

# ANNUAL 13 REPORT 14

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

#### **COMMUNITY BROADCASTING GUIDING PRINCIPLES**

Community broadcasters are united by six guiding principles. We work to:

- Promote harmony and diversity and contribute to an inclusive, cohesive and culturally diverse Australian community
- · Pursue the principles of democracy, access and

- equity, especially for people and issues not adequately represented in other media
- Enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia
- Demonstrate independence

- in programming as well as in editorial and management decisions
- Support and develop local arts and music
- Increase community involvement in broadcasting

#### **OBJECTS**

- 1. Promoting community participation in radio and television by:
  - supporting the principle that community broadcasting should be controlled and operated at a local level by autonomous bodies; and
  - promoting the principles of independence in programming, diversity of output, access to broadcasting by the community, the widest representation of viewpoints to give the fullest expression to the aspirations and culture of the Australian people, diversity in the organisation and structure of broadcasting and co-operation between community broadcasters.
- 2. Promoting community radio and television, by supporting community broadcasters in the following ways:
  - · providing a range of services to members and other relevant organisations including information, legal, financial, technical, programming and staff training services;
  - · coordinating on a national level the efforts of Members 4. Encouraging the promotion and other relevant organisations having similar aims and objects;
  - undertaking research on behalf of the community broadcasting sector;
  - providing infrastructure and technology support services to the community broadcasting sector including transmission and content delivery infrastructure; and

- representing Members both nationally and internationally to government and other bodies:
- 3. Enabling the promotion of the various arts which are promoted through community radio and television including music, performing arts, community art, film, visual arts and Aboriginal art.
- and distribution of Australian music through The Australian Music Radio Airplay Project (Amrap) or any similar project.
- 5. Promoting the creation and distribution of radio programmes through the Community Radio Network, including news, talk, music and entertainment programmes.

# PRESIDENT & GENERAL MANAGER'S REPORT



We are pleased to present the Community Broadcasting Association of Australia's 2013-14 Annual Review and share some highlights from another exciting year.

During 2013/14, the CBAA moved from a consolidation and stabilisation phase and has begun to develop and grow, increasing its capacity to support community broadcasters and create a healthy environment for the sector to thrive. . As part of this plan for growth, the CBAA undertook significant consultation and research this year to help inform strategic planning for the coming years. This included working closely with other sector organisations, continuing National Listener Survey research and seeking feedback from the CBAA's member stations.

The CBAA has continued to build on its services and provide valuable information and support to community radio stations, as well as facilitating substantial savings opportunities on a range OUR WORK IS, OF COURSE, NOT POSSIBLE WITHOUT FUNDING FROM THE AUSTRALIAN GOVERNMENT (DEPARTMENT OF COMMUNICATIONS AND DEPARTMENT OF HEALTH), NON-GOVERNMENT PARTNERS SUCH AS THE COMMUNITY BROADCASTING FOUNDATION AND OTHER GENEROUS PARTNERS AND SPONSORS.

of products and services, now and to keep funding communit including stationery and insurance radio. Mobilising this group of services.

The CBAA continued to build on its financial strength. In 2013/14 the CBAA returned a net surplus for the year of \$169,160 (2012/13: surplus \$189,843).

This year also saw a relaunch of the Commit To Community Radio campaign. The first phase was launched in response to threats to digital radio funding in 2013 and was reinvigorated in response to threats to broader community radio funding in 2014. To date, more than 57,000 people have made their voices heard, taking a range of actions, including sending tens of thousands of emails to Ministers Conroy and Turnbull highlighting the need for the government to address the funding shortfall

and to keep funding community radio. Mobilising this group of people and seeing the Federal Government respond accordingly was a proud moment for the CBAA and the sector as a whole.

Our work is, of course, not possible without funding from the Australian government (Department of Communications and Department of Health), non-government partners such as the Community Broadcasting Foundation and other generous partners and sponsors. We are very grateful for their support.

