



SBS RADIO AND TELEVISION

**SELF-HELP RETRANSMISSION
SUBSIDY SCHEME**

GUIDELINES

Edition 5

January 2008

WHAT IS THE SBS SELF-HELP RETRANSMISSION SCHEME?

The Self-Help Retransmission Scheme offers a way for communities to obtain an SBS television (analogue or digital) and/or radio service more quickly than it might be provided through full Federal Government funding. This is done by the community funding the establishment of their own low-cost local SBS rebroadcast transmitter service. The scheme can be used to deliver SBS radio and television programs to communities that don't yet have these services or to improve the coverage of an existing SBS service. ??

In general terms a Self-Help service requires the installation of a dedicated transmitter to deliver the SBS service to the community. This usually comprises the equipment to pick up the SBS service, either from a satellite or from a nearby SBS transmitter, together with a transmitter to boost the signal and an antenna to radiate the service to the community. Self-Help services are almost always considerably less expensive than fully-funded services. Typical establishment costs range from about \$15,000 to \$50,000 including GST for television and about half those costs for FM radio. As of January 2008 local government authorities and community groups had approximately 402 SBS television Self-Help services in operation.

Further information about the SBS Self-Help Scheme is provided in the SBS booklet; "The SBS Guide to Self-Help". This is available free of charge by calling or writing to SBS at:

Self-Help Retransmission Subsidy Scheme
Locked Bag 028
Crows Nest
NSW 1585
Telephone: 1800 500 727
Email: selfhelp@sbs.com.au

A list of broadcast consultants known to SBS and who may be able to provide quotations or technical advice about Self-Help services is included at Attachment C.

WHAT IS THE SBS SELF-HELP RETRANSMISSION SUBSIDY SCHEME?

Since July 1999, the Federal Government has provided SBS with funding to establish a subsidy scheme for SBS installations achieved via the Self-Help Retransmission Scheme. The SBS Self-Help Retransmission Subsidy Scheme will be used to provide financial assistance to eligible communities for some of the establishment costs of Self-Help radio and/or television services for SBS programs. These funds and the subsidy scheme are administered entirely by SBS.

The main objective of the SBS Self-Help Retransmission Subsidy Scheme is to assist with the cost of delivering SBS radio and television programs to communities that are not able to receive broadcast transmissions from a fully funded Australia Federal Government installation.

In recent years the Australian Federal Government has continued to extend SBS television to regional communities across Australia. At the end of June 2004 it announced that funding would be provided to SBS through the Television Fund to extend SBS television to all remaining communities over 3,000 persons. This involved the installation of about 22 new transmitters and deliver SBS analogue television to most major regional areas of Australia. Smaller communities that are also unable to receive SBS analogue or digital Television may be eligible for financial

assistance to establish their own SBS Self-Help retransmission via the SBS Self-Help Retransmission Subsidy Scheme.

The SBS Self-Help Retransmission Subsidy Scheme will offer a means of significantly reducing the cost to eligible communities of establishing their own local SBS television and radio services.

HOW THE SUBSIDY SCHEME WORKS

The SBS Self-Help Retransmission Subsidy Scheme is administered entirely by SBS. SBS has established processes for communities to make application for the subsidy, to approve applications and to make payments to approved communities. It is expected that the available funding will enable a subsidy to be granted to about 20 to 30 communities each year. Should the subsidy needs of all applications in one year exceed the available funds, SBS will apply the selection criteria included later in these guidelines.

The basis of the SBS self-Help subsidy arrangement is that the SBS will meet up to 75% of the establishment costs of an SBS Self-Help service up to a limit of \$30,000 and 50,000 (including GST) for installing SBS analogue and digital television services respectively.

The SBS Self-Help Retransmission Subsidy Scheme can provide up to 100% funding assistance for establishment of SBS radio service up to a ceiling of \$25,000. Where a Self-Help transmitter provides a good coverage of at least two communities, the funding can be raised up to \$50,000 (including GST). Effective from 2nd July 2007, applicants for radio subsidy are required to obtain at least two competitive quotes if the establishment cost is greater than \$15,000.

The establishment cost of an SBS Self-Help service can include items such as transmitters, aerials, satellite antennas (dishes) and receivers, huts, towers, cabling, spare parts, mains power connection fees, consultants fees and installation costs. The subsidy will not meet the cost of any payments made to people from the community involved in establishing the Self-Help service nor for costs associated with fund raising activities.

