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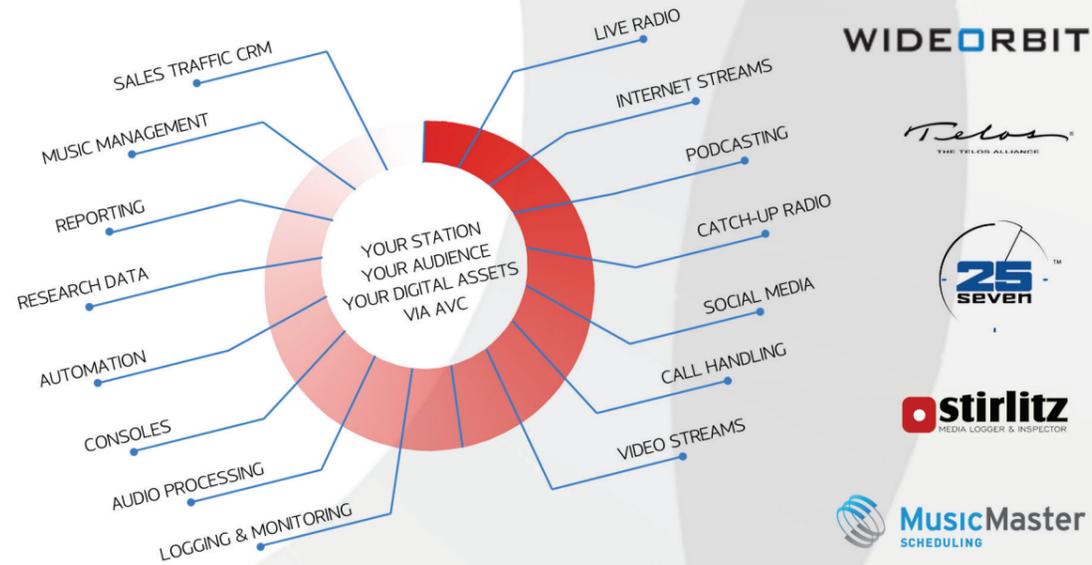


CBAA CONFERENCE ADELAIDE

6-9 NOVEMBER



CONNECT THE DOTS... WITH 360° RADIO



COME AND SEE US AT THE CBAA CONFERENCE 2014 6 - 9 November 2014 Mercure Grosvenor Hotel, Adelaide

THANK YOU

THANK YOU TO EVERYONE WHO HAS BEEN PART OF THE 2014 CONFERENCE PLANNING ESPECIALLY THOSE LISTED BELOW:

CONFERENCE COORDINATOR

Heidi Jephtha, 2EM

CONFERENCE WORKING GROUP

Danny Chifley
Emma Couch
Seth Jordan
Emma Ramsay
Chris Yates

MEDIA LAB WORKING GROUP

Giordana Caputo
Nicola Joseph
Emma Ramsay
Chris Yates

CONFERENCE TECH TEAM

Dan Callaghan
Emma Couch
Cameron Paine

CONFERENCE COMMS TEAM

Danny Chifley
Helen Henry
Monique Sebire
Fresh Bloggers

WELCOME

HELLO AND WELCOME TO ADELAIDE! THE 2014 CBAA CONFERENCE IS HERE ONCE AGAIN, PROVIDING ANOTHER WELCOME OPPORTUNITY FOR US ALL TO GET TOGETHER.

We hope you're ready for a big weekend, full to the brim of great opportunities to forge relationships with people from all over Australia who share your passion for community broadcasting. Look around and you'll find others who see our sector as a key pillar in the Australian media landscape, and one which makes an invaluable contribution to Australia's open society, strong democracy and vibrant culture. Connect with each other across the next few days and take some time to acknowledge what we bring to communities across Australia every day.