We also thank all CBAA Board members and CBAA staff for their hard work and contribution to this year's successes.

To all our members: thank for another year of your support and participation in CBAA activities. Finally, thank you to everyone that was part of our Commit To Community Radio campaign. Your active and unwavering support for community radio is hugely encouraging and will assist us in ensuring a bright and sustainable future for the sector.

Adrian Basso, President

Jon Bisset, General Manager



# SUPPORTING THE DEVELOPMENT OF COMMUNITY BROADCASTING IN AUSTRALIA

In supporting the development of community broadcasting in Australia, the CBAA must be an effective and well-equipped organisation. Building the CBAA's future sustainability is a key priority. The CBAA is committed to having a strong financial base and a skilled staff team to ensure the organisation continues to meet the needs of the community broadcasting sector.

This is particularly true in light of the challenges that the CBAA and the broader sector face over the next few years. Key trends include media convergence and multiplatform development, increasing support required by stations, political and economic uncertainty and the globalisation of content.

The CBAA has now re-established CBAA financial reserves and they are just short of the \$1 million mark as at the 30 June 2014. Continuing to grow these reserves will be instrumental in the CBAA being equipped to respond to various challenges over the next decade. In 2013/14 the CBAA returned a net surplus for the year of \$169,160 (2012/13: surplus \$189,843). Overall revenue increased by 15% over the financial year to \$6.18 million. This increase in revenue over the year was primarily related to increased levels of CBF Grants as a result of the restoration of funding for the provision of digital radio services and for Amrap, and for the development of the Content Distribution Hub.

Total expenditure also increased for the year by just over 15%. This increase was also primarily related to increased costs for the provision of digital radio services, Amrap and for the development of the Content Distribution Hub. Member funds increased from \$828,756 to \$997,916 during the year ended 30 June 2014 and are up from just \$21,210 at end June 2009. Financial assets and cash total \$3.7 million (2012/13: \$3.3 million). Trade and other payables remained at a similar level to the previous year, however, pleasingly a significant improvement has been made to reduce receivables that are more than 60 days outstanding. They are at the

The continued building of a vibrant, well-informed, effective and well supported workforce is critical to ensuring the CBAA can support the sector. During 2013/14, the CBAA created two new staff positions and undertook some minor restructuring resulting in a return to full staffing levels. The CBAA has been

lowest levels in many years.

#### 28% OF ALL PEOPLE WHO LISTEN TO AUSTRALIAN RADIO TUNE INTO COMMUNITY RADIO EACH WEEK

operating on lower than ideal levels over recent years to enable the building of financial reserves.

The development of a new CBAA brand identity, including a reduction in the number of standalone brands to communicate a more cohesive image of the CBAA's services, benefits and projects, was undertaken during 2013/14. Building on this, the CBAA has significantly progressed the redevelopment of the CBAA and all associated websites. Research clearly showed that the current fragmented approach to website strategy is not effective. The CBAA is planning to launch a new website in 2014 with a key objective to provide information on, promote and celebrate community broadcasting. There will also be an extensive resource library as part of the new website

The CBAA is increasingly taking a content marketing approach to its communication activities and is ensuring all communications deliver consistent messages through multiple channels and

targeted to specific segments. The CBAA will further embrace social media using a clear strategy that is integrated with other communication channels.

During the year CBAA, undertook research to assist in ongoing strategic planning. The research is already assisting us to develop services to support our stations. Whilst we still have much analysis to do, the overall satisfaction with the CBAA is very good. 74% of stations reported that they are satisfied or extremely satisfied with the CBAA, compared to an average of 58% in other Industry Bodies. Less than one in ten was dissatisfied with CBAA. It was also great that these results were consistent across small and large, rural, regional and metro stations.

A key goal for CBAA is facilitating productivity, collaboration and efficiency through information and communications technology. The implementation of a new association management system is well progressed with the first version live in June 2014. The CBAA has decided to progress

with a CiviCRM system, and development will continue over the 2014/15 period.

