Ownership and Community Radio) Bill 2017 (Cth). As this memorandum was presented to every Member in each House, a reasonable person may infer that the memorandum's content was taken into consideration in passing the Bill.

Consider Item 2 of Schedule 2, page 45 of the memorandum. Lofty's interpretation of the impact on sections 84(2)(ba) and 84(3) on syndicated programming is **emphasised** as thus:

*Item 2 would insert a new subsection 84(3) to provide that, **for the purposes of paragraph 84(2)(ba), material would be of 'local significance' if it is hosted in; or produced in; or relates to, the licence area of the proposed licence.***

The meaning of 'relates to' the licence area is not defined, in order to provide the ACMA with flexibility to adapt it over time as appropriate in the community radio context. Material could relate to the licence area if, for example, it relates to a person, community organisation or event in the licence area.

Material could also relate to the licence area if it relates to a social, economic, political or cultural issue as it affects the licence area (either in the sense of the geographic area or a community within the licence area).

Issues of local significance

All legacy syndicated programming has been assessed pursuant to this policy, with local significance added as an assessment criterion to Policy 4.2.3 in V1.1, viz.

Criterion	Desirable	Neutral	Undesirable
<i>Local significance</i>	Addresses two or more of these issues: <ul style="list-style-type: none">- social- economic- political- cultural	Addresses one of these issues: <ul style="list-style-type: none">- social- economic- political- cultural	Does not address any local issues.

Legacy syndicated programming with a local significance rating of *neutral* or *desirable* is to be adopted as permanent programming by Lofty (notwithstanding any future programming decisions by the Programming Subcommittee to retire said programming).

Where the local significance criterion leads to a rating of *undesirable*, said legacy syndicated programming shall be subject to further assessment to ascertain if a community need is met in terms of Policies 4.2.1[a] and [b].



POLICY DOCUMENT 4.2.3

Policy Name (full)	Radio Programming - Syndication
Policy Family	Document Series 4 – Programming
Version/Date	V1.1 1 November 2019
Maintained By	Programming Subcommittee

PRECIS	This policy sets parameters relating to the use of syndicated material to broadcast issues of local significance and/or community need; along with protocols relating to Lofty offering its locally produced programming to other not-for-profit/community broadcasters for rebroadcast.
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SCOPE	Radio broadcasting, radio streaming.
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Introduction

In order to fill gaps in programming due to issues such as presenter shortages or other resourcing limitations, many community broadcasters turn to programming distributed via syndication.

A radio program is said to be syndicated when it is broadcast at two or more radio stations on a regular basis. Said program may either be live (or have been broadcast live with a recording being offered for syndication), or it could be recorded somewhere other than a radio studio.

Given community radio's role as a locally based medium designed to complement and supplement existing services within a given licence area, excessive reliance on syndicated content may be detrimental to both the audience and the broadcaster.

That said, syndicated content may be beneficial where there is demand for specific content, but said content requires significant resources to produce. The most obvious example is news and current affairs: even a simple 2-minute news bulletin at the top of each hour requires resources beyond the reach of all but the largest metropolitan community radio stations.

An argument can also be made to suggest that quality syndicated content may have greater local relevance than a simple automated music playlist; indeed, this is the whole premise behind the Community Radio Network (CRN).

Purpose

This policy is intended to ensure that Lofty:

- remains open to opportunities to better serve our local audience through strategic use of syndicated content;
- has a clear understanding that live programming and/or content produced in-house is Lofty's top programming priority, viz. *local content is always given priority and syndication is not to be used as a substitute where locally produced programming is available*;
- conducts a full assessment of proposed syndicated content before adopting it as part of Lofty's program mix, weighted towards material of *local significance* and *community need*;
- proactively seeks opportunities to replace legacy syndicated content with locally produced/presented content where opportunities arise; and
- has robust parameters against which to measure the value of running syndicated content in lieu of locally generated automatic playlist; as well as
- allowing for the exploration of Lofty's locally produced content to be syndicated to other community or not-for-profit radio stations where appropriate.

General Policy

Lofty shall assess and choose syndicated content based using the Syndication Assessment Matrix, as shown in Appendix A. The matrix is a tool for use by the Programming Subcommittee to determine a proposed syndicated program's suitability for broadcast on Lofty and includes a scoring system designed to assist – but not replace – the Programming Subcommittee's decision process.

The maximum possible score achievable on the matrix is 90 points for *specialist* music programming (as defined in Policy 4.1.1) and 100 points for news, talk and magazine-style programming. The raw score is used; this is deliberate as it places greater weight on non-music programming that is more likely to address issues of local significance.

The matrix is weighted heavily towards material of community need (maximum 20 points) and of local significance (maximum 30 points). Please refer to Policies 4.2.1 and 4.2.2 respectively for more information.

There are several case studies where syndicated programs currently on Lofty have been assessed pursuant to the matrix; said case studies are shown as Appendices B, C and D.

Where a producer/presenter based in the Mount Barker RA1 licence area indicated a preference for their show to air when syndicated content *without established local significance* is currently scheduled, said syndicated content shall be moved to a non-prime timeslot.

Lofty shall not broadcast syndicated generalist music programming, as defined in Policy 4.1.1.

In addition to the above criteria, the Programming Subcommittee may consider other factors that may enhance or detract from a syndicated program's desirability.

Syndication as a research tool

Historically, Lofty has used syndication to experiment with material the Programming Subcommittee believes will complement and supplement other broadcasters within Mount Barker RA1.

This has proven to be a useful empirical research tool for Lofty to establish community needs, as it has confirmed the community's need for many genres of music that are unavailable on other stations within the Murray Bridge LAP in general, and Mount Barker RA1 in particular.

In addition, we have discovered news/talk and magazine-style syndicated material that not only meets a community need, but is also of local significance.

Where syndicated programming establishes a community need but is not of local significance, Lofty's goal is to convert the need into material of local significance as soon as practicable. This is done by using syndicated programming as encouragement to potential new local presenters/producers that are considering starting their own program within the same genre of the syndicated program in question.

Some highly specialised music content, most notably EDM, may be very difficult to convert to material of local significance despite a community need being met; often due to the immense skills and knowledge of the DJs that produce such programming.

In order to service a need without compromising Lofty's obligation to need to maximise material of local significance during prime dayparts, syndicated programming that meets community need but not local significance shall only be aired where programming of local significance (automated playlist notwithstanding) is unlikely to be sourced.

Syndicated material of local significance

Due to the immense resources required to produce certain types of material, Lofty uses syndication to meet local demands.

Examples of resource-intensive content includes news, current affairs, environmental programming (climate change and sustainability specifically, along with the environment in general), science and LGBTIQ news.

Lofty notes that many community broadcasters around Australia find such content meets local significance requirements.

