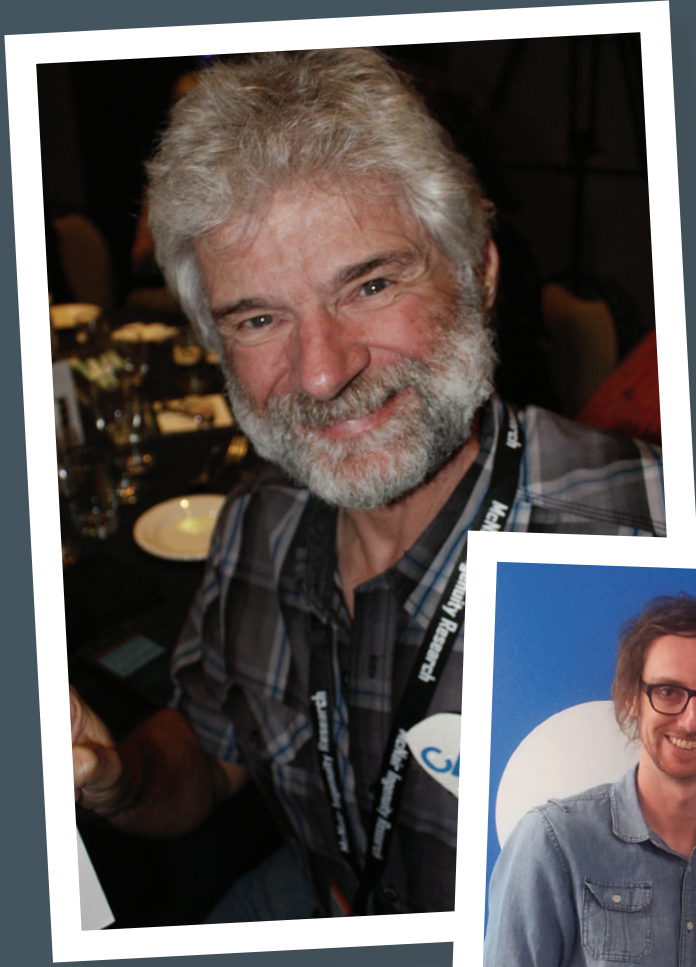




COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



ANNUAL 14 REVIEW 15



Above left: Hedland Radio's Chris Kitzling at the 2014 CBA Awards Gala Dinner.
Above right: L-R Fresh 92.7 Station Manager Troy Sincock and CBA Member Services Officer Emma Couch.
On the cover: Tony Staley at the 2014 CBA Awards Gala Dinner in Adelaide.

THE CBAA CHAMPIONS COMMUNITY BROADCASTING BY BUILDING STATIONS' CAPABILITY AND CREATING A HEALTHY ENVIRONMENT FOR THE SECTOR TO THRIVE.

OUR STRATEGIC PRIORITIES

The CBAA's work falls into three key areas:

- 1. Supportive Environment**
 - build a healthy environment in which community broadcasting can thrive
- 2. Capability and Sustainability of Stations**
 - grow the capability and sustainability of stations
- 3. CBAA Viability and Growth**
 - strengthen the CBAA's capacity to provide leadership

Our efforts in each of these areas contribute to helping achieve the sector's aspiration that community broadcasting is recognised as excellent, innovative, sustainable, accessible, trusted and diverse, and a key pillar in Australian broadcasting that reflects and contributes an open society, strong democracy and vibrant culture.

PRESIDENT & CHIEF EXECUTIVE OFFICER'S REPORT

We are pleased to present the Community Broadcasting Association of Australia's latest Annual Review and share some highlights from the 2014/15 year.

Community broadcasting contributes to, and is a reflection of, an Australia that is an open society, a strong democracy and a vibrant culture. This is the sector's vision for community broadcasting, developed in collaboration with representatives from the Australian Community Television Association (ACTA), the Australian Indigenous Communications Association (AICA), Christian Media Australia (CMA), the National Ethnic and Multicultural Broadcasters' Council (NEMBC), Radio for the Print Handicapped (RPHA) and the Community Broadcasting Foundation (CBF).