The subsidy is not available for recurrent costs including the cost of Australian Communications and Media Authority licences, site sharing fees, servicing, maintenance or operating costs, electricity consumption, costs or salaries of people involved in maintaining a Self-Help service and changes to technology.

Applicants are expected to install and operate the service within two years of the Deed Letter date.

There is no upper or lower limit on the size of a community that may apply for an SBS Self-Help Subsidy.

WHO CAN APPLY FOR A SUBSIDY?

In general any organisation can apply for and enter into a Self-Help subsidy agreement with SBS.

In many cases it is expected that applicants will be local Councils or incorporated organisations that operate at the town or district level in the community and are seeking to establish an SBS Self-Help service. Incorporated organisations, community groups or local governments may apply for the subsidy.

Organisations operating primarily for profit-making purposes will generally not be eligible to apply for a subsidy, but their involvement is encouraged.

Where alternative sources of Government Funding are being sought (for example the WA Government funding under the "Community Access Projects" of the Information and Communications Services Development Scheme) the total of all subsidies paid must not exceed funds expended.

Start Date of the Scheme - Self Help services that had not commenced transmission prior to 1st January 2000 are eligible to apply.

HOW TO APPLY FOR A SUBSIDY

Organisations interested in establishing an SBS Self-Help retransmission service and seeking a subsidy can contact SBS in writing or by phone at the address given above.

Organisations contacting SBS will be sent an application form together with these guidelines. The application form needs to be completed by the applicant and returned to SBS for processing. In the event that a group is applying for SBS services at more than one transmitter site or where both Radio and TV services are proposed for a single site a separate application is required for each service at each site. The application requires the provision of a range of information about the proposed Self-Help service including:

- the name of the organisation or community group proposing the service together with the name and contact details of the primary contact and the person or organisation (if any) providing the technical advice or assistance
- an outline of the proposed Self-Help service including brief details of the community to be served and the expected coverage of the service
- the site to be used for transmission of the service
- a summary of the equipment to be purchased and its estimated cost, including GST
- the service establishment timetable
- the funding arrangements for establishment of the service
- an outline of the proposed means of meeting the ongoing operating costs of the service for the first five years.

There is a requirement that applications be bona fide and that they include sufficient information for SBS to assess the viability of the proposal. SBS also requires that the cost estimates in the application are based on indicative or firm quotations from identified sources.

Additionally, all broadcast Radio or TV transmitters operating in Australia are required by law to be licenced in accordance with the *Radiocommunications Act 1992*. Apparatus licences for retransmission of a broadcasting service are issued by the Australian Communications and Media Authority (ACMA). A copy of the licence or the completed application form as submitted to the ACMA should be attached to the SBS Self-Help Retransmission Subsidy Scheme application.

All applications for the SBS Self-Help Retransmission Subsidy Scheme that are received by SBS will be registered and acknowledged. Clarification of the application may then be sought by SBS either verbally or in writing. SBS may request copies of quotes and / or invoices during this process. It is expected that some communities may submit applications that can only provide indicative information. In most cases it is expected that incomplete applications will be accepted by SBS provided the application is bona fide and contains certain essential information. In accepting incomplete applications SBS recognises that these may be modified, amended or supplemented by the applicant as the proposal is fully developed over time and the details finalised.

If an application is successful, a Letter of Deed will be sent to the applicant advising of the approval of the application and the terms and conditions that apply. The subsidy for the SBS Self-Help service will be in place once SBS receives an appropriately signed copy of the Letter of Deed.

Note that the Letter of Deed will specify, amongst other matters, the amount of the subsidy and a time limit for establishment of the Self-Help service. If the agreed SBS service has not been provided within the specified time limit the Letter of Deed and the subsidy will lapse.

SELECTION CRITERIA

Should the subsidy needs of all successful applications in one year exceed the available funds, or should SBS have an expectation that this may eventuate, SBS will apply the selection criteria given below. These are not necessarily in priority order or of equal weight or importance.

- The likelihood of an applicant proceeding with the Self-Help service within the time period proposed.
- The extent to which the application is based upon a fully costed and defined proposal and the community is ready to proceed with provision of the Self-Help service.
- The remoteness of the applicant community, or any special disadvantages the community has regarding the range of communication services available.
- The cost per head of population to be served in establishing the service.
- Whether the applicant has sought or obtained an apparatus licence for re-transmission of SBS radio and/or television programs from the ACMA.
- Whether the applicant has applied for, or obtained alternative government funding.