Placeholders

Where a syndicated program has been scheduled as a placeholder, Lofty is to actively seek a local presenter/producer to broadcast a show featuring comparable material. Said presenter/producer may be sought via general member recruitment activities, targeted member recruitment activities (e.g. announcements calling for a specific type of presenter aired before, during and after said placeholder) or via the existing Lofty member cohort.

Once a suitable local presenter/producer has been found, the placeholder is to be retired. Appendix B shows a case study where this has occurred.

In the event that there is local audience/community demand for the retired placeholder show to be reinstated, the Programming Subcommittee *may* consider rescheduling this show during a non-prime timeslot.

The use of syndicated programming as a placeholder is to be phased out as Lofty's pool of local presenters/producers increases.

Prime vs non-prime timeslots

Put simply, a timeslot that can be readily filled by a local presenter/producer is a prime timeslot. As timeslot demands can be somewhat more fluid than a policy document, prime timeslots are indicated on the current programming guide grid. The Programming Subcommittee may amend the list of prime timeslots without notice.

Lofty programming syndicated to other stations

Lofty encourages its presenters/producers to pursue appropriate syndication opportunities. When doing so, presenters/producers are to engage either the Programming Coordinator or the Programming Subcommittee to ensure that the appropriate protocols are adhered to, as documented from time to time.

The Programming Coordinator and/or Programming Subcommittee may also introduce the presenter/producer to various tools and platforms currently in use by other presenters/producers, as well as helping to identify the most effective syndication platforms based on the program's format and content.

The presenter/producer shall be responsible for preparing recordings of their show for syndication. In its simplest form, this means the presenter/producer will need to take a copy of their show off the logger, edit out sponsorship announcements and station IDs (both live and cart based), re-encode their show (MP3 320kbps commensurate with Lofty's technical standards), and arrange their own distribution.

The presenter/producer may access Lofty resources, including equipment and internet connectivity, for the purpose of preparing and distributing their show for syndication, subject to availability.

Under no circumstances shall a producer/presenter charge a fee for syndication where Lofty's facilities were used to create, record, edit and/or broadcast said show.

APPENDIX A – Syndication Assessment Matrix

Criterion	Desirable (points)	Neutral (points)	Undesirable (points)
<i>Origin</i> (maximum 5 points)	South Australian (5) Australian (4)	Overseas (3)	Not assessed
<i>Barrier to entry</i> (maximum 10 points)	Very High (10) High (7)	Medium-High (6) Medium (5) Medium-Low (4)	Low (2) Very Low (1)
	Consider how difficult it would be for Lofty to produce its own in-house equivalent.		
<i>Overall quality</i> (maximum 5 points)	Very High (5) High (4)	Medium (3)	Low (2) Very Low (1)
	Measured in terms of quality of content i.e. research, production values, source material, as well as technical quality e.g. MP3 bitrate, distribution technology used.		
<i>Local significance</i> (7.5 points for each issue addressed; maximum 30 points) To be assessed in terms of Policy 4.2.2.	Addresses two or more of these issues: - social - economic - political - cultural	Addresses one of these issues: - social - economic - political - cultural	Does not address any issues of local significance
<i>Compatibility</i> (maximum 10 points) Scored at Programming Subcommittee discretion; ranges given to accommodate for actual scored determined via assessment.	High (10) Complements Lofty's existing programming or is an equal or superior replacement to other syndicated programming; readily demonstrable community need <u>and</u> local significance.	Medium (5) Style/content not currently part of Lofty programming; may appeal to new audience; unproven on Lofty, but may fill a community need and/or be of local significance.	Low (0) Not locally significant or Lofty already has locally significant material in the genre; content falls outside of Lofty policy and/or Constitution; un compelling content; poor overall fit.
<i>Community needs</i> (maximum 20 points) Scored at Programming Subcommittee discretion; ranges given to accommodate for actual scored determined via assessment. To be assessed in terms of Policy 4.2.1.	Current or future need clearly identified; researched and/or documented, either fully or in part. Refer Policy 4.2.1. No overlap with other services within licence area.	Current or future need clearly identified but not yet researched or documented in terms of Policy 4.2.1. Complements and supplements other services within licence area.	Current or future need not clearly identified, researched and/or documented. Significant overlap with other services within licence area.
<i>Cost</i> (maximum 10 points)	Free (10) ≥ 100% sponsored	Paid feed e.g. CRN (5) Low-moderate cost ≥ 50% sponsored	High Cost (0) ≤ 50% sponsored
<i>News & Talk</i> (maximum 10 points) Scored at Programming Subcommittee discretion. To be assessed in terms of all Programming Policies; specifically, 4.0.3 and 4.0.4. MUSIC PROGRAMMING IS NOT SUBJECT TO THIS ASSESSMENT CRITERION.	Socially progressive. Non-partisan. Large, well known reputable source. Aligns with Lofty's culture and ethos.	Socially neutral. Non-partisan. Small-medium reputable source. Indifferent to Lofty's culture and ethos or may challenge Lofty's culture and ethos <i>in a respectful manner</i> .	Socially regressive. Partisan. Dubious source Hostile to Lofty's culture and ethos.

APPENDIX B: Case study 1 - Living Planet

Living Planet is a weekly 30-minute program produced by Deutsche Welle (DW), Germany's national broadcaster. Scheduled as part of Lofty's Sustainability Sunday programming block; an established block of programming focused on environmental issues.

DW's programming compares favourably to other highly regarded national broadcasters including the BBC and the ABC. DW material is broadcast on many community stations across Australia.

The environment has local significance to most (if not all) communities in Australia. Climate change is arguably the most pressing environmental issue in living memory. Among other potential consequences, significant social and economic upheaval has been forecast as a by-product of climate change.

Regrettably, climate change has – in our opinion – been politicised; said politicisation being aided and abetted by mainstream media outlets. This has been to the detriment of logic and rationality insofar as considering the causes and potential solutions.

As such, providing apolitical and fact-based material discussing climate change is both of local significance and fulfils a community need. One member of the Programming Subcommittee has suggested that failure to broadcast such material would constitute “a dereliction of duty to Lofty's licence area”.

Syndication Assessment Matrix – Living Planet

Criterion	Assessment	Score	Justification
<i>Origin</i>	Overseas (Germany)	3.0	
<i>Barrier to entry</i>	Very High	10.0	DW has global resources
<i>Overall quality</i>	Very High	5.0	High production values
<i>Local significance</i>	Social, economic, political	22.5	Environmental issues are of global concern. Resultant social, economic and political upheaval is of local significance.
<i>Community needs</i>	Identified and researched	15.0	Based on listener feedback, survey results etc. Complements and supplements similar material from ABC RN and ABC News Radio.
<i>Compatibility</i>	High	10.0	Fits current programming; local significance and community needs established. High quality programming from reputable source.
<i>Cost</i>	Free	10.0	Sourced directly from DW, free of charge.
<i>News & Talk</i>	No obvious bias, highly reputable source, aligns with Lofty's culture and ethos, minimal overlap.	8.0	DW is Germany's national broadcaster and is well regarded for its quality and neutrality.
TOTAL SCORE		83.5	

Living Planet is considered a *desirable* syndicated program. At the time of writing, Living Planet airs on Lofty every Sunday morning at 9am.