In 2013, the CBAA commenced the development of its 2015-2018 strategic plan. This process included plenary sessions and other consultation at the 2013 and 2014 CBAA conferences, independent telephone interviews with various sector organisations, an independently facilitated workshop with all CBAA staff, and an independently facilitated planning workshop with the CBAA Board, Chief Executive Officer and Technical Advisor. This process was informed through other materials such as financial information, program data and research with stakeholders. Member research undertaken in 2014 was particularly key to the development of the plan.

In February 2015, the CBAA publicly launched its new strategic plan, which demonstrates that, over the coming years, the CBAA will take a leading role in achieving the collective vision for the sector – the CBAA will champion community broadcasting by building station capability and creating a healthy environment for the sector to thrive. Under the plan, the sector will go from strength to strength as the CBAA continues to nurture a supportive political environment, carry out extensive research to inform



and positively influence public policy, expand our networks and raise awareness of community broadcasting and, importantly, recognise and celebrate the hard work and incredible contributions of the people who power our movement.

The CBAA also launched new branding for the organisation this year. The new branding, which extends to all aspects of the CBAA's programs and activities, is a more cohesive reflection of CBAA's services, benefits & projects. It involved a reduction in the number of standalone brands associated with the CBAA and allows us to speak more effectively with one voice.

The CBAA has continued to build on its services and information available to support stations. This has included the launch of a new website to ensure that news, information and support for community broadcasters, community radio listeners and Australian musicians is more accessible than ever. The website is designed to empower and inform community broadcasters, supporters and other stakeholders by providing specialised, up to date information and resources about the sector in one central location.

The CBAA has continued to be an active advocate and leader within the sector on a number of key issues in 2014/15, such as the Community Broadcasting Foundation (CBF) Structure and Governance Review, CBOnline Review and Content and Training Review, and the creation of an independently chaired Digital Radio Planning Committee. CBAA leadership has resulted in positive changes to legislation, regulation, planning and development.

Building the CBAA's future sustainability continues to be a key priority for the organisation, and the CBAA is committed to building a sustainable financial model, aligning the CBAA resources, structure and processes to support the organisation's strategic direction and continually building an engaged, vibrant, well-informed, effective and well-supported team.

Financially, the CBAA continued to further solidify its strong financial position. In 2014/15 the CBAA returned a net surplus for the year of \$137,230.

The CBAA is grateful for the ongoing support and contributions to this year's successes by the Australian government, the Community Broadcasting Foundation, our partners and sponsors, as well as all CBAA Board members and staff.

Thanks especially to our members for your ongoing support and engagement in our activities to champion community broadcasting. We look forward to another great year.

Adrian Basso, President

Jon Bisset, Chief Executive Officer

STRATEGIC PRIORITY 1:

BUILD A
HEALTHY
ENVIRONMENT
FOR THE
SECTOR
TO THRIVE

A CORE PRIORITY IN BUILDING A HEALTHY ENVIRONMENT IN WHICH COMMUNITY BROADCASTING CAN THRIVE IS THE CBAA'S WORK TO DEVELOP AND MAINTAIN RELATIONSHIPS AND NETWORKS BOTH WITHIN AND OUTSIDE THE SECTOR. THIS INCLUDES POLITICAL, SECTOR AND STATION RELATIONSHIPS, AS WELL AS BROADER AUDIENCES. THIS IS THE FOUNDATION FOR THE CBAA'S WORK IN NURTURING A SUPPORTIVE POLITICAL ENVIRONMENT, INFLUENCING PUBLIC POLICY AND RAISING AWARENESS OF AND CELEBRATING COMMUNITY BROADCASTING.

This year, the CBAA undertook relationship-building initiatives in the sector's political environment. Along with the first Community Broadcasting Morning Tea (see Case Study 1), this included regular meetings with Members of Parliament, engagement with Department of Communications staff and an ongoing presence across various industry planning groups, with CBAA Technical Consultant sitting on the Standards Australia, CT-002, Broadcasting and related services head committee, International Telecommunications Union, ARSG6, Communications Alliance, Broadcast Cabling and Digital Equipment, ACMA Digital Radio Planning Committee, and working groups and ACMA Spectrum Tune Ups, among others.

