

**From:** [Lindsay Campbell](#)  
**To:** [Community Broadcasting](#)  
**Cc:** [Lindsay Campbell](#)  
**Subject:** Re: Lofty Community Media - ACMA Questions Follow up Response [SEC=OFFICIAL]  
**Date:** Thursday, 25 June 2020 12:00:53 PM  
**Attachments:** [Lofty - Station Profile.pptx](#)  
**Importance:** High

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Attn: Robin Christie

Dear Robin,

There was one more thing which we have only just become aware of this morning via SACBA.

With regard to participation in surveys - I think we misunderstood one element of the question.

Firstly, Lofty already makes full use of the National Listener Survey information published annually by CBAA/McNair. The attached station profile to this was built from the July 2019 reports.

We were not aware that it is possible to actually commission a survey for your own particular station at a cost of \$10-12K.

Clearly this is something we would wish to do, not annually, but certainly at least every 4-5 years. Upon discussion, this is something we would seek to do, initially, after about 18-24 months of full time operation.

In terms of financing that, we do not think there will be any issue in meeting that expense in 2022 - and indeed we consider it essential in order to confirm the baseline of our reach into the community.

Also, along with SurveyMonkey, also use Mailchimp to conduct online surveys. In the 19 months we have been broadcasting, we have conducted two surveys. Our policy calls for survey action to be reviewed at the end of every 6-month period. We were due to consider our 18-month survey point back in late February, however, with the onset of the COVID-19 pandemic, we placed it on hold.

Should we be granted the operating licence for 88.9FM, the conduct of a survey (and possibly a second at the same time - as we would seek two sets of data - one for each of our community engagement program themes) will be an immediate priority. We see those surveys as a critical resource to confirm our direct engagement feedback process.

Thank you Robin.

Kind regards,

Lindsay

Lindsay Campbell  
Station Support Manager  
Lofty 88.9 Adelaide Hills Community Radio



On 25 Jun 2020, at 09:18, Community Broadcasting  
<[Communitybroadcasting@acma.gov.au](mailto:Communitybroadcasting@acma.gov.au)> wrote:

Dear Lindsay,

Thank you for your email. This email is to confirm receipt.

Kind regards,

Robin

**Robin Christie**

Senior Licensing and Compliance Officer (acting)  
Community Broadcasting and Safeguards

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**Australian Communications and Media Authority**

T +61 2 9334 7922

E [communitybroadcasting@acma.gov.au](mailto:communitybroadcasting@acma.gov.au)

[www.acma.gov.au](http://www.acma.gov.au)

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<image006.png>

<image007.png>

The ACMA acknowledges the traditional custodians of this land on which we meet, work and live. We recognise and respect their continuing connection to the land, waters and communities. We pay our respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.

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**From:** Lindsay Campbell [REDACTED]  
**Sent:** Wednesday, 24 June 2020 8:34 PM  
**To:** Community Broadcasting [REDACTED]  
**Cc:** Lindsay Campbell [REDACTED]; Claudine Burgess [REDACTED]; Ben Goldfinch [REDACTED]; Tanya Lyons [REDACTED]; Rob Vrabec [REDACTED]; Bridie Campbell [REDACTED]; Geoff Cleggett [REDACTED]; Al Thorne [REDACTED]  
**Subject:** Lofty Community Media - ACMA Questions Follow up Response

Attain: Robin Christie

Dear Robin,

Please find attached our follow-up response to your questions.

Lofty wishes to also thank you for ACMA's consideration in this matter.

Should it be necessary for further contact, please do not hesitate to contact me as below.

Kind regards,

Lindsay

**Lindsay Campbell** CSM JP

Station Support Manager

Lofty 88.9 Adelaide Hills Community Radio

Lofty E: [REDACTED]

PVT T: [REDACTED]

PVT E: [REDACTED]

Work T: [REDACTED]

Work E: [REDACTED]

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