APPENDIX C: Case study 2 - Upfront Soul

Upfront Soul is a weekly 120-minute program produced by Sanguine Fromage; an independent program maker based in the USA.

The show developed a good following during Lofty's initial phase as an online-only radio station in 2017 and 2018, resulting in Upfront Soul following Lofty onto FM on Tuesday nights. The move to FM caught the attention of a number of listeners in the local community, thus uncovering a community need.

At least one listener, Claudine Burgess, was drawn to join Lofty as a result of hearing Upfront Soul and a desire to launch a local equivalent. Lofty expects Claudine to launch her new program, "Soul Trader" in early 2020.

Whilst Upfront Soul was adopted and subsequently retired prior to the introduction of the Syndication Assessment Matrix, we have compared this material against the matrix as a demonstration of how Lofty may justify use of a syndicated programming to establish a community need for conversion into material of local significance.

Syndication Assessment Matrix – Upfront Soul

Criterion	Assessment	Score	Justification
<i>Origin</i>	Overseas (USA)	3.0	
<i>Barrier to entry</i>	Low	2.0	Whilst well-researched, finding a suitable presenter within the licence area wasn't overly difficult.
<i>Overall quality</i>	High	4.0	MP3 192kbps. Full playlists provided. Good research and artist notes.
<i>Local significance</i>	None	0.0	Whilst the content meets a community need, the presenter is not of a locally significant background.
<i>Community needs</i>	Identified and researched	15.0	Listener feedback and subsequent recruitment of presenter within licence area confirms community interest.
<i>Compatibility</i>	Low	2.0	This program was a valuable community need research tool. As need was established and locally significant replacement is imminent, Upfront Soul is largely incompatible with Lofty.
<i>Cost</i>	Free	10.0	Sourced via Radio4all and broadcast with permission.
TOTAL SCORE		36.0	

Upfront Soul served a highly valuable purpose in proving a community need and creating an opportunity to broadcast more locally significant material. We consider the retirement of Upfront Soul in early 2019 as a success, due to the results yielded when used as an empirical research tool.

APPENDIX D: Case study 3 - Cool Nights

Cool Nights is a weekly 60-minute program produced by Steve Hart, an independent program maker based in Auckland, New Zealand. Scheduled as part of Lofty's Sunday Night Jazz programming block; an established block of programming focused on Jazz music.

Steve specialises in Smooth jazz, a hybrid of Jazz fusion and soul music that developed in the mid-1970s. The sub-genre entered its decline in the early 1990s, but still has a small yet enthusiastic following. Cool Nights is currently one of Lofty's most popular shows.

Syndication Assessment Matrix – Cool Nights

Criterion	Assessment	Score	Justification
<i>Origin</i>	Overseas (NZ)	3.0	
<i>Barrier to entry</i>	Medium-Low	4.0	A particularly well curated program within a sub-genre. Barrier was considered high when Cool Nights was first introduced. Latent community need uncovered for smooth jazz. Creates opportunity to introduce locally significant smooth jazz program.
<i>Overall quality</i>	High	4.0	MP3 192kbps. Full playlists provided. Good research and artist notes.
<i>Local significance</i>	Cultural	7.5	Hosted by British ex-pat living in NZ. Local significance based on relatability to Steve by significant British and NZ migrant populations within licence area.
<i>Community needs</i>	Identified and researched	15.0	Based on listener feedback, survey results etc. Not offered by any other broadcaster in licence area.
<i>Compatibility</i>	High	10.0	Fits current programming; local significance and community needs established. High quality programming from reputable source.
<i>Cost</i>	Free	10.0	Sourced directly from Steve, free of charge.
TOTAL SCORE		53.5	

At the time of writing, Cool Nights airs on Lofty every Sunday at 9pm, and has been a staple of Lofty's Sunday Night Jazz block since Lofty commenced its initial online stream in 2017. It is a well-crafted niche program with a strong following.

Despite having a solid score (53.5 out of a possible 90), Cool Nights' desirability is considered neutral at best, and is now on Lofty's placeholder list.

The community need for smooth jazz music may not have been discovered were it not for Lofty using syndication as a community needs research tool. As a result, a great opportunity has been created to attract one or more presenters to create a locally significant smooth jazz program within the licence area.

Lofty expects to retire Cool Nights upon the successful recruitment and subsequent commencement of a suitable local presenter/producer.

Community Radio

National Listener Survey

2019 Wave #1

FACT SHEET

SA

July 2019

Prepared for:



OVERALL RADIO LISTENING SA

	<u>2018 Wave #2</u> In An Average Week		<u>2019 Wave #1</u> In An Average Week		Wave to Wave % Change
	'000	%	'000	%	
SA all people aged 15+	1,409	100	1,418	100	
Listeners to radio	1,195	85	1,192	84	-0.3
Listeners to community radio	450	32	453	32	+0.7
Listeners to commercial radio	948	67	951	67	+0.3
Listeners to ABC and/or SBS radio	573	41	551	39	-3.8
Listeners to community radio who:					
do not listen to commercial radio	104	7	107	8	+2.9
do not listen to ABC/SBS radio	195	14	200	14	+2.6
do not listen to commercial radio or ABC/SBS radio	51	4	53	4	+3.9

Listened to community radio in an average week	<u>2018 Wave #2</u>	<u>2019 Wave #1</u>	Wave to Wave % Change
Average no. of hours	14.6	14.5	
			-0.4

How to Read*:

In an average week, of all people aged 15+ throughout SA (1,418,000 people):

- 453,000 people, or 32%, listen to community radio
 - 107,000 people, or 8%, listen to community radio but not commercial radio
 - 200,000 people, or 14%, listen to community radio but not ABC/SBS radio
 - 53,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- Listening to community radio has increased by 0.7% compared to the last survey wave

