

Community Broadcasting Association of Australia

48th Annual General Meeting

Minutes

Minutes of an online meeting of the 48th Annual General Meeting of the Community Broadcasting Association of Australia held on Thursday 26 November 2020, commencing at 5.30pm (AEDT).

1 Meeting Opening

The CBAA President, Phillip Randall declared the meeting open at 5.30 pm and noted a quorum was present.

He acknowledged the Traditional Owners of the lands, and paid respect to the Elders past and present.

The chair confirmed that the CBAA Board had decided to withdraw the special resolution to amend the CBAA Constitution submitted for consideration at the AGM. Whilst there was considerable support for the changes as demonstrated through the consultation process earlier this year, the Board agreed that the virtual nature of this year's AGM would make it difficult for a robust debate with a range of diverse views on the substance of the proposals. A copy of the email sent to members in advance of the meeting is attached as attachment F.

2 Attendance & Apologies

A complete listing of attendance, proxies and apologies is attached as attachment A.

3 Minutes of the 2019 Annual General Meeting

It was noted that copies of the previous AGM minutes were distributed with the notice for meeting and that in accordance with Corporations Law, the Minutes of the 2019 AGM were confirmed as a true and correct record by the Board and signed by the President, Phillip Randall on 6 December 2019.

4 Elections

Video addresses of the candidates for CBAA Vice President and Ordinary Directors Ron Coffey (Yass FM and QBN FM), Peter Rohweder (4MBS and 4RED), Jacquie Riddell (Hope Media and Eastside FM), Anne Frankenberg (3MBS and 3PBS), Quinn Glasson (6SON and 6RTR), Noelle McGeoch (Radio Northern Beaches and Hope 103.2), Hannah Rogers (Hobart FM and 4ZZZ) and Anna Schinella (2RES and 2RSR) were played.

5 Report of the President and Chief Executive Officer on behalf of the Board for the financial year ended 30 June 2020

The President noted that the Annual Review and the Audited Financial Report were distributed to members and published on the CBAA website on the 5th of November 2020.

The President, Phillip Randall addressed the AGM (see attachment B for transcript) followed by the Chief Executive Officer, Jon Bisset (see attachment C for transcript).

Michael Garcia (CBAA's Auditor) addressed the AGM regarding the changes in Accounting Standards (see attachment D for transcript).

6 General Questions for the Board and Management

The President invited questions from members. The questions and answers including those received in advance of the meeting are attached (see attachment E).

7 Announcement of Election results

The President, Phillip Randall announced the results of the elections.

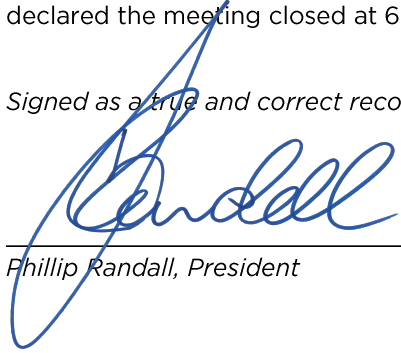
The President announced that:

- Jacquie Riddell is elected as the Vice President of the CBAA Board for a term ending at the end of the 2022 CBAA AGM.
- Anne Frankenberg is elected as CBAA Ordinary Board Member for a term ending at the end of the 2022 CBAA AGM.
- Quinn Glasson is elected as CBAA Ordinary Board Member for a term ending at the end of the 2022 CBAA AGM.
- Hannah Rogers is elected as CBAA Ordinary Board Member for a term ending at the end of the 2022 CBAA AGM.

The President announced that Gabby Andolfatto from Edge Radio had been recommended to the Board for consideration as Youth Representative. The appointment will be considered at the December meeting of the Board.

The President thanked everyone for their attendance and contribution and as there was no further business declared the meeting closed at 6.21 pm.

Signed as a true and correct record as authorised by the CBAA Board of Directors.



Phillip Randall, President

15th May 2021

Date

Attachment A- Attendance List

Attendees

Peter Hounit (Good News)
Chris Harding (2BACR)
Dave Houchin (Triple R)
Peter Thomas (Golden Day)
Hannah Rogers (Edge Radio)
Meredith Walters (103.9HopeF)
Ian Wright (90.1 Happy)
Sandra Walsh (Triple Y)
Nikki Brogan (FBi Radio)
Sharon Cottle (Radio Nort)
Natalie De Silver (2RRR)
Phillip Randall (Hope 103.2) (Chair)
Grace Pashley (4ZZZ)
Werner Egger (Rhema FM 9)
Rachel Kirby (3CR)
Rob Meaton
Quinn Glasson (Curtin FM)
Lisa McLean (2MCE)
Stephen Ingram (Bunbury Co)
John MacInnes (3 WAY FM G)

