



**The Federal Redistribution 2006
NEW SOUTH WALES**



Public Objection Number: 937

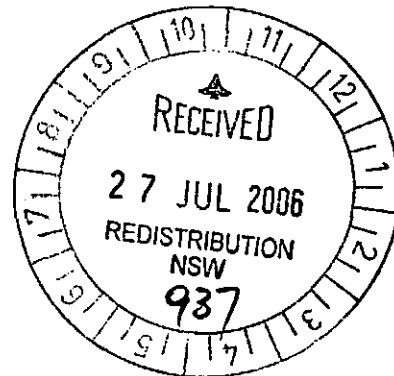
Name: Mr Bruce Ferrier

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40 Whitton Street
Katoomba NSW 2870

25 July, 2006

The Chairman
Redistribution Committee for NSW
PO Box 20014
WORLD SQUARE NSW 2002



Dear Chairman and Committee Members,

I write to you both as a resident of the Blue Mountains and as a person who has spent his 34 year career in the radio and television industries – to draw your attention to what I regard as unacceptably incompatible inconsistencies between the proposed federal redistribution of the Seat of Macquarie and the Statutory Requirements relating thereto, with a particular eye to media anomalies.

Under the current boundaries, the whole seat of Macquarie looks east into Sydney for its news, information, entertainment, even its shopping habits and relates entirely to that environ: it most certainly does not look west beyond The Great Divide and the rural communities with their entirely different pace of life and media allegiances. These are two entirely separate and unrelated communities of interest: economically, physically and socially.

Allow me to explain this by referring to the forms of media that I understand best – radio and television. **At present**, the Seat of Macquarie is reached by:

- **Commercial radio emanating out of Sydney only.** With no local station – 2KA Katoomba many years ago was allowed by the then ABA (Australian Broadcasting Authority) to focus on the Penrith region and was yet later absorbed (again with ABA approval) into the totally Sydney-focused media group ARN (Australian Radio Network) and has for the last five or more years operated under the call-sign of 'The Edge' out of studios located in the Sydney suburb of North Ryde. Its current format of *hip-hop R&B* is very much focused on a *pre-teen to youth* market and not one scrap of 'local' news, weather or traffic information is included in its format. However, due to the burgeoning size of Greater Sydney, Mountains information now comes from the Sydney-proper stations such as 2GB, 2UE, 2WS and the even more Sydney-centric FM stations. Weather and traffic reports include conditions in the Blue Mountains.

Nonetheless, in realizing the perceived vacuum that was inadvertently created by permitting the sale of the Katoomba radio licence, the (then) ABA extended the licence area of Lithgow's 2LT (and its FM sister station) to include the Blue

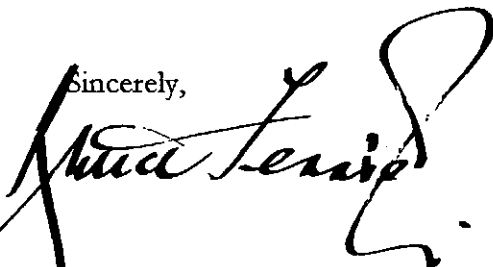
Mountains. *Here is the salient point:* despite having the opportunity to infiltrate into the Upper Blue Mountains, the reality is that the Lithgow station has had no impact whatsoever on the listening habits of the Upper Mountains as it simply cannot relate to the interests, needs or requirements of the Upper Blue Mountains, let alone the areas below Wentworth Falls. In short, **MACQUARIE LOOKS EAST.**

- **Free-to-air television.** Virtually all of the current electorate picks up **Sydney television**, and relates to it and the Sydney social events and retail opportunities that it presents. It *simply does not relate to or watch the WIN, Prime or Regional 10* telecasts, newscasts or advertising, nor relates to the rural and regional interests reflected therein. All Sydney channels include Katoomba weather reports and forecasts. As a result **MACQUARIE LOOKS EAST.**

In Macquarie, we think, relate and operate in (and into) the Sydney bowl: **we do not look west** over the Mountains. We relate to Lithgow and Bathurst about as much as we do to Dubbo, Broken Hill or even Karratha.

I implore you to leave the present western boundary of Macquarie precisely as is, and if tinkering to the current electorate is to be undertaken, then move those boundaries into the Sydney-centric media and social boundaries that currently exist.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Ferrier". The signature is written in a cursive style with a large, looping flourish at the end.

Bruce Ferrier