WHAT HAPPENS AFTER APPROVAL

Once approval has been granted, provision of the Self-Help service can proceed without further contact with SBS until the service is established and commissioned. Upon completion of the Self-Help facility, SBS will need to be provided with an Establishment Cost Statement incorporating details of actual expenditure in accordance with the Letter of Deed.

The Establishment Cost Statement will need to be accompanied by certification that all subsidy funds sought are in respect of expenditure for the purpose of establishment of the Self-Help service and in accordance with the application and the Letter of Deed. The Establishment Cost Statement should include supporting documentation (eg, receipts, invoices, copy of consultant's contract etc) that shows funds were expended in accordance with the approved SBS Self-Help Retransmission Subsidy Scheme application. The Expenditure Cost Statement must be signed by the same person who signed the Letter of Deed or by a person holding or acting in the same position as the person who signed the Letter of Deed.

Provided the Expenditure Cost Statement is in order, SBS will then pay (75% for Television and 100% for Radio) of the amount shown on that Statement provided it does not exceed 10% greater than the amount of the subsidy included in the Letter of Deed.

WHAT HAPPENS IF THE COST OF THE SERVICE CHANGES?

As noted above, provided the actual establishment cost of the Self-Help service does not exceed the amount of the subsidy included in the Letter of Deed by more than 10%, SBS will pay (75% for analogue and digital Television up to a ceiling of \$30,000 and \$50,000 and respectively and 100% for Radio of the actual costs, up to the limit of \$25,000).

SBS would expect to receive the earliest possible advice in cases where the total establishment cost of a Self-Help service is expected to exceed the amount of the subsidy included in the Letter of Deed by more than 10%. In such cases SBS may, at its own discretion, review the subsidy but it should not be assumed that the subsidy will be increased beyond 10% more than the amount included in the Letter of Deed.

(b) C TYPE OF CONTRACT

Is the service being provided under a Turnkey contract? Yes / No

If Yes Contractor Company:

Address:

Phone Number:

Fax Number:

Email:

If No Technical Advisor's Name:

Address:

Phone Number: ()

Fax Number: ()

Email:

Installer Name:

Address:

Phone Number: ()

Fax Number: ()

Email:

Proposed Maintainer Name:

Address:

Phone Number (wk): ()

Phone Number (ah): ()

Fax Number: ()

Email:

Is a maintenance contract in place? Yes / No

D REGULATORY REQUIREMENTS

Has an ACMA licence been received? Yes / No

If Yes please attach a copy.

If No has an ACMA licence been applied for? Yes / No

If Yes please attach a copy of the ACMA Form 12.

If No please do so on ACMA Form 12 - Contact ACMA on 1800 810 241 or 02 6256 2832.

E SITE CONSIDERATIONS

Is the site shared with other broadcasters? Yes / No

If Yes who owns the site:

Is a site sharing agreement in place? Yes / No

Transmitter Site Name:

Location: Zone: Easting: Northing:

Or Latitude: Longitude:

Height above Sea Level:

F INPUT SIGNAL REQUIREMENTS

What provides the input signal? Satellite / Off air from another transmitter

If satellite which will be used? Optus / PanAmSat (Only applicable in WA)

What size receive antenna is to be used?

Brand & Model of satellite receiver:

If off air, from what site will the signal be received?

Transmitter Brand & Model:

Tranmsitter Rated Output Power:

Antenna Brand & Model:
 Antenna's height above ground (electrical):
 Antenna Polarisation: H / V / M
 Effective Radiated Power (towards input location):
 Omnidirectional / Directional
 If Directional briefly describe the horizontal radiation pattern:

G EQUIPMENT DETAILS

Suppliers and Estimated cost of Establishment (Show only those applicable to the SBS service):

Supplier	Cost(\$)
Transmitter:	\$
Antenna & Cable:	\$
Antenna Combiner:	\$
Site Purchase:	\$
Road Construction	\$
Building:	\$
Mast:	\$
Provision of Power:	\$
Satellite Antenna:	\$
Satellite Receiver:	\$
Off Air Antenna & Cable	\$
Installation:	\$
Planning/Consultancy:	\$
Other: (Explain)	\$
 Total Establishment Costs of SBS service:	 \$

H LEVEL OF SUBSIDY(S) SOUGHT

Value of SBS Subsidy Sought: \$
 Percentage of Total Establishment Costs:

Are any other State or Federal Government Funds being sought? Yes / No
 If Yes from whom? How much? \$
 Have any other State or Federal Government Funds been contributed? Yes / No
 If Yes from whom? How much? \$
 What is the source of other funds? How much? \$

I ONGOING OPERATION, COSTS and MAINTENANCE

Please explain how ongoing maintenance and operation will be funded:

J POSSIBLE SEQUENCE/TIMETABLE OF EVENTS

Note that the timetable below does not necessarily have to occur in the order given. Please indicate expected occurrences for each event listed.