Leasehold improvements were undertaken during the first four months of 2013/14, including repainting and recarpeting the office, the construction of a fully fitted main server room to house the satellite hub and digital radio equipment, a new telephone system and various other upgrades. The upgrades have created a more pleasant, efficient and practical working environment.

In the coming year, the CBAA will have an increased emphasis on building station capability. The CBAA will provide broadcasters with the necessary knowledge, services, tools and resources they need to succeed.



PEOPLE TUNE IN TO COMMUNITY RADIO EACH WEEK







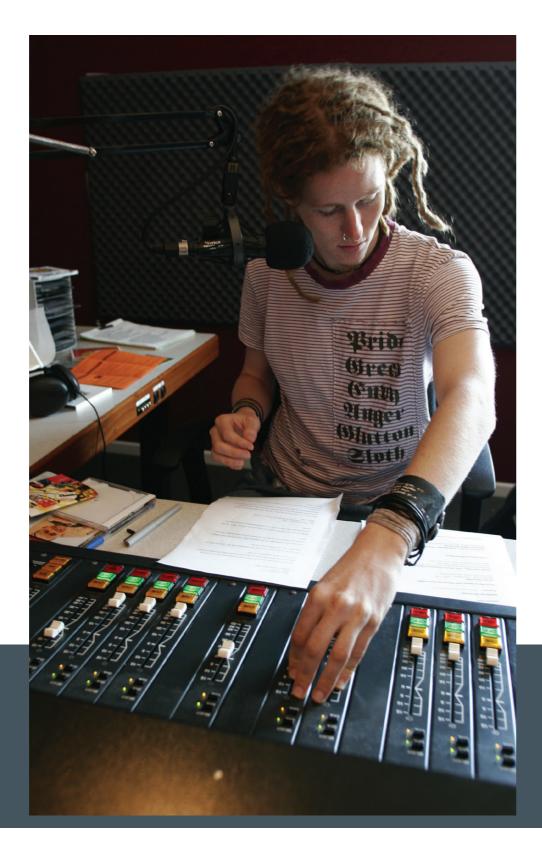




IN THE PREVIOUS YEAR

# PROMOTING COMMUNITY PARTICIPATION IN RADIO AND TELEVISION

The CBAA is active in promoting the principles of community broadcasting and communicates with stakeholders about these principles regularly across the year. Through a number of different formats, we keep stations, their boards, officers and volunteers, other stakeholders and the general public abreast of community broadcasting issues, showcase achievements and reinforce the values and contribution of the community broadcasting sector to an Australia that is an open society, a strong democracy and a vibrant culture.





The CBAA is responsible to the Australian Communications and Media Authority for developing the Community Radio Broadcasting Codes Of Practice, which outline the guiding principles of community broadcasting. One of these principles relates to increasing community involvement in broadcasting.

The CBAA provides support for community broadcasters and assists them in refining and sustaining their strategic and business models. This includes advisory services on community broadcasting matters such as broadcast law, copyright, training, station management, studio design, acoustics, transmitter considerations, programming, fundraising, sponsorship and handling complaints. The aim of these services and related guidance is to support community broadcasters to build their independence and capability to serve their community of interest.

During the year, the CBAA provided information through a range of channels, including:

- · Phone and email
- 3 issues of CBX magazine, distributed to stakeholders, members of Parliament and others
- More than 180 email newsletters
- Various websites including the main CBAA website, Commit To Community Radio and project websites
- Facebook and Twitter

CBX magazine is the main print communication channel for the sector. It showcases achievements, highlights diversity and shares information concerning sector policy, station developments and new initiatives. Previous articles from CBX magazine are available on our website.

The Commit To Community Radio campaign received extensive mainstream and alternative media coverage, carrying its messages about the value of community radio well beyond the sector itself.