These activities assisted the CBAA in responding to planned or proposed regulatory changes and addressing issues affecting community broadcasters. The CBAA's work in this area included responding to the Federal Government's digital radio review, making a submission regarding the expiring Temporary Community Broadcasting Licence Determination, working to protect NSW stations from increases in rents on Crown Lands, addressing discrimination in the placement of Government advertising, seeking clarification on the impacts

of national security legislation on journalism in the community broadcasting sector and increasing understanding amongst decision-makers about the public benefit from community radio access to spectrum, including a detailed submission to the Government's spectrum review and in response to their Digital Television Regulation consultation paper. From this, the CBAA also developed advice to assist stations to address any factors that may affect their operations.

As part of its strategy to build and affirm its relationships within the community broadcasting sector and beyond, the CBAA engaged with relevant conferences and events across the year. This has assisted in building the CBAA and sector's profile and strengthening its networks with likeminded organisations. In 2014/15, the CBAA has supported and/or been a part of BIGSOUND, the Australian Broadcasting Digital Media Summit, the Nambucca Heads Regional Community Radio Conference, Technorama, the Southern Community Media Association (SCMA) Conference, the inTune Music Conference, South Australian Community Broadcasting Association (SACBA) Conference and more.



COMMUNITY RADIO LISTENERS TYPICALLY TUNE IN FOR **15.9 HOURS** PER WEEK (JULY 2015)

5M+

PEOPLE TUNE IN TO COMMUNITY RADIO EACH WEEK (JULY 2015)



94% OF LISTENERS FIND COMMUNITY RADIO AND ITS SERVICES TO THE AUSTRALIAN COMMUNITY **VALUABLE**



L-R, CBAA President Adrian Basso, 2014 CBAA Conference Keynote speaker Greig Pickhaver and CBAA Chief Executive Officer Jon Bisset at the 2014 Conference in Adelaide.

In its role as a leader within the sector, the CBAA has continued auspicing the Community Broadcasting Sector Roundtable. The Roundtable to date has been an extremely productive forum for increased sector organisation collaboration, sharing of ideas and discussion. Important developments this year include the collaborative development of a Sector Compass to guide the whole sector into a stronger future. In 2014/15, the CBAA also consulted with the Roundtable regarding the development of a campaign to raise awareness of community radio, with a view to rolling this out in future years.

On a station level, the CBAA has had a significant focus on increasing engagement with both member and non-stations. This has included providing updated information to member and non-member stations on how the CBAA can support community radio stations, as well as regular communication with stations face to face and via phone, and the sharing of news, information and resources via the new CBAA website, email, webinars and CBX Magazine.

In celebrating and recognising excellence in community broadcasting, the CBAA continued its annual awards program in 2014. At a special gala dinner held in November in Adelaide, broadcasters were recognised across 20 categories. This included *The Wire* team winning the prestigious Tony Staley Award and Maureen O'Keeffe and Nicky Page jointly winning the Michael Law Award. The Awards were reviewed in the lead up to opening the 2015 awards, including updating award categories and criteria, increasing the pool of judges to more than 90 volunteers from community broadcasting and beyond, and transitioning the entry and assessment processes to an easy-to-use online platform.

Research continues to be an important component of the CBAA's role in influencing public policy and raising awareness of community broadcasting. In early 2015, the CBAA undertook a significant review of research being conducted by the organisation and wider sector. Recommendations from this review will be implemented in 2015/16 and are expected to result in less paper work for stations, more accurate data and better reporting. In addition to this, the National Listener Survey is being retendered. With advice from an industry expert with experience running one of Australia's leading research companies, the CBAA believes that the result will be increased confidence in the National Listener Survey both within and outside the sector, as well as more frequent, better quality reports at more affordable rates for stations.

In the coming year, the CBAA's focus in this area will be on addressing the looming digital radio funding shortfall, continuing to work constructively with the Community Broadcasting Foundation (CBF) on its structure and governance review, leading a review of the Community Radio Broadcasting Codes of Practice, working with government and other stakeholders on the implementation of their spectrum review and digital radio reviews, and furthering development and implementation of a campaign to raise awareness of community broadcasting.

Find out more at www.cbaa.org.au/sector-leadership.