*** A detailed how to read guide can be found by clicking here**

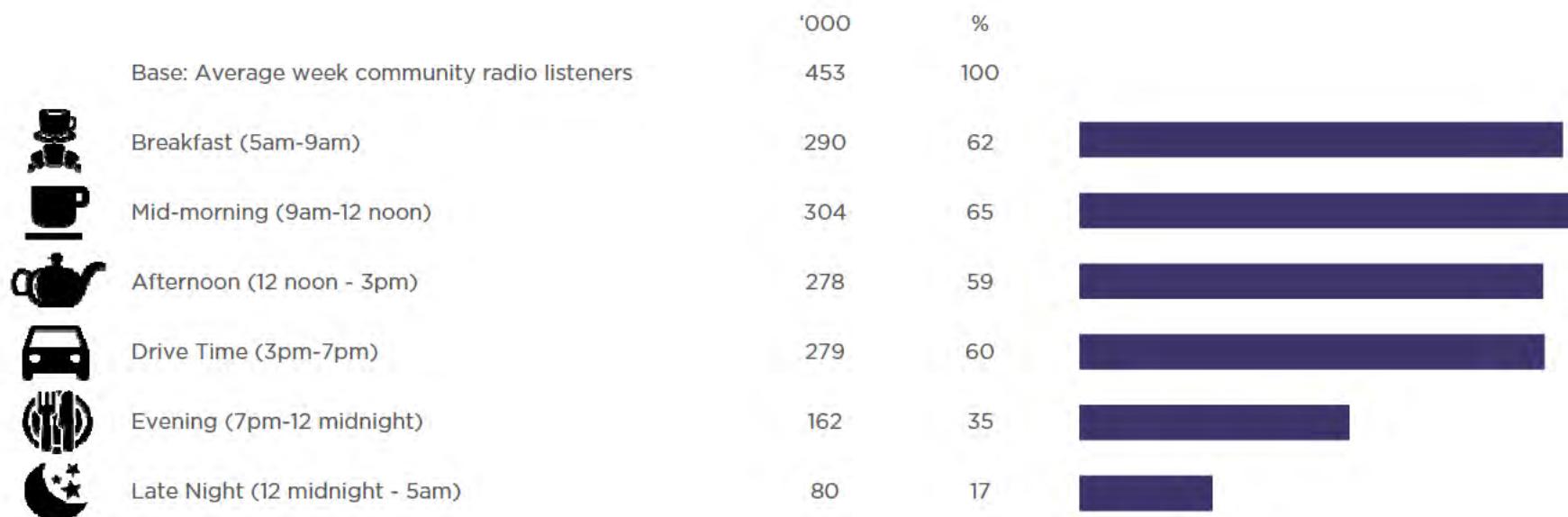
2018 Wave #2: May 2017, May 2018, October 2018 / 2019 Wave #1: May 2018, October 2018, May 2019

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Weekly Listeners n=736

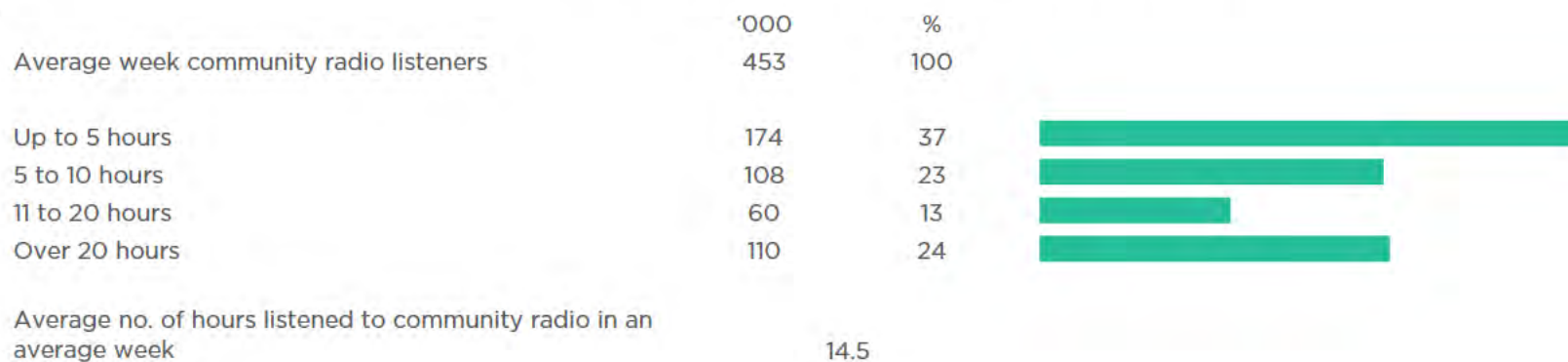
Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnaair.com.au - Job No.: 190101

COMMUNITY RADIO LISTENING BY DAY PART & HOURS SPENT LISTENING

The estimated 453,000 people aged 15+ who listened to community radio in the last seven days, listen during the following day parts:



Hours Spend Listening to Community Radio in a Week



REASONS FOR RADIO LISTENING TO COMMUNITY RADIO SA

The estimated 453,000 people aged 15+ who listened to community radio in the last seven days, listen for the following reasons:



PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION SA

	Community Radio (15+)		SA's Population (15+)	
	Total Weekly Listeners			
	'000	%	'000	%
Community Radio Reach	453	32	1,418	100
Profile Base	453	100	1,418	100

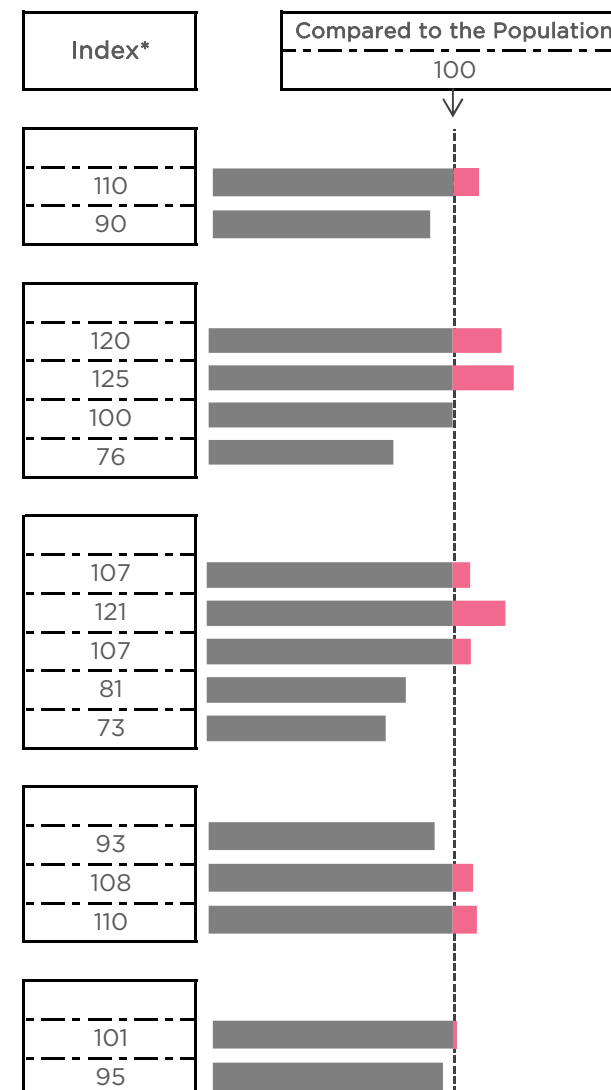
	Gender				
	Men	246	54	695	49
	Women	207	46	723	51