Beyond its own communication channels, the CBAA is actively

involved in events outside the community broadcasting sector. This contributes to the CBAA's promotion of the value, significance and activities of community broadcasting services as broadly as possible and ultimately encourages community participation in radio and television. For example, the CBAA's Amrap participates in Australia's largest music industry conference, BIGSOUND, highlighting the sector's important role in supporting local musicians and industry alike.



ACTIVE VOICES VIA COMMITTOCOMMUNITYRADIO.ORG.AU



## PROMOTING COMMUNITY RADIO AND TELEVISION, BY SUPPORTING COMMUNITY BROADCASTERS

Developing community radio station capability is a core function of the CBAA. Members are encouraged to contact the CBAA for expert advice on a wide range of broadcasting and station related issues and to seek referrals to external professional services. This includes legal, financial, technical, programming, management and staff training services.

The CBAA assists stations to meet regulatory and legislative requirements for community broadcasting licences and maintain effective organisational operation through the provision of advice and information services.

For example, the CBAA's Australian Music Radio Airplay Project (Amrap) plays a key role in contributing to music programming capability, allowing stations to more easily and comprehensively promote music on air and online. This year, the service received its 25,000th broadcaster order and dispatched the 250,000th music file for airplay.

This year, the CBAA has also developed Amrap Pages and other radio station website services to support stations and improve their capability to promote music across online and mobile platforms. 83 stations have registered to use Amrap Pages to enable program makers to find multimedia content to match the music they air, and showcase these music playlists on station websites and social media. Amrap Pages is now

integrated with station program guides and mobile friendly platforms to increase community radio audience engagement with Australian music content.

Over the year, we continued to refine and develop new service offerings in response to consultation and feedback from members. Following positive feedback, the CBAA has renewed its agreements with IAMA for the CBAA Dispute Resolution Initiative, and Tress Cox Lawyers for the CBAA Duty Solicitor program.

In 2013, as part of its commitment to building station grants process capability, the CBAA introduced a grants calendar for community broadcasters. The calendar, distributed each month via email. details funding opportunities available to stations through trusts, foundations, local councils and corporate and community funders, as well as the Community Broadcasting Foundation. Stations are also encouraged to contact the CBAA for advice and access to tailored research for their projects. Currently 220 people receive this calendar.

THE CONFERENCE ENCOMPASSED
THE 2013 CBAA AWARDS CEREMONY,
WHICH SAW THE ACCOMPLISHMENT
OF STATIONS AND INDIVIDUALS
RECOGNISED ACROSS 20 CATEGORIES.

By harnessing the collective influence of its members, the CBAA is also able to deliver savings on community radio station core business expense areas such as CBAA services & events, the Community Radio Network, the National Radio News, the BBC World Service, insurance and stationery. While members already save on PPCA copyright fees, the CBAA continues to work closely with the PPCA on developing a new industry agreement to account for web simulcasting

The 2013 CBAA conference was held from 14 - 17 November 2013 at The Menzies, Sydney. 204 participants attended from across the country with representation from each state and territory, licence type and community

of interest. This was up from 189 delegates in 2012 and 190 delegates in 2011. The Conference encompassed the 2013 CBAA Awards ceremony, which saw the accomplishment of stations and individuals recognised across 20 categories.

In 2014, the CBAA's webinar program continued. Produced in collaboration with the Community Media Training Organisation, the series provided participants the opportunity to access expert knowledge on topics relevant to community broadcasters. During 2013/14, 285 people registered to participate in this series.

#### **PARTNERSHIPS**

As part of its supporting role, the CBAA also works to coordinate

on a national level the efforts of members and other relevant organisations having similar aims and objects. This year, the CBAA has continued a number of partnerships including:

- Spots & Space media representative agency, of which the CBAA is a shareholder. Spots & Space has representation rights for 270 community radio stations. The CBAA receives an annual dividend from Spots and Space under the Shareholders Agreement.
- Deutsche Welle (Germany's international public broadcaster) internship program, with current Australian intern Andrea Nierhoff from SYN90.7 FM at DW in Bonn.