The program this year is outstanding, and we can't wait to hear what keynote speaker Greig Pickhaver has to share with us this weekend. There is a multitude of sessions covering all manner of community broadcasting issues, from tech tips, advice and audio production to audience development, volunteer engagement and station management. Please dive in, share your ideas, participate in discussions and soak it all up. Also, don't forget to check out the media lab, make sure you drop in, attend a session or set up a one-on-one demonstration of tech or software with one of the CBAA staff.

The conference will culminate, as always, with our Gala Awards Dinner. On Saturday evening, join us to eat, drink, be merry and celebrate some of the truly remarkable achievements of our sector.

This year, we're celebrating 40 years of the CBAA and we'd like to take this chance to thank each and every individual that has contributed to the organisation in that time. Here's to another 40 years!

Adrian Basso
CBAA President

Jon Bisset
CBAA General Manager

WORKSHOP ICONS

TO HELP YOU NAVIGATE THE PROGRAM YOU CAN USE THE WORKSHOP ICONS BELOW AS A GUIDE TO WHICH WORKSHOP SESSION IS RIGHT FOR YOU.



Technical Development



Hands-on training



Content & programming



Income generation



Station & Community engagement

2014 Conference hashtag: #CBAACConf

2014 Live Conference Blog: <https://cbaaconference.wordpress.com>

FRIDAY 7 NOVEMBER

FRIDAY 7 NOVEMBER

TIME	SESSION	ROOM
From 8:30	REGISTRATIONS OPEN	
9:30-10:30	<p>PLENARY 1 - Welcome & Opening Presentations</p> <p>Welcome to Country: Uncle Steve Goldsmith, Kurna Elder and Radio Adelaide volunteer</p> <p>CBAA Welcome: Adrian Basso, President</p> <p>Keynote Address: Greig Pickhaver AM</p> <p>Greig Pickhaver is a broadcaster, actor, comedian and writer and has performed as HG Nelson since creating the character for ABC Radio's Triple J in 1985. HG Nelson and Roy Slaven presented the long running This Sporting Life on Triple J and the hugely successful Olympic broadcasts, The Dream, The Ice Dream and The Dream In Athens.</p> <p>Greig has been a long time supporter of community broadcasting, having been a presenter on Triple R in Melbourne and, more recently, he joined FBi's Fire Up team as a special guest presenter in the lead up to the footy finals. Greig also supported the CBAA's Commit to Community Radio Campaign in 2012, both as himself and as his alter ego HG Nelson, when the sector's digital radio future was placed under threat.</p> <p>Greig was recognised in the 2010 Queen's Birthday honours list, receiving a Member of the Order of Australia for service to the media as a presenter and entertainer, and as a supporter of a range of charitable organisations, particularly the United Nations Children's Fund in Australia.</p>	Glenroy
10:30-11:00	MORNING TEA	
10:30-11:00	ACMA Q&A	Conference Lounge
11:00-12:30	<p>PLENARY 2 - Have Your Say</p> <p>This session is your opportunity to contribute to discussion on the vision for community broadcasting. Join a conversation with your fellow broadcasters on ways to shape our collective future and increase awareness of our sector, as well as share stories about the work of your own station and how we can all benefit.</p> <p>This session will be facilitated by Nick Ingram. Nick is the facilitator of the Community Broadcasting Roundtable and has worked with a number of clients in the community broadcasting sector.</p>	Glenroy
12:30-1:30	LUNCH	
12:30-1:30	<p>YOUTH CAUCUS</p> <p>The Youth Caucus is a session designed specifically for youth (under 26) in the community broadcasting sector. Join us for the opportunity to elect YOUR next representative to the CBAA Board. Plus we'll discuss issues and ideas that affect you both at your station and in the sector as a whole. Lunch will be provided.</p> <p>Hosted by: Jonathan Brown, CBAA Board Member and Education and Training Manager, SYN Media</p>	James Alexander
1:30-2:15	SPECIAL EVENT BROADCAST: THE WIRE	
	<p>The Wire is our sector's national current affairs program, broadcast via satellite and available online to community and Indigenous radio stations each weekday. Today's edition of The Wire is being recorded as a live stage event in front of the conference audience and will cover a range of sector, national and SA current issues.</p> <p>Presented by: Radio Adelaide, 2SER and 4EB with contributions from CAAMA Radio, RTR FM and Joy 94.9</p>	Glenroy
2:15-2:30	TEA BREAK & EXHIBITION	