	Age Groups				
	15-24	84	18	219	15
	25-39	134	30	338	24
	40-54	109	24	334	24
	55+	126	28	527	37

	Marital Status				
	Single/never married	136	30	393	28
	Married/partner, no children	75	17	197	14
	Married/partner/single, child(ren) at home	131	29	378	27
	Married/partner/single, child(ren) left home	75	17	291	21
	Widowed/divorced/separated	35	8	158	11

	Number of People in Household				
	1 or 2	225	50	766	54
	3 or 4	176	39	511	36
	5 or more	52	11	141	10

	Main Grocery Buyer				
	Yes	356	79	1102	78
	No	97	21	316	22








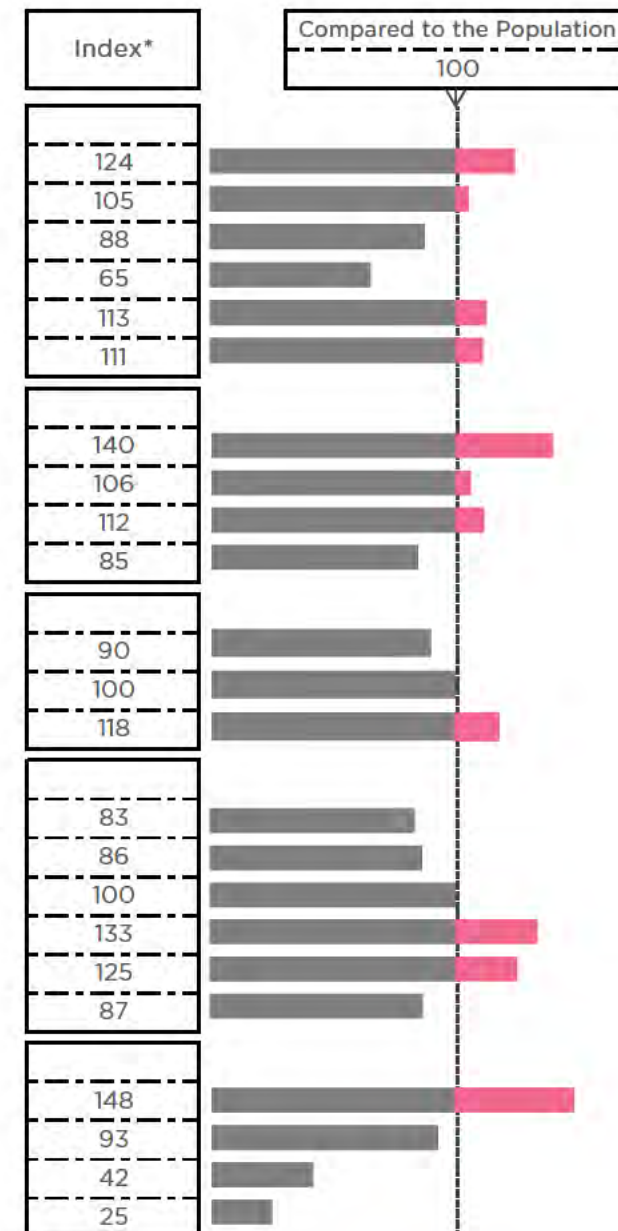
*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Weekly Listeners n=736

Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnair.com.au - Job No.: 190101

PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION SA

Profile Base		Community Radio (15+) Total Weekly Listeners		SA's Population (15+)	
		'000	%	'000	%
		453	100	1,418	100
	Work Status				
	Full-time	163	36	411	29
	Part-time	92	20	268	19
	Home duties	33	7	118	8
	Retired / pensioner	78	17	371	26
	Unemployed	40	9	120	8
	Student	47	10	130	9
	Occupation				
	Professional, business manager or executive	95	21	217	15
	Business owner, self-employed, sales or clerical	76	17	228	16
	Technical, skilled, semi-skilled or manual	84	19	234	17
	Not working	198	44	739	52
	Highest Level of Education				
	Primary, Secondary or High School	162	36	573	40
	Some tertiary/TAFE	140	31	446	31
	University (Bachelor or higher degree)	151	33	400	28
	Gross Annual Income				
	Under \$20,000	66	15	259	18
	\$20,000 - \$40,000	85	19	309	22
	\$40,000 - \$60,000	70	15	210	15
	\$60,000 - \$100,000	109	24	259	18
	Over \$100,000	66	15	172	12
	Refused	57	13	208	15
	Value of Community Radio				
	Very valuable	195	43	409	29
	Quite valuable	231	51	778	55
	Not very valuable	23	5	173	12
	Not at all valuable	4	1	58	4









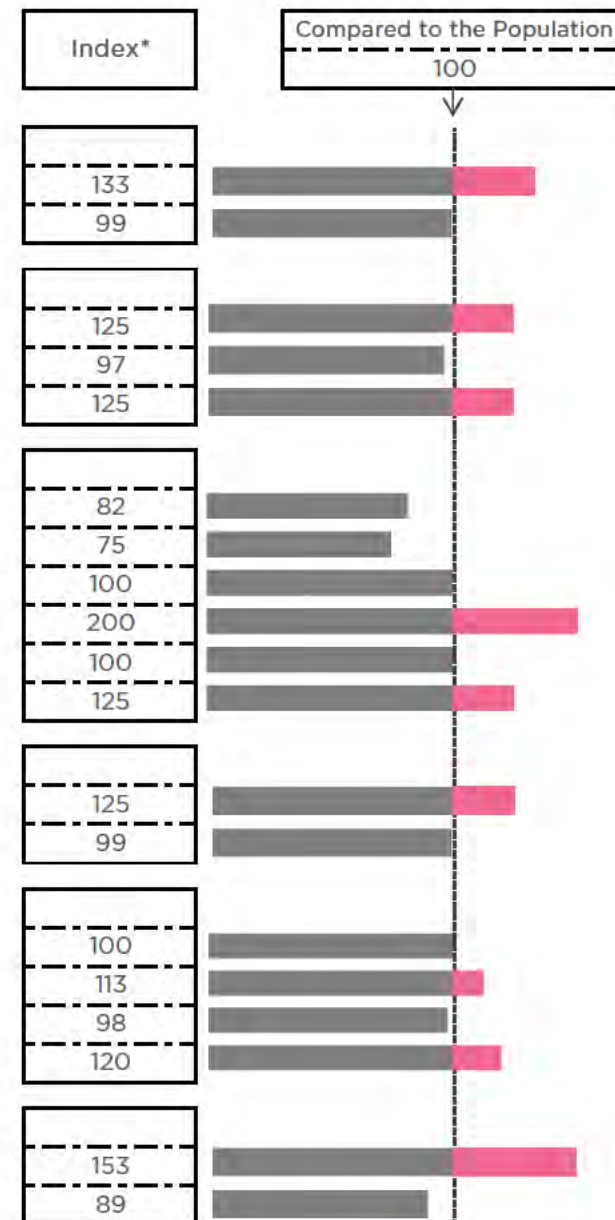
*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Weekly Listeners n=736

Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnair.com.au - Job No.: 190101

PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION SA

Profile Base		Community Radio (15+) Total Weekly Listeners		SA's Population (15+)	
		'000	%	'000	%
		453	100	1,418	100
	Aboriginal or Torres Strait Islander Origin				
	Yes	18	4	42	3
	No	434	96	1376	97
	Identify as LGBTI				
	Yes	45	10	117	8
	No	387	85	1243	88
	Refused	21	5	58	4
	Have Disabilities				
	Physical disability	42	9	154	11
	Hearing impairment	29	6	110	8
	Sight impairment	49	11	162	11
	Speech impairment	8	2	16	1
	None of the above	329	73	1029	73
	Refused	23	5	54	4
	Reading Difficulty				
	Yes	22	5	52	4
	No	431	95	1366	96
	Religious Faith				
	Christianity	180	40	574	40
	Faith in other religion	40	9	119	8
	No religious beliefs	208	46	659	47
	Refused	25	6	66	5
	Lang. Other Than English Spoken in Household				
	Yes	116	26	248	17
	No	337	74	1170	83



*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Weekly Listeners n=736

Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnaair.com.au - Job No.: 190101

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION SA

	Community Radio (15+)		SA's Population (15+)	
	Total Occasional Listeners			
	'000	%	'000	%
Community Radio Reach	788	56	1,418	100
Profile Base	788	100	1,418	100

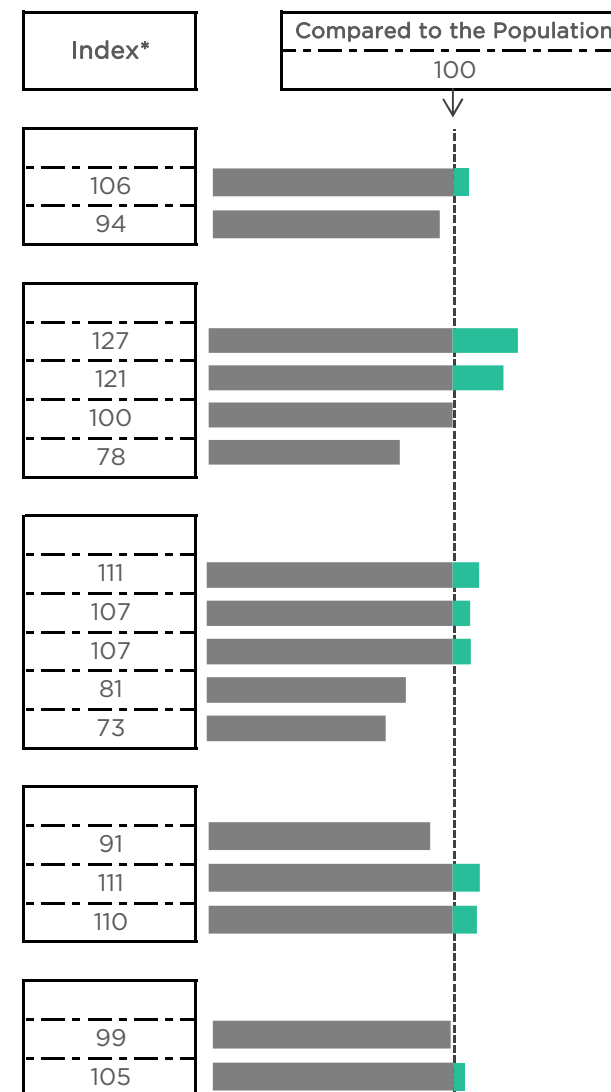
	Gender				
	Men	411	52	695	49
	Women	378	48	723	51

	Age Groups				
	15-24	147	19	219	15
	25-39	229	29	338	24
	40-54	185	24	334	24
	55+	227	29	527	37

	Marital Status				
	Single/never married	244	31	393	28
	Married/partner, no children	122	15	197	14
	Married/partner/single, child(ren) at home	225	29	378	27
	Married/partner/single, child(ren) left home	134	17	291	21
	Widowed/divorced/separated	63	8	158	11

	Number of People in Household				
	1 or 2	386	49	766	54
	3 or 4	317	40	511	36
	5 or more	85	11	141	10

	Main Grocery Buyer				
	Yes	610	77	1102	78
	No	179	23	316	22








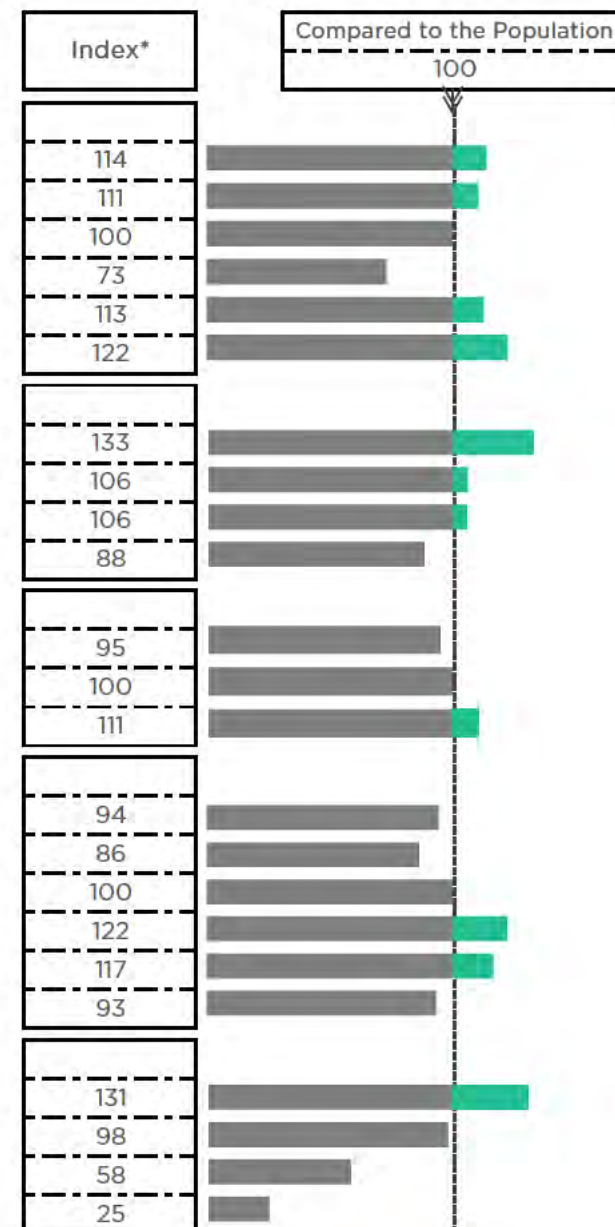
*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Occasional Listeners n=1,309

Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnair.com.au - Job No.: 190101

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION SA

Profile Base		Community Radio (15+)		SA's Population (15+)	
		Total Occasional Listeners			
		'000	%	'000	%
Profile Base		788	100	1,418	100
	Work Status				
	Full-time	261	33	411	29
	Part-time	165	21	268	19
	Home duties	63	8	118	8
	Retired / pensioner	146	19	371	26
	Unemployed	69	9	120	8
	Student	84	11	130	9
	Occupation				
	Professional, business manager or executive	154	20	217	15
	Business owner, self-employed, sales or clerical	131	17	228	16
	Technical, skilled, semi-skilled or manual	141	18	234	17
	Not working	362	46	739	52
	Highest Level of Education				
	Primary, Secondary or High School	302	38	573	40
	Some tertiary/TAFE	242	31	446	31
	University (Bachelor or higher degree)	244	31	400	28
	Gross Annual Income				
	Under \$20,000	134	17	259	18
	\$20,000 - \$40,000	150	19	309	22
	\$40,000 - \$60,000	115	15	210	15
	\$60,000 - \$100,000	172	22	259	18
	Over \$100,000	108	14	172	12
	Refused	109	14	208	15
	Value of Community Radio				
	Very valuable	301	38	409	29
	Quite valuable	423	54	778	55
	Not very valuable	55	7	173	12
	Not at all valuable	10	1	58	4









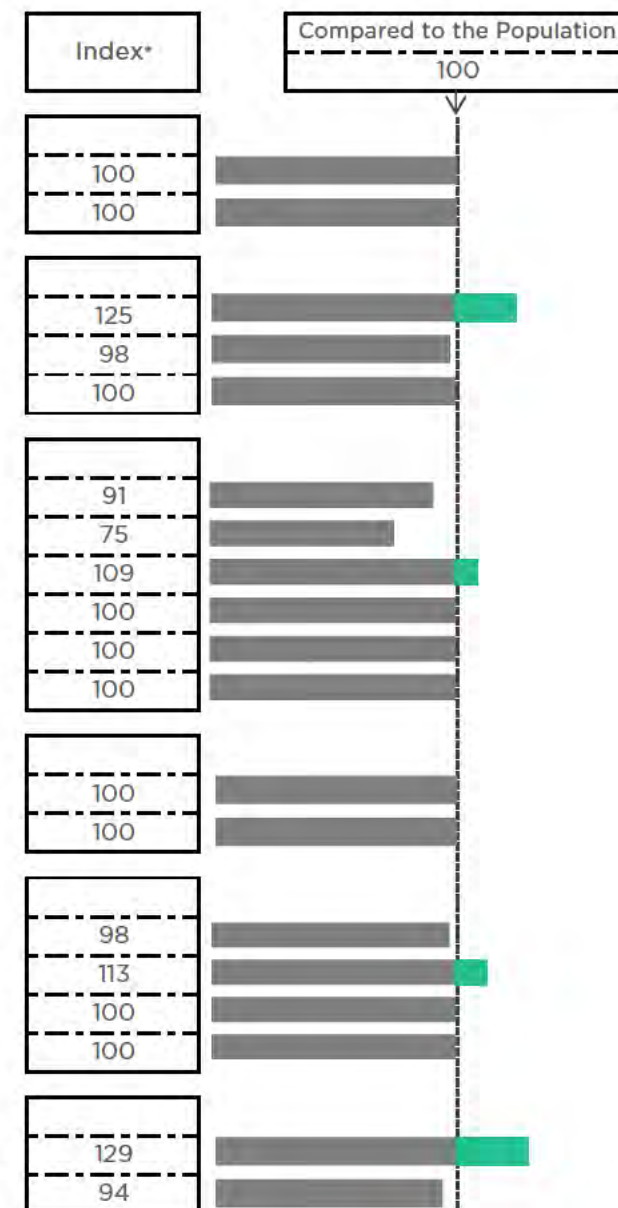
*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Occasional Listeners n=1,309

Source: McNair yellowSquares Pty Ltd - July 2019 - www.mcnairstudio.com.au - Job No.: 190101

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION SA

Profile Base		Community Radio (15+) Total Occasional Listeners		SA's Population (15+)	
		'000	%	'000	%
		788	100	1,418	100
	Aboriginal or Torres Strait Islander Origin				
	Yes	27	3	42	3
	No	761	97	1376	97
	Identify as LGBTI				
	Yes	80	10	117	8
	No	677	86	1243	88
	Refused	32	4	58	4
	Have Disabilities				
	Physical disability	78	10	154	11
	Hearing impairment	50	6	110	8
	Sight impairment	91	12	162	11
	Speech impairment	12	1	16	1
	None of the above	575	73	1029	73
	Refused	33	4	54	4
	Reading Difficulty				
	Yes	33	4	52	4
	No	755	96	1366	96
	Religious Faith				
	Christianity	310	39	574	40
	Faith in other religion	72	9	119	8
	No religious beliefs	370	47	659	47
	Refused	36	5	66	5
	Lang. Other Than English Spoken in Household				
	Yes	172	22	248	17
	No	616	78	1170	83



*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout SA - Base: SA n=2,358 - Occasional Listeners n=1,309

ABOUT THE SURVEY

The National Listener Survey is a survey on the community radio listening habits of Australians. It provides invaluable feedback to community radio stations and the sector about trends, listeners and the sector itself.