CASE STUDY 1:

Community Broadcasting Sector Morning Tea



Held at Parliament House in September 2014, the first Community Broadcasting Morning Tea was hosted by then Minister for Communications Malcolm Turnbull and saw 60 politicians, staffers and community broadcasting representatives come together to network and learn about community radio. Following this, the Member for Grey spoke at the 2014 CBA Conference on how stations can develop stronger relationships with their local representatives.

27%

OF ALL AUSTRALIANS OVER THE AGE OF 15 YEARS TUNE IN TO COMMUNITY RADIO EACH WEEK (July 2015)

DAB+

19% OF COMMUNITY RADIO LISTENING EACH WEEK IS VIA DIGITAL DAB+ SERVICES



142 ENTRIES INTO THE 2014 CBA AWARDS FOR COMMUNITY RADIO EXCELLENCE

**STRATEGIC
PRIORITY 2:**

GROW

THE CAPABILITY

AND

SUSTAINABILITY

OF STATIONS

AS THE GO-TO SOURCE FOR COMMUNITY BROADCASTING INFORMATION, KNOWLEDGE AND ADVICE, THE CBAA PLAYS AN IMPORTANT ROLE IN STRENGTHENING THE SKILLS AND KNOWLEDGE OF STATION COMMUNITIES.

In 2014/15, the CBAA continued to provide support to stations on any and every aspect of running and being involved in a community radio station. This included direct communication with every station in the sector, as well as additional one-on-one member support, CBAA webinars, conferences and other services and resources.

Through regular communication with stations, the CBAA is able to contribute to broadcaster understanding and knowledge of factors affecting their operations. This includes building station capability by supporting stations to improve their financial viability and sustainability. For example, the CBAA continues to provide information to assist stations to diversify their grants revenue through the monthly CBAA Grants Calendar, and has provided stations with large turnovers and a high number of paid staff with a curated workshop addressing the unique challenges and opportunities faced by these stations.

In 2015, as part of a redevelopment of the CBAA's web presence, the organisation launched an online resource library, which is a growing destination for community broadcasters to find information on community radio finance, governance, infrastructure,

community engagement and content & programming matters. As part of this, the CBAA has undertaken the development of a toolkit to support stations to engage with their elected representatives. This toolkit will be made available online for use by all community broadcasters in late 2015 and launched at the CBAA Conference.

The CBAA also continues to play an important role in providing cost savings on stations' core business expenses, including insurance, music licensing fees and more. New cost-saving initiatives include discounted energy, free HR support, as well as discounted rates on memberships with ArtsHub and Pro Bono Australia.

The CBAA supports stations by providing infrastructure and solutions to scale, such as the content distribution networks available via the Community Radio Network and Digital Radio Project, as well as programming and content development guidance and support.

In 2014/15, the CBAA's Digital Radio Project (DRP) continued to operate services and infrastructure to enable almost 40 licensed metropolitan-wide community broadcasters to provide digital radio services.



MORE THAN **90%** OF ALL MEMBERS SAID THEY ARE SATISFIED WITH THE PERFORMANCE OF THE CBAA (MEMBER SURVEY 2014)



112 REGULAR PROGRAMS AND SEGMENTS DISTRIBUTED VIA THE COMMUNITY RADIO NETWORK EACH WEEK



715 PARTICIPANTS IN THE CBAA'S FREE ONLINE CAPABILITY-BUILDING WEBINARS



Winner of the 2014 National Features and Documentary Series competition Maddy Macfarlane (centre) with Community Radio Network Manager Martin Walters (left) and Community Media Training Organisation National Training Manager Giordana Caputo.

The CBAA also brought together digital stations in coordinated workshops and meetings to develop unique collaborative broadcasts and productions using the digital contribution network, including a NAIDOC Week broadcast by First National digital stations (see Case Study 2).

The CBAA continues to foster national content exchange and provide stations with access to high quality flagship programs and a selection of the best station-driven content through the Community Radio Network. Available programming includes over 100 news, talk, music and entertainment programs and segments, as well as flagship content such as the *National Radio News*, *The Wire*, and *Good Morning Country*.

In the last 12 months, the *National Radio News* service has consolidated its position in a competitive market, providing 84 four-minute hourly news bulletins to 82 community stations each week.