TIME	SESSION	ROOM
2:30-3:30	<p>WORKSHOP SESSION 1</p> <p>Radio Website Services</p> <p>Radio Website Services simplify the tricky and time-consuming tasks of maintaining your website, on air guide and program pages while making it all accessible through mobile phones and social media. The Amrap team will walk you through great ways to manage and maintain your online presence, grow your audience, and empower program makers to create great online content.</p> <p>This is a Media Lab session so places are limited.</p> <p>Presented by: The CBAA's Amrap team</p>	Media Lab
	<p>Small Stations: Challenges and Solutions</p> <p>The Small Stations workshop is designed for those delegates from regional, rural and sub metro stations who are keen to discuss their experiences, advice, tips and solutions for running stations with far fewer resources than our metro counterparts. Join us as we discuss community engagement strategies, website solutions, microphone techniques and a host of other problem solving approaches to the ongoing challenges we face.</p> <p>Presented by: Jean and Bob Rau, 3NOW with Tony Smythe, Eastside FM and Steve Ahern</p>	Glenroy
	<p>Perfect Pitch: How to use the NLS to your advantage</p> <p>An interactive workshop on how to use the National Listener Survey to win more sponsorship for your station. The NLS now includes information about purchasing over 30 product categories. Learn how to make those numbers appeal to local retailers as well as all kinds of businesses and services - either directly, or through advertising agencies. Have the answers to their questions, and do 'cost-per-thousand' calculations to show how efficient your sponsorship offers are for all kinds of organisations.</p> <p>Presented by: Matt Balogh and Christian Geilen, McNair Ingenuity Research</p>	Grayson's
	<p>Mindframe and Dart Centre Asia Pacific: Self-care for broadcasters reporting on mental illness and suicide</p> <p>Responsible reporting on topics that relate to trauma is important for the people involved, their families, and the public at large. Journalists can do this by following the Mindframe-Dart Centre Asia Pacific guidelines and, most importantly, by looking after themselves. This workshop will explore the impact that covering mental health and suicide stories can have on broadcasters and what strategies and resources they can access for support.</p> <p>Presented by: Tegan Cotterill, Mindframe Initiative Project Coordinator, Hunter Institute of Mental Health and Trina McLellan, Dart Centre Asia Pacific</p>	James Alexander
	<p>Deep Dive</p> <p>The Deep Dive Session will provide a tailored opportunity for General Managers of larger stations to discuss the unique challenges and opportunities they face. The session also aims to increase engagement with larger stations.</p> <p>The Deep Dive session will run from 2:30-5:00pm. Attendance is limited.</p> <p>Facilitated by: Nick Ingram</p>	Colony
	<p>The Science of Storytelling</p> <p>Become a storyteller and engage with the very neurons of your listener's brain. Changing ways of communicating, listening and learning provide more opportunities for the modern broadcaster. You will be encouraged and challenged to explore emerging technologies and the practical neuroscience that leads to better presentation and engagement with your audience. Turn up, tune in and walk away with a new perspective, with tools to create better content, better delivery and a richer experience for your listeners.</p> <p>Presented by: Michael Schubert, BAYFM</p>	Pioneer

