



ABA talks to consumers' association about advertising directed to children

SYDNEY: The ABA invited the Australian Consumers' Association (ACA) to a meeting following the release of the ACA's survey on food advertising directed to Australian children.

At the meeting on 12 November 1996, the ACA representatives presented the results of its survey and discussed concerns about the commercial television advertising of food products to children.

The ABA briefed the ACA on the ABA's research program and investigations concerning advertising and children. Of particular interest was the ABA's recent report of its investigation into 'Agro's Cartoon Connection'.

ACA said that it would be making a submission concerning advertising directed to children to the current review of the Commercial Television Industry Code of Practice, being conducted by the Federation of Commercial Television Stations (FACTS).

Community television test broadcast for NSW Central Coast

SYDNEY: The ABA has approved variations to test broadcast licences for Central Coast Community Television (CCC-TV).

CCC-TV requested that the ABA approve later broadcast dates as it needed to finalise sponsorship and technical arrangements. The tests were originally approved for 11 to 25 November and 2 to 16 December this year. CCC-TV has now been licensed for 1 to 15 January 1997 on UHF channel 37 to cover the West Gosford area and then 22 January to 5 February on UHF channel 36 to cover the Gosford and Wyong areas.

An important objective of the broadcasts is to test the suitability of the channels to be

used, as there is very little television spectrum available in the NSW Central Coast area. The ABA has decided that tests can be conducted using UHF channels 36 and 37, although neither these channels nor any other terrestrial channels are likely to be available for long term broadcasting on the Central Coast.

The ABA would normally use spectrum reserved for the so-called 'sixth channel' for a trial community television service such as proposed by CCC-TV. However, the NSW Central Coast is one of only two areas in Australia (the other is the Queensland Gold Coast) where a sixth channel is not available. The Central Coast presently receives eight television services. As well as ABC and SBS, the Central Coast is in the licence area for the three Sydney commercial television services and the licence area of the three commercial services which serve Northern NSW (NBN, Prime and Northern).

The ABA is examining options for the long term use of the sixth channel and will report to the Minister for Communications and the Arts early in 1997. The sixth channel is available for trial community television services until 30 June 1997.

New radio licences for Western Australia

SYDNEY: The ABA has allocated a second commercial radio licence to RadioWest Broadcasters Pty Ltd, licensee of commercial radio service 6TZ Bunbury and Elldale Pty Ltd, licensee of commercial radio service 6BY Bridgetown.

In addition the ABA has made channels available for a new (third) commercial AM radio service, to serve the Bunbury market.

Channels have also been made available for new community radio services at Albany, Bunbury, Collie, Margaret River and Bridgetown and channels have been made available for open narrowcasting radio services at Albany, Bunbury, Busselton and Manjimup. Three channels have been reserved for wide-coverage national radio services at Bunbury, Busselton and Manjimup.

The ABA's decisions are contained in its licence area plans for radio in the Albany, Bunbury and Bridgetown regions of Western Australia.

The plan does not include television services. A plan for television services will be released later this year.

The ABA library



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