The Wire was recognised with the CBAA's prestigious Tony Staley Award for its active promotion of the values of community broadcasting, democracy, access, diversity and independence over 10 years. In 2014/15, *The Wire* extended its contribution network to include regular submissions from Perth's RTRFM, Alice Springs' CAAMA, and Melbourne's JOY 94.9.

In addition to this, the CBAA has had focused on increasing the Community Radio Network's special

broadcasts from cultural and festival events and sharing limited edition series from stations across its network (see Case Study 3). This year, the CBAA has made more than 20 live and pre-recorded one-off specials available to stations, as well as distributing at least 40 limited edition or one-off recorded series from stations.

The CBAA has also developed new content initiatives in partnership with sector organisations and stations. This included the inaugural National Features and Documentary Series and CRN Segments initiative. Created in partnership with the Community Media Training Organisation, the National Features and Documentary Series is a national competition, training and production initiative to encourage storytelling through high-quality feature and documentary-making from new and emerging community broadcasting producers around Australia. The resulting 10 features were distributed via CRN. PBS FM's Maddy Macfarlane (pictured above) was recognised as the winner of the 2014 initiative for her documentary *What We Talk About When We Talk About Music*, and a selection received accolades outside the sector, including Carol Dowling's Noongar Radio documentary *Another Stolen Generation*, which won a Human Rights Award. The 2015 initiative received nearly double the number of entries of 2014.

CASE STUDY 2: Radio NAIDOC



Through its Digital Radio Project, the CBAA brought together First Nations digital broadcasters 98.9, Koori Radio, 3KND and Noongar Radio for a collaborative NAIDOC Week broadcast. The 12 hour broadcast featured a wide selection of content showcasing the strength of the First Nations digital services. Radio NAIDOC was also distributed by the CBAA's Community Radio Network (CRN), providing exclusive content to the new CRN-2 service and the National Indigenous Radio News (NIRS) service. The entire Radio NAIDOC broadcast is available to listen as archived audio at radionaidoc.org.



22,851 CDS CONTAINING
NEW AUSTRALIAN MUSIC
DISTRIBUTED VIA THE
AMRAP CD MAILOUT SERVICE
(UP 28% ON PREVIOUS YEAR).



2000+ HOURS
OF AUSTRALIAN MUSIC
AIRED COLLECTIVELY
ON COMMUNITY RADIO
STATIONS EACH DAY



141 SUBSCRIBERS
TO THE COMMUNITY
RADIO NETWORK
PROGRAM DISTRIBUTION
SERVICE

“Every single person has their own saga, their own story unfolding, and I love listening to radio because you have the opportunity where you actually get to hear glimpses of these peoples’ lives, and their stories, and what they’re passionate about.”

MASON SMITH, 2RRR, SYDNEY

“I like community radio because it speaks to me, as a community member. I get something out of it that I don’t get from other radio services... I hear real voices, real stories and real people.”

TESS LAWLEY, SYN MEDIA, MELBOURNE

CRN Segments is another new national content development project giving producers the opportunity to flex their creative thinking, develop production skills, and share radio content on a national platform. Through CRN Segments, 20 series of 10 short segments were created for distribution to stations via the Community Radio Network.

In 2014/15, the CBAA’s Australian Music Radio Airplay Project continued to provide services to increase access, distribution, airplay, promotion and tracking of new Australian music through community radio. Amrap delivered its strongest

results to date across all service areas, including a 42% increase in the number of musicians using Amrap’s CD Mailout service (see Case Study 4), 26% increase in the number of musicians added to Amrap’s Airt and a 17% increase in the number of music files ordered for airplay by community radio broadcasters. In addition to this, Amrap also saw a significant increase in the number of Australian tracks being logged by broadcasters on their Amrap Page for promotion through station websites and social media.

CASE STUDY 3: Byron Bay Bluesfest

After partnering with Bay FM to resurrect live national community radio broadcasts from Byron Bay Bluesfest in 2014, the CBAA’s Community Radio Network (CRN) further developed the venture in 2015 by bringing in a team of experienced national broadcasters from 2SER, Triple R, Radio Adelaide, PBS, to join the Bay FM crew in presenting 16 hours of live content from the festival over four days across the Easter long weekend. This event was broadcast on CRN’s second live service and made available via the Digital Radio Project’s contribution network allowing stations the option to opt-in to this major live event, maintain a regular broadcast schedule or switch between the two as desired.