13 STATIONS BROADCASTING UNIQUE DIGITAL RADIO SERVICES

**75%** OF ALL MEMBERS SAID THAT THEY ARE EITHER **SATISFIED** OR **EXTREMELY SATISFIED** WITH THE PERFORMANCE OF THE CBAA (Member Survey, 2014)





THE CBAA CONTINUES TO UNDERTAKE
RESEARCH ON BEHALF OF THE COMMUNITY
BROADCASTING SECTOR IN THE FORM OF ITS
NATIONAL LISTENER SURVEY, MEMBER SURVEY
AND COMMUNITY RADIO NETWORK SURVEY.

- · Queensland University of Technology (QUT) digital storytelling research. For the last four years, the CBAA has partnered in a research project that has been investigating the ways in which communities make use of co-creative media methods for a variety of digital storytelling purposes. The research project which is concluding up at the end of 2014 is concerned with storytelling as a social practice, not just an individual capacity, that helps to generates novel solutions to social problems, and the role of community media and arts in building this social capacity.
- 3CMedia scholarly e-journal, with a special edition highlighting the QUT research to be published in 2015.

CBAA Board members and staff have participated in sector conferences and events throughout the year including the 3rd AMARC Asia Pacific Regional Conference and Assembly held in December 2013 in Korea, ACAB Conference 2013, SACBA, AICA, CMA and NEMBC conferences.

and other events such as Voice Of The Community and BIGSOUND.

This year, the CBAA also

established the Community Broadcasting Roundtable, which brings together the six community broadcasting Sector Representative Organisations (SROs) and the Community Broadcasting Foundation (CBF) to identify and advance issues of mutual interest. The Roundtable identifies and discusses sector needs, emerging issues, policy positions, funding requirements and joint advocacy initiatives. It is a key element in the CBAA's strategy to provide effective sector leadership and advocacy, and provide an appropriate process for the sector to work on policy and development issues. Roundtable discussions act as an important consultation mechanism for the CBAA and impact on the development of policies and actions relevant to the sector.

#### SECTOR RESEARCH

The CBAA continues to undertake research on behalf of the community broadcasting sector in the form of its National Listener Survey, Member Survey and Community Radio Network Survey. The latest full wave of data was released in late 2013 and is available on the **CBAA website**. The next biennial full report is to be released in late 2014. The Member and Community Radio Network Surveys help to inform how the CBAA can best support community broadcasters and promote the sector as a whole.

#### **INFRASTRUCTURE**

The CBAA supports the community broadcasting sector through the provision of infrastructure and technology services, including transmission and content delivery infrastructure. The CBAA's Digital Radio Project is operating services and infrastructure to enable 37 metropolitan-wide community broadcasters to provide digital radio services across five capital cities: Adelaide. Brisbane. Melbourne, Perth & Sydney. These broadcasters provide a diverse mix of cultural and specialist talks, educational, music, Indigenous, print-handicapped, youth, seniors, ethnic and faith-based services, which contribute to much needed

free-to-air digital media diversity.

The Digital Radio Project infrastructure includes the operation of a data layer which enables stations to broadcast images and text. Stations are utilising the data layer to broadcast program related information and promote fundraising activities such as radiothons.

Earlier in the year, the CBAA established its Content Distribution Hub, which enables the BBC, Radio for the Print Handicapped and Hope Media services to be distributed via the new VAST satellite system. The launch also saw the rollout of new receiver equipment to subscribingstations.

Development of an enhanced Digital Delivery Network (DDN) continued and implementation will see improvements to CRN for program-makers, and the programming options available to end-user stations. With new DDN equipment to be delivered to stations, improved functionality will allow for the batch delivery of multi-edition programs, timeshifted broadcasts to difference time zones, enhanced capabilities for the display of program-related images, and many additional features.

#### **PLANNING & DEVELOPMENT**

The CBAA strives to work with all levels of government to ensure a continuing vibrant, creative, culturally diverse and sustainable community broadcasting sector.