Event	Commenced	Finalised
Planning commenced:		

SBS Subsidy Application in:
SBS Application approval received:
ACMA Licence application lodged:
ACMA Licence received:
Site sharing negotiations commenced:
Site sharing agreement in place:
Equipment orders placed:
Installation commenced:
Commissioning commenced:
On Air:
All invoices paid:
Audited Expense Summary to SBS:
SBS Subsidy Received:

(c) APPLICANTS DECLARATION

I.....of.....
do hereby declare that all the information provided in this application is a true and correct record of the service proposed, including the estimate of funds requested through the SBS Self-Help Retransmission Subsidy Scheme, and that the service had not commenced prior to 1st January 2000.

Signed by

this day of 200.....

ATTACHMENT B - SAMPLE LETTER OF DEED

This Deed,

dated theday of 1999

confirms that SBS,

subject to the service being on air by theday of.....200.....,

will provide a subsidy of up to \$being no more than% of the establishment costs directly associated with the provision of an SBS TV/Radio service to the community of, in the State of,

and that(Organisation)

will provide SBS with an audited set of accounts for the work performed within 3 months of the service commencing,

will hold and keep current an appropriate Australian Broadcasting Authority licence while the transmitter is in use,

will ensure the service conforms with all other applicable legislation, statues and regulations and

will maintain the service in a good working order for at least 5 years from the date of commencement.

Date:

on behalf of SBS

and

Date:

On behalf of.....(Organisation)

ATTACHMENT C - LIST OF CONSULTANTS

Listed below are broadcast consultants currently known to SBS and who may be able to provide quotations or technical advice about Self-Help services. There may be other specialist consultants in your area who can provide assistance. Other organisations also maintain lists of persons whom may be able to provide technical advice. Try the ACMA's "Accredited Persons" list at www.acma.gov.au or GWN's "Suppliers, Service Agents" at www.gwn.com.au.

1) Broadcasting Technical Consultants

John Edwards
E D Engineering
PO BOX 314
Corinda QLD 4075
Tel: (07) 278 2944

Christopher Doe
PO Box 531
Woodville SA 5011
Tel: (08) 8363 5833
Tel: (02) 4390 8722

Henk Prins
Cemdia Pty Limited
Tel: (02) 6251 7771

Gordon F. Smith
A.R.F.C.
PO Box 332
Toukley NSW 2263

Trevor Harwood
PO Box 825
Coffs Harbour NSW 2450
Tel: (02) 6653 8444
Tel: (02) 9953 0033

Gary Handy
Outback Electronics
71 Barkly highway
Manover QLD 5825
Tel: (07) 4743 3475

Tony Norris
Television Australia
61 Barry Street
Neutral Bay NSW 2089

Keith Sandham
InMedia
56A Harvest Road
North Fremantle WA 6159
Tel: (08) 9430 8606

Chris Joseland
Australian Satellite Services
49 Port Rd
Thebarton SA 5031
Tel: (08) 8670 7941

Peter Montague
Broadcast Services Australia
PO Box 5201
West End Qld 4101

Denis Pease
D and DJ Pease Radiocommunications Specialists
PO BOX 250 Railway Terrace
Wyalkatchem WA 6485
Tel: (08) 9681 1132

Kevin Bicknell
Broadcast Engineering Services
7/9 Vale St
Malaga Perth WA 6090
Tel: (08) 9581 2786
Tel: (07) 3846 7766

Ian Hill
126 Reeves Street
Narara NSW 2250
Tel: (03) 4323 2028

David Daley Electronics
PO BOX 37391
Winnellie NT 0821
Tel: (08) 8981 4234

2) Satellite Receiving Equipment Consultants, Suppliers

Optus Communications
101 Miller Street
North Sydney NSW 2060
Tel: 1800 500 001

324 Great Eastern highway
Redcliffe WA 6104
Tel: (08) 9479 4466

Steve Nicola
Satellite Services Aust P/L

Graeme Bushell
Satellite Appliance Sales
Suite 5, 204 Balcatta Rd

Balcatta WA 6021
Tel: (08) 9240 1004

Chris Ball
Maser Technologies
12/1 Vuko Pl
Warriewood
Tel: (02) 9970 7644

Innes Corporation
PO BOX 1844
Hornsby NSW 2077
Tel: (02) 9987 0499