A cornerstone of the CBAA's capability-building activity is the annual CBAA Conference. In 2014, this was held in November in Adelaide, South Australia, with 232 delegates gathering for a three-day program of sessions and workshops. The feedback from the conference was very positive, with a Net Promoter Score of 67.21 indicating very high levels of satisfaction. Overall, more than 90% of survey respondents were Satisfied or Extremely Satisfied with the conference experience and 85% were Extremely Satisfied or Satisfied that they acquired new knowledge from the sessions therein.

In order to give a larger number of broadcasters access to capability building initiatives, the CBAA has continued its webinars program throughout 2014/15. These free online workshops run monthly and bring together experts from within the sector and beyond to provide information on a range of topics relevant to community broadcasters. 715 people attended webinars in this time period and the best attended sessions were focused on conducting great music interviews on-air and using social media to connect with station audiences. Overall, there was a continuing very high level of satisfaction with this service.

In the coming year, priorities in this area will include delivering the new generation content delivery platform, the Digital Delivery Network (DDN) to 138 community radio stations (valued at \$2,500 per station), launching Radio Website Services Premium to support community broadcasters online, providing all 37 stations with Digital Radio Licences a fibre optic link (valued at \$30,000 each), growing the CBAA Conference and strengthening the online Resource Hub and other projects to support stations to improve their viability and sustainability.



Emma Donovan and the PutBacks, the most ordered artist on Amrap's Airt by community radio in 2014-15

CASE STUDY 4: Amrap's CD Mailout

The CBAA's Australian Radio Music Airplay Project offers a CD Mailout service that, each month, sources, bundles and posts new release Australian music CD albums and EPs to community radio stations and broadcasters who are likely to air them. Importantly, this gives access to new music for those stations with limited online access to digital music. In 2014/15, there was a 42% increase in the number of musicians using the service and a 28% increase in the number of CD units distributed, up to 22,851. These CDs went to almost 240 community radio stations across Australia.



**STRATEGIC
PRIORITY 3:**
STRENGTHEN
THE CBAA'S
CAPACITY TO
PROVIDE
LEADERSHIP

THE CBAA'S STRENGTH AS AN ORGANISATION IS CRITICAL TO MAINTAINING AND GROWING ITS CAPACITY TO LEAD THE SECTOR AND CHAMPION COMMUNITY BROADCASTING. THIS INCLUDES ENSURING THAT THE ORGANISATION HAS STRONG POLICIES AND PROCESSES UNDERPINNING BEST PRACTICE GOVERNANCE, IS FINANCIALLY WELL-MANAGED, AND SUPPORTS AN ENGAGED, VIBRANT, PRODUCTIVE AND HIGH-PERFORMING TEAM.

In 2013, the CBAA began the development of a new strategic plan for 2015 - 2018. In addition to financial information, program data, and research with internal and external stakeholders, the process included consultation via independently facilitated workshops with CBAA staff, and with the CBAA Board, Chief Executive Officer and Technical advisor; independent telephone interviews with various sector organisations, inviting them to provide input on the CBAA's future strategy and; plenary sessions and other consultation at the 2013 and 2014 CBAA Conferences.

Following this, the final plan was launched publicly in February 2015, with a key strategic imperative to strengthen the CBAA's capacity to provide leadership.

Essential to the CBAA's success in this respect is maintaining a positive, high-performing and engaging working environment. To review and plan for the future in this respect, the CBAA undertook a staff survey in 2014 to understand staff views on a wide range of work practices and to benchmark the CBAA against other similar

organisations. The results of this survey showed that CBAA staff have high levels of job satisfaction, are passionate about the organisation's purposes and aligned with its objectives, with a strong focus on member satisfaction. Following the survey, the CBAA is making some improvements in areas such as learning and development, and performance appraisal.