The CBAA Board is undertaking ongoing work in nine key priority areas. The priority areas are:

- 1. Government advertising
- 2. ACMA and regulation
- 3. Digital radio
- 4. Regional and rural station development
- 5. Alternative and increased funding opportunities
- 6. Copyright
- 7. Student Services and Amenities Fee
- 8. Spectrum management
- 9. NBN as an opportunity for community radio

This year, activities included:

- Establishing the position of Policy and Advocacy Officer in September 2013.
- Implementing a more focussed and proactive approach to ongoing political engagement with federal politicians.
- Encouraging member stations to connect with their local MPs.
- Making a submission in response to the Department of Communications review of Digital Radio.
- Submitting a letter supporting the Minister for Communications call for suggestions to remove or alter defunct or unnecessarily restrictive legislation. The CBAA is also preparing a submission.
- Submitting a letter to the Commission of Audit calling

- for maintenance of the current level of Federal Government funding and meeting with Minister Turnbull on this matter.
- Making a submission in response to the ACMA Contemporary community safeguards inquiry issues paper
- Making a submission in response to the Senate inquiry into the effectiveness of current regulatory arrangements in dealing with the simultaneous transmission of radio programs using the broadcasting services bands and the Internet ('simulcast').
- Launching the "Commit to Community Radio" campaign to draw attention to the possible effects of the funding cut Federal Government's National Commission of Audit.
- Offering support and resources to ACTA as they negotiate for a place on the digital TV spectrum.
- Establishing the Community Broadcasting Sector Roundtable
- Facilitating ongoing sector research via the Station
   Census and National Listener Survey

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BROADCASTING ON AIR VIA DIGITAL TRANSMISSION INFRASTRUCTURE PROVIDED BY THE CBAA

25,000 BROADCASTER ORDERS VIA AMRAP'S AIRIT SERVICE TO DATE



**25,000** ORDERS





# ENABLING THE PROMOTION OF THE VARIOUS ARTS WHICH ARE PROMOTED THROUGH COMMUNITY RADIO AND TELEVISION, AND ENCOURAGING THE PROMOTION AND DISTRIBUTION OF AUSTRALIAN MUSIC FROM THE AUSTRALIAN MUSIC RADIO AIRPLAY PROJECT (AMRAP)

Community broadcasting helps provide a voice to groups that aren't adequately serviced by other broadcasting sectors, including Australian musicians and arts communities. Two of the CBAA's core services, the Community Radio Network (CRN) and Australian Music Radio Airplay Project (Amrap), are instrumental in this.

Amrap's music distribution services have contributed directly to the rise in Australian music airplay across the sector over the past five years. A number of milestones have been reached in 2014, including adding the 4000th Australian musician to the Airlt music distribution service.

Critically acclaimed musician
Dan Sultan was named as
the first Community Radio
Amrap Ambassador this year.
The Ambassador program
recognises Australian artists who
are consistently supported by
community radio through Amrap.

CRN helps deliver a selection of the sector's best programming to stations all over the country. This includes many specialist music programs from country music (Good Morning Country) to Indigenous hip hop (Indij Hip Hop Show) to jazz (A Jazz Hour; Jazz Made In Australia) and live music (Live Delay; Recorded Live).

CRN programs also cover other areas of the arts including cabaret, poetry, literature and more, with programs such as *Arts Alive*. *No Brow* and *Writers' Radio*.

3%

AUSTRALIAN MUSIC
AIRPLAY ACROSS
COMMUNITY BROADCASTING
SECTOR UP 3% IN 5 YEARS



**37%** OF THE COMMUNITY RADIO AUDIENCE LISTEN FOR **SPECIALIST MUSIC** 



250,000TH MUSIC FILE DISTRIBUTED FOR AIRPLAY VIA AMRAP'S AIRIT



# PROMOTING THE CREATION AND DISTRIBUTION OF RADIO PROGRAMMES THROUGH THE COMMUNITY RADIO NETWORK, INCLUDING NEWS, TALK, MUSIC AND ENTERTAINMENT PROGRAMMES

By augmenting their own local programs with high-quality national content from the CBAA's Community Radio Network, stations broaden the variety of programming offered to their listeners, and are recognized as a vital part of a country-wide network of creative broadcasters.

