

4 November 2011

Rev Douglas G. Allen
Chief Executive Officer
High Country Christian Broadcaster Association Inc
PO Box 129
Corryong VIC 3707

ACMA file reference: 2010/2400

Dear Reverend Allen,

Allocation of community radio broadcasting licence SL1150020 to serve Upper Murray RA1, Victoria

I am writing to confirm our telephone conversation this afternoon regarding the allocation of long-term community broadcasting licence SL1150020 in the Upper Murray RA1 licence area.

I refer to High Country Christian Broadcaster Association Inc's (HCCBA) application for the licence, received by the Australian Communications and Media Authority (the ACMA) on 20 December 2010, and additional information received on 2 February 2011.

On 3 November 2011, the ACMA decided, after having regard to the matters at section 84(2) of the *Broadcasting Services Act 1992* (the BSA), not to allocate community broadcasting licence SL1150020 to HCCBA.

In making its decision, the ACMA considered that:

- HCCBA did not demonstrate that the proposed service would meet the existing and perceived future needs of the community within the licence area of the proposed licence (section 84(2)(a)); and
- HCCBA did not demonstrate that it has the capacity to provide the proposed service (section 84(2)(d)).

Attached is a copy of ACMA media release 118/2011, which was issued after our telephone conversation. I can be contacted on (02) 9334 7759 if you have any further questions about this matter.

Yours sincerely,



Lachlan Habgood
Community Broadcasting Section

Email communitybroadcasting@acma.gov.au

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Media release

ACMA decides not to allocate community broadcasting licence in Upper Murray, Vic

The ACMA has decided not to allocate a long-term community broadcasting licence for Upper Murray, Vic, to High Country Christian Broadcasters Association Inc (HCCBA).

HCCBA, which currently holds a temporary community broadcasting licence (TCBL), was the only applicant for the licence and proposed to represent the Religious - Christian community interest.




After considering the statutory merit criteria required for licence allocation, the ACMA decided that HCCBA's proposed service would not meet the existing and perceived future needs of the Christian community in the licence area to an adequate extent. The ACMA also considered that HCCBA did not demonstrate that it had the capacity to provide the proposed service.

This is the second time that the ACMA has decided not to allocate a community broadcasting licence to HCCBA. The first time was in 2006.

For more information or to arrange an interview please contact: Blake Murdoch, on (02) 9334 7817, 0411 504 687 or media@acma.gov.au.

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