METHOD

How:	<p>This research is conducted by means of a mixed-mode survey comprising online, telephone and street-intercept interviewing. A single respondent database across all methods ensures an integrated balance of respondents across Australia.</p> <p>This report contains the results of a survey with a rolling 2 Wave representative sample of 2,358 people aged 15 and over throughout SA.</p> <p>Total sample across Australia (2 waves): 14,789</p>
Telephone interviews:	<p>The telephone interviews were achieved by computer assisted telephone interviewing conducted by McNair yellowSquares in Crows Nest NSW. The telephone sample of people were selected at random from a commercial marketing database. All interviewing was conducted by trained and accredited interviewers under constant supervision. At least 5% of interviews were validated by means of live monitoring.</p>
Online interviews:	<p>The online surveys were conducted with the use of online consumer research panels. The sample was sourced from ISO 20252 accredited companies.</p>
When:	<p>All interviewing was conducted in May 2018, October 2018, May 2019 inclusive.</p>
Who:	<p>This survey is a national survey of people aged 15+. Quotas are set by age, gender and location to ensure a representative sample.</p>
For whom:	<p>This research is commissioned and paid for by the Community Broadcasting Association of Australia</p>
Weightings:	<p>The results of this survey are weighted to the population estimates of the Australian Bureau of Statistics (ABS) - Estimated Resident Population (ERP) - 30 June 2017, so as to bring the sample exactly into line with SA's population distribution by these characteristics.</p>
More information:	<p>For more information contact the Community Broadcasting Association of Australia - Email: office@cbaa.org.au - Phone: 02 9310 2999.</p> <p>This research was carried out in compliance with the international standard for market and social research, ISO20252.</p>

RELIABILITY OF RESULTS

The survey was carefully conducted using the highest possible standards at every stage of the process. The method and results are well benchmarked and validated over time.

While the overall survey was conducted amongst 2,358 people (+/- 2% margin of error), the weekly profile of community station listeners is based on people who have listened in the last week. This is a much smaller group than the overall survey and hence the margin of error increases for these questions - 736 people (+/- 4% margin of error)

While results are reported as a single figure, it is better to think of them as the mid-point in a possible range. This means that if we were to repeat this survey 100 times, the results calculated from the total base would be within a range of +/- 2% in 95 of the 100 surveys.

All sample surveys and polls may be subject to multiple sources of variation in sampling and coverage. Furthermore results of radio surveys are also vulnerable to fluctuations such as changes in the weather from month-to-month, which can change people's listening habits.

When reporting survey estimates, percentages are rounded to the nearest whole percent. Sometimes when combining or splitting groups the percentages may appear to add to a different total, due to the rounding factor. All percentages are calculated using the underlying number of respondents as a proportion of the relevant population. It is therefore incorrect to add percentage figures when combining groups. The number of respondents from each group should be added and the percentage recalculated on the total population for the combined group.

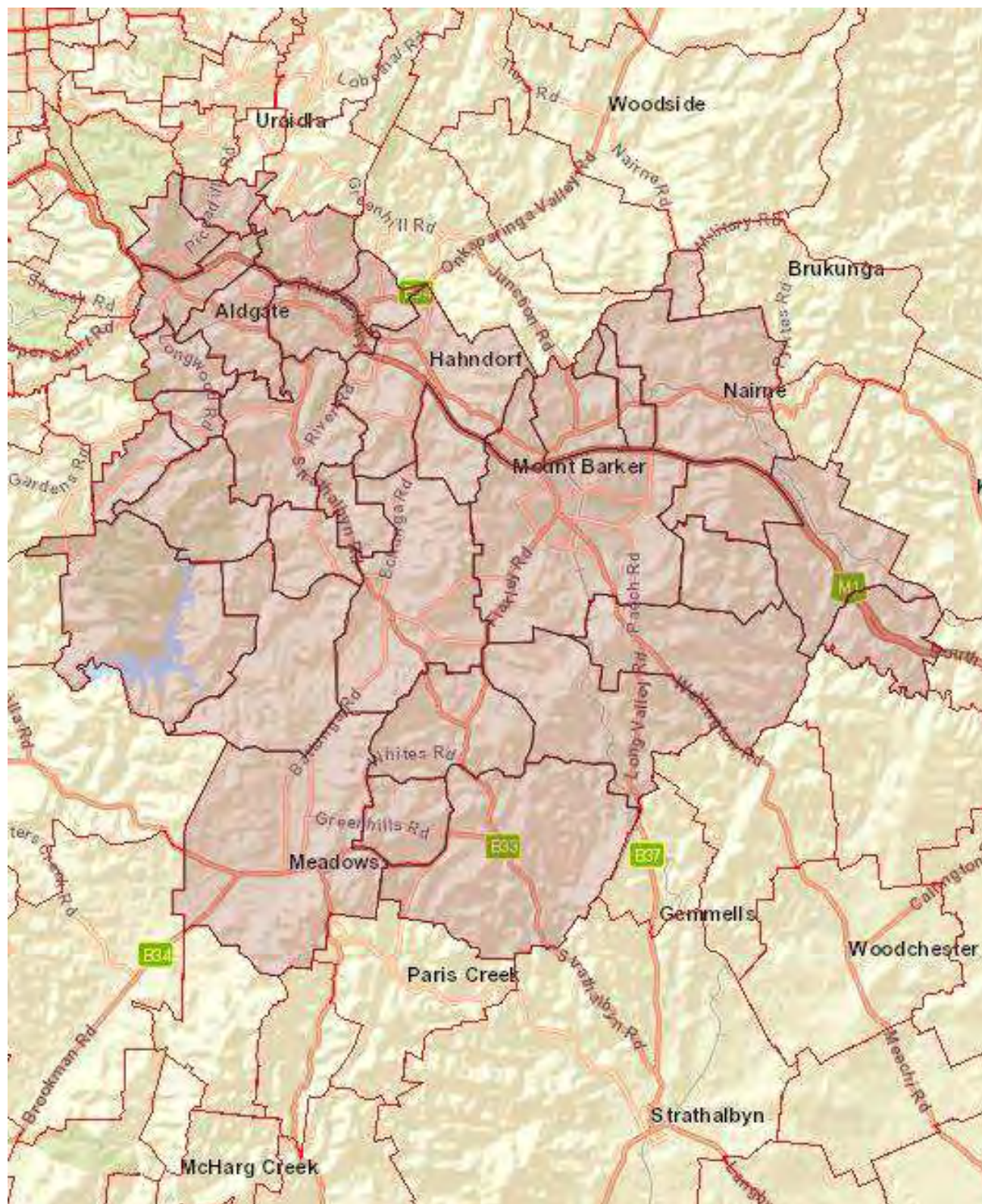
INDEX*

The index shows the reach of community radio in each demographic group relative to the population.

If the index is 100, the audience for that demographic is exactly in-line with the population. If the index is over 100, that demographic group is relatively over-represented amongst listeners to community radio, as compared with the overall population.

If the index is below 100, that demographic group is relatively under-represented amongst listeners to community radio, as compared with the overall population.

Appendix G - Mount Barker RA1 2016 Census Statistical Areas



Data Source: Census of Population and Housing, 2016, TableBuilder. ABS data licenced under Creative Commons, see abs.gov.au/ccby