FRIDAY 7 NOVEMBER

SATURDAY 8 NOVEMBER

TIME	SESSION	ROOM
3:30-4:00	AFTERNOON TEA	
4:00-5:00	WORKSHOP SESSION 2	
	Social Media Development & Production Workflows So you've got a Facebook Page and a Twitter account, but what next? Join us to discover ways in which you can make social media work for you as part of your everyday workflow, both in and out of the studio. This is a Media Lab session, so places are limited. Presented by: Kelly Noble, GLAM Digital	Media Lab 
	Station-building: Tech Tips, Tricks and Shortcuts Whether you're being forced to move, overseeing a refresh, or just updating a few parts of the station: is there a right way and a wrong way? What works and why? And will you get what you need, or what your techs think everyone wants? How do you learn enough to ask the hard questions, and what questions should you ask? Help is at hand! Join us for advice on how to get the best from your station's studio and transmission space, and be world-class on a budget. Presented by: John Maizels and special guests	Glenroy 
	Developing Sponsor Relationships This workshop will take a look at sponsorship options for your station. We'll be talking about identifying and approaching potential sponsors, relationship management and return on investment for sponsors, including value adding for station events and other engagement activities. We'll walk the two-way street between stations and sponsors so everybody wins. Presented by Chris Carpenter, Coast FM and Hills Radio (Adelaide) and Claire Stuchbery, former salesperson at 4People Media and PBS FM (Melbourne)	Grayson's 
	Broadcasting and Broadgathering In this workshop, we will ask the question: "What could Community Radio projects have to offer to audiences/learners in the context of Adult Community Education / Lifelong Learning / Continuing Professional Education?" In this age of changing media landscapes, with emerging technologies offering ever more options for producers and stations in this sector, and building on earlier involvements in educational broadcasting, the Learning Works initiative through PBA FM will illustrate an early model for some further educationally-based sector projects. Presented by Tony Ryan, Project Manager, PBA FM	James Alexander 
	ThreeD Station Tour This session involves a visit to the recently established studios of Adelaide's ThreeD. See how a completely volunteer run station not only upgraded its studio but moved its entire premises. ThreeD volunteers will take you on a tour of the station in the St Peters Town Hall complex and share the station's story. Please book at the conference registration desk if you would like to attend this session. Transport will be provided but you must register your attendance by 3:45pm. This session will take place at the home of ThreeD, St Peters Town Hall Complex, Suite 4, 101 Payneham Road, St Peters	 

TIME	SESSION	ROOM
From 8:30	REGISTRATIONS OPEN	
9:00-10:15	PLENARY 3A The Not-for-Profit Future in Australia The landscape for not-for-profit organisations has changed rapidly in recent years, from the launch to disbandment of the ACNC, through changes in WHS legislation, to proposed frameworks for regulatory burden measurement. Join our panel of experts from the NFP sector as we discuss opportunities that exist for effective association management and how you can best prepare your station for what the future holds. Chaired by: Phillip Randall, CBAA Vice President and CEO Hope Media Panel: Anne Gawen, CEO, Connecting Up; Jon Bisset, CBAA General Manager, Kate Hartwig, NFP Consultant PLENARY 3B Community Broadcasting and Media Transformation A Q&A style panel discusses the role of community broadcasting in the contemporary media landscape. What are the current consumer patterns of media usage? What does 'platform neutrality' really mean? How are community broadcasters responding to change? What does the future hold for free-to-air broadcasters? What do communities want from community services? Join us for the discussion and bring questions of your own to ask the panel. Chaired by: Kath Letch. Panel: David Sice (CBAA Technical Advisor), Steve Ahern (Ahern Media & Training), Tess Lawley (General Manager, SYN), Wayne Bynder (Station Manager, Noongar Radio), Myriam Robin (Crikey), Scott Black (General Manager, 31 Digital Brisbane)	Glenroy   Grayson's  
10:15-10:45	MORNING TEA	
10:45-11:45	WORKSHOP SESSION 3	
	Free Online Tools Introduction to a host of free or inexpensive online tools that you can use to minimise work when managing volunteers, communicating with staff, creating content and much more. This is a Media Lab session, so places are limited. Presented by: Ryan Jones, Connecting Up	Media Lab  
	Community Engagement through CBF Grants Is your station making the most of CBF grant opportunities? Hear directly from stations who are! CBF Grants Administrators and station representatives from around the country talk about the best ways to use CBF grants to engage people in your community radio station. We'll be talking through different grant opportunities, showing examples of funded projects to help inspire you and talking about some helpful resources to help your work out where to start in representing all of the people in your neighbourhood as a community broadcasting station. Presented by: CBF Grants Administrators and guests	Glenroy  
	Engaging with politicians As a sector, we are unique in that we have a local presence in most electorates around the country. This workshop will hear the perspectives of a Member of Parliament, a community radio station and an expert in Government relations and advocacy. Discussion will include how to develop and maintain strong relationships, and ensuring these relationships work for your station. Open to all, whether you have an existing relationship with your local MP or if you are starting from scratch. Guest Panelists include: Rowan Ramsey MP, Federal Member for Grey; Rebecca Carpenter, former Station Manager, 2TEN; Mark Henley, Manager Advocacy and Communications, Uniting Communities	Grayson's 

