

525 National Broadcasting Commission

(in Millions of Kina)

PIP No.	Project Title	5 Year Total	2011	2012	2013	2014	2015
2852	PNG MEDIA PROGRAM	3.8	3.8				
TOTAL CAPITAL PROJECTS		3.8	3.8				
TOTAL		3.8	3.8				

525 National Broadcasting Commission

AGENCY SUMMARY OF ALL PROJECTS

EXPENDITURE PROJECTIONS AND FINANCING REQUIREMENTS (K Millions)

PROJECT COST		2009 Actual	2010	5 Year Total	2011	2012	2013	2014	2015
DIRECT PROJECT COST									
Current Expenditure									
Personal Emoluments									
Current Transfers									
Goods and Other Services				1.0	1.0				
Sub-Total				1.0	1.0				
Capital Expenditure									
Capital Transfers									
Acquisition of Existing Assets									
Capital Formation			8.3	2.8	2.8				
Sub-Total			8.3	2.8	2.8				
A	TOT DIRECT PROJECT COST		8.3	3.8	3.8				
Technical Assistance									
Project Preparation									
Equipment									
Advisory									
Training									
B	TOT TECHNICAL ASSISTANCE								
TOTAL PROJECT COST (A+B)			8.3	3.8	3.8				
FINANCING SOURCES									
IDENTIFIED FINANCING									
Direct Project Financing:									
Government Contributions:									
Loan									
Grant			.8	3.8	3.8				
b) Self Generating Revenue									
a) Government Input									
C	TOTAL DIRECT FINANCING		.8	3.8	3.8				
Technical Assistance									
D	TOTAL FINANCING (C+D)		.8	3.8	3.8				
FINANCING SOUGHT									
Direct Project Cost (A-C)			7.5						
Technical Assistance (B-D)									
TOTAL FINANCING SOUGHT			7.5						

PIP NUMBER: 2852

PROJECT NAME: PNG MEDIA PROGRAM

EXECUTING AGENCY: National Broadcasting Commission

PROJECT OBJECTIVIES:

The objective of the project is to improve the instruments of media in PNG and the processes involved in the dissemination of information.

PROJECT STATUS:

The project is ongoing and most of its activities are implemented all over PNG. The progress so far is on schedule and is expected to continue the trend and expected to end by the end of 2010.

PROJECT COMPONENTS:

The project components include: (1) Organizational Development and Capacity Building of the Media entities involved; (2) Improved Program Content (3) Learning and Development; (4) Media Research and Analysis. Including other components may be incorporated as research and analysis findings recommend so in the process of implementation of the project.

PROJECT LOCATION:

This project covers almost all regions of the country and many of the activities are currently being implemented across the country.

PROJECT JUSTIFICATION:

The media industry is expanding in PNG in response to the current international trend and there is a need for the lifting of the status of the industry in PNG so that whatever is done here is reflective of the global trend and at the same time maintaining the integrity of the local industry and its processes.

PROJECT CAPACITY:

The National Broadcasting Corporation has the technical and institutional capacity to implement the project. Other partner organizations also have the capacity to implement certain components of the project.

PROJECT BENEFICIARIES:

The project will benefit the PNG Media Council, NBC, other media organizations in PNG and ultimately, the people of PNG through improved access to information and readily availability of much needed information that they have never had access to before.

PROJECT SUSTAINABILITY

NBC and its sister agencies have the capacity to sustain the project activities after the life of the project.

2852 PNG MEDIA PROGRAM

ESTIMATED TOTAL PROJECT COST 7,987.6 ESTIMATED DURATION OF THE PROJECT Years

EXPENDITURE PROJECTION AND FINANCING REQUIREMENTS (K'000)

PROJECT COST		2009 Actual	2010 Budget	5 Year Total	2011	2012	2013	2014	2015
DIRECT PROJECT COST									
Current Expenditure									
Personal Emoluments									
Goods and Other Services				1,000.0	1,000.0				
Current Transfers									
Sub-Total				1,000.0	1,000.0				
Capital Expenditure									
Acquisition of Existing Assets									
Capital Formation			8,312.0	2,802.0	2,802.0				
Capital Transfers									
Sub-Total			8,312.0	2,802.0	2,802.0				
A TOT DIRECT PROJECT COST			8,312.0	3,802.0	3,802.0				
Technical Assistance									
Project Preparation									
Advisory									
Training									
Equipment									
B TOT TECHNICAL ASSISTANCE									
TOTAL PROJECT COST (A+B)			8,312.0	3,802.0	3,802.0				
FINANCING SOURCES									
IDENTIFIED FINANCING									
Direct Project Financing:									
Government Contributions:									
a) Government Input									
b) Self Generating Revenue									
Loan									
Grant			800.0	3,802.0	3,802.0				
C TOTAL DIRECT FINANCING			800.0	3,802.0	3,802.0				
D Technical Assistance									
TOTAL FINANCING (C+D)			800.0	3,802.0	3,802.0				
FINANCING SOUGHT									
Direct Project Cost (A-C)			7,512.0						
Technical Assistance (B-D)									
TOTAL FINANCING SOUGHT			7,512.0						

CURRENT DONOR INVOLVEMENT

Funded by AusAID.

POTENTIAL DONOR INVOLVEMENT

Nil.

2011 Budget Votes for this PIP are :-

52528031203 PNG MEDIA PROGRAMME