



Multicultural Radio and Television Association of WA (Inc.)
Licensee of "World Radio" 6EBA-FM 95.3 MHz.
ABN: 44 429 196 030
PO Box 316, NORTH PERTH WA 6906
Phone: 08 9328 2351 Fax: 08 9227 7692
Email: manager@6eba.com.au

Procedures for the APPROVAL & GRANTING OF AIRTIME to new Applicants

1. Preamble:

The Multicultural Radio & Television Association of WA Inc. is the licensee of 6EBA-FM 95.3MHz (the "station") and is the only full time ethnic language station in the Perth metropolitan area. The main station operates from 386 Fitzgerald Street, North Perth in the State of Western Australia, and is complimented by a Youth & Special Projects "Annexe" in Maylands some 6 kilometers away. 6EBA first received its licence to broadcast on the 95.3MHz FM band in 1990.

Today 6EBA gives a voice to 77 community language groups broadcasting in 82 ethnic languages 24 hours a day, 7 days per week.

2. Equal Access & Equity:

The Management of the MRTA of WA Inc. (the "station") has policy and procedures in place to ensure there is equal access and equity to air time on the station's frequency for language programs and others who are not represented in the mainstream media.

3. Criteria used in the Approval & Granting of Airtime to new Applicants:

The following considerations are taken into account when considering approval of airtime for language community groups.

- 3.1 The overall size of Perth's non-English speaking migrant community
- 3.2 The size of the individual language group in relation to the total non-English speaking migrant population.
- 3.3 Whether the applicant group is from a recently arrived or older migrant community. Preference is given to new and emerging communities and language groups who currently do not have on air presence.
- 3.4 Whether the applicant group is a community based organisation sufficiently representative and part of the language group it proposes to broadcast to.
- 3.5 Current on-air presence of the applicant language already on air and its adequacy to serve its language group.
- 3.6 Availability of airtime in the applicant language.
- 3.7 The overall ability of the applicant group to service the community language group it purports to represent.
- 3.8 The program is not a re-broadcast from external sources either local or overseas, other than overseas news highlights and cultural content limited to approximately 10-15 minutes per hour.
- 3.9 The program is locally produced and contains a majority of local content and information relevant to the stations area of service.
- 3.10 The applicants access to and service by other Perth radio stations.

4. Membership & the Right of Appeal:

Applications for Membership shall be considered by the MRTA Council (^[1] Clause 5.5). If an application is refused, short reasons for rejection will be given (^[1] Clause 5.5.1). The applicant may appeal a decision to the next General Meeting whose decision shall be final (^[1] Clause 5.5.2). If the application remains rejected the membership fee shall be refunded (^[1] Clause 5.5.3).

[1] Source - MRTA Constitution Document