SATURDAY 8 NOVEMBER

TIME	SESSION	ROOM
10:45-11:45	WORKSHOP SESSION 3	
	<p>Audience Development</p> <p>This session is for content makers and those wanting to make sure they are getting maximum cut through to their listeners. We'll look at some of the philosophies around developing an audience base – and keeping them – as your station transitions through its own development. Come prepared to contribute your experiences and ideas to the discussion</p> <p>Presented by: Tom Martin, Fresh 92.7</p>	<p>James Alexander</p>  
	<p>Making Transformative Change</p> <p>Making change can be a delicate but necessary process. When that change involves new technology or transforming your station, it can seem insurmountable at the start. But it doesn't have to be. Hear from those who have lived and breathed through the process of transformation at their stations and come out the other side, with barely a scratch, willing to share their experiences and advice about how you can bring everyone at the station along with you when the time comes.</p> <p>Presented by: Deb Welch, Radio Adelaide, Caroline Gates, FBi and Emma Ramsay, CBAA's Digital Radio Project</p>	<p>Pioneer</p>  
11:45-12:45	WORKSHOP SESSION 4	
	<p>Online Image Preparation</p> <p>Save time and create exciting imagery for your station programs and media platforms with tips about photo composition, adding text, format and sizing for various modes of delivery.</p> <p>This is a Media Lab session, so places are limited.</p> <p>Presented by: Helen Henry, CBAA</p>	<p>Media Lab</p> 
	<p>Fundraising for Station Projects</p> <p>Stations undertake a range of activities throughout the course of each year, from community events and open days, to OBs, to joint partnerships with other community organisations. But how can you undertake all of these events with minimum impact of your bottom line? Our presenters will discuss ways in which you can fundraise for projects you are already undertaking, as well as find resources for additional activities you would like to pursue. We'll talk grants, partnerships, business development and individual giving – all in the space of an hour!</p> <p>Presented by: Tahlia Azaria & Emma Couch, CBAA, with guest presenter Anne Frankenberg, 3MBS</p>	<p>Glenroy</p> 
	<p>The Community Radio Network, Digital Delivery Network and National Radio News</p> <p>Join us for the annual conference update on activities of the Community Radio Network (CRN); the Digital Delivery Network (DDN); and National Radio News (NRN).</p> <p>Presented by: Seth Jordan, Martin Walters & Dan Callaghan, CBAA's CRN with David Sice, CBAA Technical Advisor</p>	<p>Grayson's</p> 