The CBAA Board and executive have also reconsidered the organisation's structure and, in September 2015, implemented changes to support the CBAA in meeting its objectives. The new structure is designed to help the organisation better leverage staff expertise, encourage knowledge sharing and collaboration, help streamline some processes and maximise opportunities for growth. Ultimately, it will allow the CBAA to deliver even higher quality services for stations. The new structure included changing some roles, especially senior management roles, including the creation of new roles Head of Services & Programs, Head of Business Services and Head of Marketing & Engagement.



CBAA HAS **276 MEMBERS** REPRESENTING NEARLY 85% OF PERMANENTLY LICENSED COMMUNITY RADIO STATIONS

8



NEW MEMBER ORGANISATIONS

24%

NET PROMOTER SCORE, INDICATING HIGH LEVELS OF MEMBER SATISFACTION (MEMBER SURVEY 2014)

“Our annual PL insurance bill kept going up, even though our level of coverage had not moved from \$20m. Scott Shepard came highly recommended as someone who could help and immediately he arranged for the same coverage at a saving of over \$1,000. Furthermore, within a month, a dangerous storm knocked out our transmission and we needed to make a claim. Scott worked above and beyond to ensure we were covered and within 2 months we were able to repair our transmission with full coverage. We could not have been happier with the move.”

TONY SMYTHE, STATION MANAGER AT EASTSIDE RADIO, ON HIS STATION'S SAVINGS USING THE CBAA'S NEW PREFERRED INSURANCE PROVIDER.

Ensuring that the CBAA is well-managed financially is critical to maintaining and strengthening its capacity to provide leadership. The net amount of the CBAA's surplus for the financial year ended 30 June 2015 was \$137,230. During the year, the CBAA experienced strong growth with overall revenue increasing by over 27% (2013/14: 15%) to \$8.67 million. Membership revenue grew at 5% for the year with a growth in member numbers of 3% to 276 (2014: 268 members). This most sizable increase in revenue over the year was primarily related to increased levels of CBF Grants as a result of the provision of funding for the digital radio project for a capital refresh.

Total operating expenses increased 28% from last financial year.

Member's funds increased to \$1.02 million during the year ended 30 June 2015. The CBAA's financial policy is to continue to grow these reserves to satisfy two key objectives:

- To ensure that sufficient financial reserves exist to sustain the organisation through economic cycles and to respond to various challenges over the next decade.
- To maximise the value provided to members, either by minimising the cost of membership and other services provided, or by maximising the re-investment in long-term initiatives of benefit to the membership.

A priority for the CBAA is diversifying available financial resources by establishing and growing new income streams. In 2014/15, this included creating a new role for a Marketing and Fundraising Officer who was tasked with exploring new funding opportunities in areas such of corporate partnerships and sponsorships, and fundraising.

In 2014/15, the CBAA has been successful in gaining Deductible Gift Recipients (DGR) status, which entitles the organisation to receive income tax deductible gifts and deductible contributions. DGR status will enable the CBAA to access funding sources it has previously been restricted from, including from trusts and foundations, philanthropy and individual giving.

In 2014/15, the CBAA also continued to deliver outstanding and compelling content to stations through the National Suicide Prevention Project, providing monthly segments with interviews from a range of mental health organisations including beyondblue, Headspace, ReachOut, Lifeline, SANE and R U OK?. This program represents a long-term partnership between the CBAA and the Australian Government Department of Health, providing the organisation with an important income stream that facilitates content development and support for the CBAA's members.

A key goal for CBAA is facilitating productivity, collaboration and efficiency through information and communications technology. A new association management system has been implemented, with the first version live in June 2014, and development will continue through the 2015/16 period.



\$137,230 CBAA SURPLUS
IN 2014/15

100%

OF STAFF SURVEYED
BELIEVE IN THE OVERALL
PURPOSE OF THE CBAA AND
UNDERSTAND HOW THEIR
WORK CONTRIBUTES TO ITS
OVERALL **SUCCESS**



232 DELEGATES
ATTENDED THE 2014
CBAA CONFERENCE



Above left: CBAA Member Services Officer Emma Couch (pictured left) getting a tour of the Three D studios in Adelaide.
Above right: *The Wire* broadcasting live from the 2014 CBAA Conference.



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

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Alexandria NSW 2015

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www.cbaa.org.au

www.facebook.com/communitybroadcasting

www.twitter.com/CBAA_

ABN - 92 003 108 030

14
15