



28th February 2020

Nerida O'Loughlin PSM
Chair and Head of Agency
ACMA
Red Building
Benjamin Offices
Chan Street
Belconnen ACT 2616

Dear Nerida

Re: ACMA PROPOSAL TO VARY THE NOWRA LICENCE AREA PLAN

I write in relation to a consultation paper issued by ACMA in January 2020 concerning a proposal to vary the *Nowra Licence Area Plan*.

The *Blyton Group* has interests in various Commercial Radio stations in regional *Australia*.

I note that *Commercial Radio Australia (CRA)* has submitted a submission in relation to the above dated 28/2/20.

The *Blyton Group* supports this submission by *CRA*.

It is my belief that the *Nowra* market along with all radio markets in *Australia* are already well served in relation to radio services and have a diverse range and large number of commercial radio, national radio, community radio and narrowcast radio services.

At present there is a strong downturn in the economic climate, radio advertising revenues are falling, and the ongoing effect of the very recent tragic bushfires are all impacting strongly on regional areas.

The issue of another licence in *Nowra* would have serious consequences on the current commercial radio services in that market and would result in an overall decrease in the standard and level of service to the public.

Yours faithfully

Kevin James Blyton

*Chairman
Blyton Group*