SATURDAY 8 NOVEMBER

TIME	SESSION	ROOM
11:45-12:45	WORKSHOP SESSION 4	
	<p>Women in Community Media</p> <p>For the past six months a group of women from community radio stations around the country have been meeting online, sharing ideas and skills and planning projects in their local area which are designed to encourage women to get more involved in their community broadcasting station. The Community Media Training Organisation's Women in Community Media Project is aimed at giving access to women in the sector to learn together. Join us to hear about the range of projects which 12 women from across the country came up with to encourage women to get active at their station.</p> <p>Hosted by: Kath Letch</p>	<p>James Alexander</p> 
	<p>Managing Organisational Change</p> <p>Making changes to your organisation can sometimes happen by choice, otherwise they can happen out of necessity. Either way, it's how you manage the process that makes all the difference. In this session we take a look at how to approach change management, including making some tough decisions as well as ways to get everyone on board and heading in the same direction. Our presenters will share their own experiences as well as advice and suggestions on things to consider at your station when going through a period of change.</p> <p>Presented by: Melanie Withnall, CBAA Board and 2SER, Troy Sincock, Fresh 92.7</p>	<p>Colony</p> 
12:45-1:45	LUNCH	
12:45-1:45	<p>Women's Caucus</p> <p>This session is for women in the sector to discuss ideas, issues and stories that relate specifically to them and decide on any motions to put to the CBAA Board. Join us for robust discussion and hear from special guest speakers. Lunch will be provided.</p> <p>Hosted by: Mikaela Simpson, CBAA Women's Rep</p>	<p>James Alexander</p>
1:45-2:45	WORKSHOP SESSION 5	
	<p>Creative Audio Production</p> <p>A taste of advanced audio production skills that will bring your radio stories to life. Find out what it takes to create an award winning documentary or feature. Have a go at creating your own experimental audio mix in this hands-on session.</p> <p>This is a Media Lab session, so places are limited.</p> <p>Presented by: Giordana Caputo, CMTO</p>	<p>Media Lab</p> 
	<p>Youth Engagement</p> <p>This workshop will cater to all stations who are interested in increasing the youth participation rate in their organisation. Community broadcasting can provide a space for young people to engage in their communities and talk about what is most important to them. This workshop will explore some of the invaluable lessons that SYN has learnt about how to train and support young people at your station, with first hand experiences of young people across Australia. Whether you don't know where to start or you have a few young broadcasters but want to expand, our presenters hold a collective range of experience that is broad and in-depth.</p> <p>Presented by: Tess Lawley and Bethany Atkinson-Quinton, SYN with young community broadcasters from stations including SYN, 2XX, 3WAY, Bay FM, Gippsland FM and Edge Radio</p>	<p>Glenroy</p> 

SATURDAY 8 NOVEMBER

SUNDAY 9 NOVEMBER

TIME	SESSION	ROOM
1:45-2:45	<p>Strategic Planning</p> <p>A strategic plan for your station helps to set the vision, mission and purpose for your future development. This workshop will address some of the ways in which your station can approach the strategic planning process. Hear case studies, tips and advice from those at various stages of their strategic plan as well as ways to tie in your station events and activities to the process.</p> <p>Presented by: Jason Cleary, RTR FM, Michelle Brown, 4ZZZ and Anne Frankenberg, 3MBS</p>	James Alexander  
	<p>Diversifying your content options</p> <p>A presentation of the steps taken by 3MBS to develop the Digital Radio platform as a way of offering a mixture of simulcast and split content. The session will include some of the technical, programming and marketing challenges faced by the station and the streamlining of production processes to accommodate time-shifted programming.</p> <p>Presented by: Alex Tsirgialos, 3MBS</p>	Colony 
2:45-3:30	PLENARY 4 - Copyright	
	<p>With special guest presentation from APRA Ambassador, John Schumann. John Schumann is best known for his role as lead singer and one of the two major songwriters for the legendary Australian socio-political folk-rock band, Redgum.</p>	Glenroy
	<p>Office 365 Demonstration</p> <p>Join Ryan Jones from Connecting Up as he walks you through the capabilities of Office 365</p>	Media Lab 
	<p>Women in Leadership</p> <p>This session will highlight the factors that underpin success in leadership for women in the community media sector, with the aim of encouraging women to take up leadership roles, in stations and on boards both locally and nationally. It will have a practical element - with discussion about how we develop the skills to support these aspirations, how to measure our own success and strive to make achievements that benefit our communities.</p> <p>Presented by: Rachel Maher, CBF</p>	James Alexander 
3:30-4:00	AFTERNOON TEA	
3:30-4:00	Community Broadcasting Foundation Q&A	Conference Lounge
4:00-5:00	CBAAGM	James Alexander
6:15 for 6:30	CBAAGala Awards Dinner	Glenroy

