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## **Submission: Implementing Australia's TV prominence framework**

The Community Broadcasting Foundation (CBF) has been an independent grant-maker since 1984, distributing funding provided by the Australian Government. In 2023/24, CBF provided \$20.3 million in grants to support the maintenance and development of the community broadcasting sector. As the funding distributor for the community broadcasting sector, we have a unique understanding of the specific needs and challenges faced by community television (CTV). This insight informs our strategic approach and underlies our commitment to supporting CTV as a vital component of the media landscape.

Together with community broadcasters, content producers and sector organisations around the country, the CBF is helping to build a thriving, impactful and resilient future for community media, including CTV. Our strategy focuses on developing the capability and capacity needed to ensure a sustainable future. We prioritise long-term thinking and planning to create a resilient sector that champions inclusivity and accessibility in the media landscape. We support participation and voice that creates connection and belonging throughout our diverse community, providing grants for initiatives that create a positive impact. We also help community media organisations engage with and reflect their communities, ensuring that Australia's diverse populations have access to information, as well as cultural and local content that enriches their lives and enables active participation in community life.

The CBF endorses the Australian Community Television Alliance (ACTA) and Community Broadcasting Association of Australia (CBAA) recommendations regarding the four key questions posed in this consultation, acknowledging their expertise and leadership in advocating for a future where community television remains accessible, relevant, and prominent in the evolving media landscape.

Our unique funding perspective allows us to see firsthand the vital role that community television plays in connecting local communities and fostering diversity in media representation. In line with this, we support the prominence framework's goal of ensuring easy access to local, free-to-air services on connected devices and support extending these protections to community TV apps like CTV+. We also support the 'must-carry' model proposed by ACMA, as it aligns with the broader goal of keeping community television accessible and easily discoverable on Smart TVs. This model aligns with the sector's expressed strategic goal under [Roadmap 2033](#) to secure capacity to meet

community needs<sup>1</sup> by ensuring community television is available to audiences on the platforms of their choice.

Enhancing accessibility, discoverability and prominence is crucial for the community broadcasting sector's ongoing sustainability so that it can continue to serve Australia's diverse communities. The prominence framework will enable community television to complement existing content by making it more widely available. This approach also supports the community broadcasting sector-wide strategic goal of amplifying diverse voices, ensuring audiences can engage with diverse local content across Australia.<sup>2</sup>

The CBF acknowledges the challenges highlighted in ACTA's submission. Drawing on our experience, we recognise that securing the future of community television – by ensuring it remains discoverable and prominent as a significant and meaningful contribution to Australia's evolving media landscape – is essential to realising the aspirations of the community broadcasting sector, as articulated in Roadmap 2033, in a practical and impactful way.

Yours sincerely



Ian Hamm  
President  
Community Broadcasting Foundation



Jo Curtin  
CEO  
Community Broadcasting Foundation

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<sup>1</sup> Roadmap 2033: Community broadcasting's plan for greater impact in every Australian community, p.34-35.

<sup>2</sup> Roadmap 2033: Community broadcasting's plan for greater impact in every Australian community, p.30-31.