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I find it interesting for these reasons: this partnership between educational institutions and a professional broadcaster offers a glimpse to the future beyond educational broadcasting.

Television is an expensive medium - very expensive. Much more so than either the print media or book publishing.

Cost is a barrier to innovation, undoubtedly a very significant barrier.

However, ideas, intellectual force and creativity have their place in any successful program mix.

And thinking about your consortium and the partnership of intellectual resources and professionalism it offers encourages me to think of exciting possibilities indeed.

I remind you that some of the best programming we see in this country comes from overseas public broadcasting networks, particularly the US, which tap wide intellectual resources.

Thus the consortium collaboration between your university and SBS represents a genuine possibility for contributions to broadcasting diversity, provided those behind it are ambitious and imaginative.

The consortium exemplifies the way in which educational institutions can operate in contemporary society - attentive to the resources available to them - marketing the products available to them.

One of the objectives of the consor-

tium is to emphasise advanced courses for professionals in all spheres to upgrade their skills and knowledge.

It is also an explicit objective to operate the consortium as a financially viable activity. And also explicitly - to develop and service the market for these courses.

The consortium will, through this approach, achieve for its participants a new source of revenue.

These activities demonstrate a willingness and capacity to plan.

As I have emphasised, the ABA wants a broadcasting environment which is conducive to diversity, but at the same time caters for the needs of existing broadcasters.

Our new Act gives us the opportunity to plan in a consultative way an environment which broadens the terms of access to means of broadcasting.

The planning process is well underway and showing good results already by identifying the areas of greatest need and setting an appropriate timetable for action.

In the meantime there are opportunities for experimentation for newcomers.

I look forward to seeing the work of the consortium in its chosen sphere and express the confident hope that this partnership may also result in an additional contribution to the diversity of broadcasting.

I wish the consortium every success.



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