This year has seen continued growth of CBAA flagship national weekday programs such as *Good Morning Country*, the current affairs magazine *The Wire*, and daily bulletins from the *National Radio News* service, along with many other specialist music and talks programs of national relevance.

With its successful program delivery rate consistently exceeding its target of 99%, and weekly email updates providing essential information about the latest programming choices, the CBAA's Community Radio Network continues to play a vital role in content exchange and augmentation for many community stations across the country.

The CBAA's National Documentary and Features Competition aims to encourage and improve storytelling by new and emerging producers around Australia. 12 community radio producers were chosen in late 2013 to produce a new original radio documentary or feature, and be paid for their work. They're receiving free mentoring through the Community Media Training Organisation and their work will be heard around Australia on community stations from October 2014.

During the past year, the CBAA has implemented several substantial improvements to the CRN, both in technical delivery and content development. With the establishment of a second

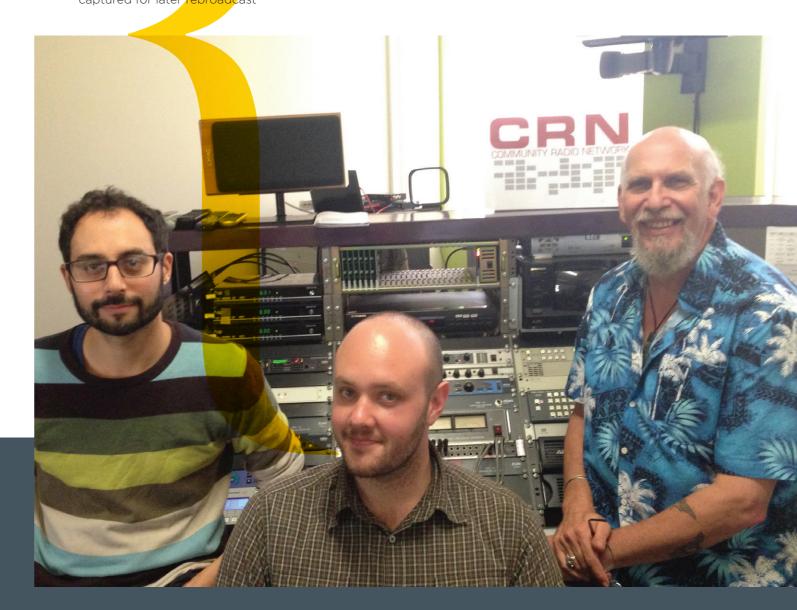
WITH THE ESTABLISHMENT OF A
SECOND CHANNEL - CRN2 - STATIONS
ARE NOW BEING OFFERED A
CONTINUALLY GROWING NUMBER OF
SPECIAL BROADCASTS...

channel - CRN2 - stations are now being offered a continually growing number of special broadcasts, including long-form live coverage of music festivals and other important cultural, entertainment and sporting events. Either taken live or captured for later rebroadcast

through the Digital Delivery Network (DDN), individual stations can access either a portion or the entirety of these special broadcasts, as suits their own programming schedules.

The most recent annual CRN Station Survey has indicated that

80% of users are either 'satisfied' or 'very satisfied' with the service and has provided valuable information regarding stations' use of individual CRN programs.





**80%** OF USERS ARE EITHER '**SATISFIED**' OR '**VERY SATISFIED**' WITH THE CRN SERVICE



SYDNEY: Level 3 44-54 Botany Road Alexandria NSW 2015

MELBOURNE: Abbotsford Convent, Studio C1.11, 1 St Heliers Street Abbotsford, VIC 3067

www.cbaa.org.au www.facebook.com/communitybroadcasting www.twitter.com/CBAA

ABN - 92 003 108 030