



MEDIA RELEASE

15 March 2013

Funding back on track for Australian Music Radio Airplay Project

The Federal Government has confirmed that the Australian Music Radio Airplay Project (Amrap) will be included in the 2013 budget and beyond to support community radio stations to promote new Australian music on air and online.

The announcement was included in the launch of *Creative Australia*, the first national cultural policy for nearly 20 years. Amrap will continue to be funded through the Department of Broadband, Communications and The Digital Economy (DBCDE) to the previously existing allocation of \$2.4 million over four-years. Amrap was not included in the 2012 Federal Budget but has survived on reserves from the community broadcasting sector and a much-needed six-month funding package announced in December by the Communications Minister, Senator Stephen Conroy.

Amrap Manager, Chris Johnson has heralded the government's four-year funding commitment as a victory for thousands of Australian musicians and community broadcasters.

"We are relieved and delighted that the government has delivered ongoing support for Amrap to benefit Australian musicians, broadcasters, and the 4.4 million Australians who tune to community radio every week", Johnson said.

"Thousands of musicians can breathe a sigh of relief knowing that Amrap can continue to help community broadcasters get great Australian music to the airwaves, and promote artists through station websites and mobile devices", said Johnson.

Amrap has facilitated a 5% jump in Australian music airplay on community radio nationally to a new average of 37%. Currently over 3,000 Australian musicians and 1,500 broadcasters from 300 radio stations rely on Amrap to get new Australian music to the airwaves. Amrap has also developed innovative online services that enable community broadcasters to promote Australian music, video clips and artist information across station websites, social media and mobile devices.

Amrap is a community radio initiative managed by the Community Broadcasting Association of Australia. CBAA General Manager, Jon Bisset is delighted that Amrap has been put back in the Federal Budget but indicates that tough times still lay ahead for the community broadcasting sector with a funding shortfall for community digital radio services.

"Amrap is a vital and highly effective program that provides a critical bridge between Australian musicians and community radio and it's fantastic the government has renewed funding", Bisset said.

"Now that Amrap is back in the Federal Budget I urge the government to take a fresh look at the books and find the critical funding shortfall to the community digital radio project to support a digital future for community broadcasting", said Bisset.

Further Information: Chris Johnson, Amrap Manager 0428 230 017 email manager@amrap.org.au or Jon Bisset, General Manager CBAA 0410 634 117 email jbisset@cbaa.org.au