TIME	SESSION	ROOM
From 8:30	BREAKFAST BUFFET	Glenroy
9:30-10:30	<p>PLENARY 5 - Conference Wrap-Up</p> <p>Session includes interviews with CBF President, Peter Batchelor plus guests from around the globe, as well as reflections from the past two days of the 2014 Conference.</p>	Glenroy
10:30-12:00	FINAL PLENARY	
	This session will include motions for consideration to be put to the CBAAG Board	Glenroy
12:00	Conference Close	

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THANK YOU

Conference Sponsors & Exhibitors

The CBAA would like to extend its thanks to all of the sponsors of the 2014 Conference. We encourage each delegate to visit the trade exhibition and look through the material in your conference satchel to familiarise yourself with the wonderful work of each of these organisations, without whom our conference would not be possible. We also acknowledge the generosity of each of our award sponsors this year, their support of excellence in the sector is warmly appreciated.

Below is a list of our 2014 sponsors, with whom we look forward to a long and prosperous engagement:

CONFERENCE PARTNER



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EXHIBITORS



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SESSION SPONSOR



FRIDAY

TIME	ITEM	ROOM
8:30	Registration Opens	
9:30	Plenary 1 - Welcome and Keynote	Glenroy
10:30	Morning Tea	
10:30	ACMA Q&A	Conference Lounge
11:00	Plenary 2 - Have Your Say	Glenroy
12:30	Lunch & Youth Caucus	James Alexander
1:30	Special Event Broadcast The Wire	Glenroy
2:15	Tea break & Expo	
2:30	WORKSHOP SESSION 1	
	Radio Website Services	Media Lab
	Small Stations: Challenges and Solutions	Glenroy
	Perfect Pitch: Using the NLS to your advantage	Grayson's
	Mindframe: Self care for broadcasters	James Alexander
	The Science of Storytelling	Pioneer
	Deep Dive	Colony
3:30	Afternoon Tea	
4:00	WORKSHOP SESSION 2	
	Social Media Development	Media Lab
	Station-building: Tech tips, tricks and shortcuts	Glenroy
	Developing Sponsor relationships	Grayson's
	BroadCASTING.....and BroadGATHERING	James Alexander
5:00	Station Tour (optional): ThreeD Radio	

SATURDAY

TIME	ITEM	ROOM
8:30	Registration opens	
9:00	Plenary 3A - The Not for Profit Future in Australia	Glenroy
	Plenary 3B - Community Broadcasting and Media Transformation	Grayson's
10:15	Morning Tea	
10:45	WORKSHOP SESSION 3	
	Free Online Tools	Media Lab
	Community Engagement through CBF Grants	Glenroy
	Engaging with politicians	Grayson's
	Audience development	James Alexander
	Making Transformative Change	Pioneer
11:45	WORKSHOP SESSION 4	
	Online Image Preparation	Media Lab
	Fundraising for Station Projects	Glenroy
	CRN / DDN / NRN	Grayson's
	Women in Community Media	James Alexander
	Managing Organisational Change	Colony
12:45	Lunch & Women's Caucus	James Alexander
1:45	WORKSHOP SESSION 5	
	Creative Audio Production	Media Lab
	Youth Engagement	Glenroy
	Strategic Planning	James Alexander
	Diversifying your Content Options	Colony
2:45	Plenary 5 - Copyright with APRA Ambassador, John Schumann	Glenroy
	Office 365 Demo with Connecting Up	Media Lab
	Women in Leadership	James Alexander
3:30	Afternoon Tea	
3:30	CBF Q&A	Conference Lounge
4:00	CBAA AGM	James Alexander
6:15 for 6:30	Gala Awards Dinner	Glenroy

SUNDAY

TIME	ITEM	ROOM
8:30	Breakfast Buffet	Glenroy
9:30	Conference Wrap Up	Glenroy
10:30	Final Plenary	Glenroy
12:00	Conference Close	