Fionna Allan (MAINfm)
Troy Sincock (5MBS)
Carol North-Samardzic (89.3 FM 2G)
Jarrod Graetz (89.9 TheLi)
Martin Walters (2SER)
Tony Smythe (89.7 Easts)
Mark Edwards (Capital Co)
Adam Stokeld (Highland FM)
Gary Thorpe (4MBS Class)
Jim Jacob (City Park)
Craig Cracknell (Hobart FM)
Evrin Sen (SYN Media)
Andy Colvin (2BOB RADIO)
Ange Barry (JOY 94.9)
Craig Wright (Plenty Val)
Simon Mirauda (RTR FM)
Bob Rau (North West)
Phil Ruck (3MDR)
Ron Coffey
Nathan Brown

Non-voting Attendees

Jon Bisset
Jacquie Riddell
Meg Butler
Maddy Macquine
Jo Curtin
Alastair Ling
Emma Ramsay
Glen Burns
Juliet Fox
Emma Hart
Gabrielle Andolfatto
Kath Letch
Narelle McGeoch
Jessica Hermosilla
Rowena McGeoch
Nicola Joseph

Michael Garcia
Simone Renckens-Zuethoff
Holly Friedlander Liddicoat
Sharmaine Spencer
Anna Schinella
David Sice
Rachel Rees
Natalie Pozdeev
Victoria Rouse
Andrew McLellan
Anne Frankenberg
Jenni Klaus
Peter Rohweder
Jim Parish
Molly George

Proxies

Jennifer Hendriks (Tribe FM 9)
Ron Coffey (QBN FM)
Nathan Brown (Rhema FM 8)
Phillip Randall (Juice 107.3)
Stephen O'Doherty (99.9 LiveFM)
Martin Walters (2XX)
Rob Meaton (Great Lake)

The following proxies were allocated to the Chair:

- CROW FM
- Meander Valley
- 3MDR

Apologies

Tom McGhee (3BBR-FM)

Merrin de Caux (Tribe FM 9)

Yvette Latu (QBN FM)

Bevan Jones (98.5 Sonsh)

Samual Harrison (Phoenix FM)

James Ardill (Rhema FM 8)

Ken Pridmore (Juice 107.3)

Adrian Gibbs (2XX)

Chris Corcoran (CROW FM)

Sancha Donald (2RPH - Syd)

Tee Johnson (103.9 Trip)

Shayne McBride (Great Lake)

Tania Paul (Wild Horse)

John Kenzey (Meander Vlleya)

Madeline Scarfe (Kiama Community Radio)

Kathy Shields (EAR Inc)

Attachment B – President Phillip Randall’s Speech

The Annual Review and the Audited Financial Report were distributed to members and published on the CBAA website on the 5th November.

Members have been given the opportunity to ask questions in advance of this meeting and we have endeavoured to answer as many of those questions as possible in advance and members can view them on the Q&A tab of the AGM portal.

We have also incorporated as many of them as possible in my and the CEO’s comments.

Of course, members will have an opportunity after Jon and I have delivered our remarks to ask any further questions you may have about the Annual Review, Annual Report or indeed any other matter of relevance to the CBAA’s operations.

Thanks

Firstly, I would like to extend my gratitude to everyone involved in the hundreds of community radio stations around Australia who strive to contribute to an inclusive, cohesive and diverse Australia,.... who pursue democracy, access and equity,who support and develop local arts and musicand who invite with open arms those who want to join them in this great sector we share.

Without a doubt this year will go down as one of the most challenging times ever for our communities. Yet, it has showcased the vital work community radio does during a crisis.

Community radio stations continue connecting people through drought, bushfires, and now a pandemic. As the sector’s peak body, the CBAA is proud of our members’ work and will continue supporting stations to meet their communities’ needs.

I am also proud that throughout, the CBAA team, under Jon Bisset’s leadership has worked with government and partners to get the most up-to-date information out to stations as quickly as possible.

But as we know, the pandemic came off the back of the horrible summer of bushfires.

Over 80 community radio stations broadcast in fire-affected areas or to fire-affected communities, and when power, internet and mobile reception went down.... community radio stations played a critical role in delivering hyperlocal information on fire threats, road closures and available community evacuation and relief services. After the fires subsided, stations played, and continue to play, a vital role in sharing mental health and recovery information and helping with fundraising efforts for local community groups and those in need.

I would like to take this moment to recognise the amazing work undertaken by the community radio sector’s workers and volunteers, and thank them for the support they have given their communities and, each other.

Community radio is critical in these times - as a source of news, information and connection - and I don’t think we’ve ever been more important.

The CBAA recognises the increasing effects of natural disasters and COVID-19 on our sector - and equally, the increasing role the sector is playing throughout to inform, educate, comfort, and inspire. We are committed to continuing to work with the Federal Government to maintain and enhance the sector’s current funding levels beyond what is allocated in the Forward Estimates.

Ensuring funding stability beyond June 2021 is vital to maintaining current sector-wide projects, planning, and optimising the impact of community broadcasting stations.

Strategic Plan Refresh

At last year’s AGM I reported that the CBAA Board on behalf of its members had been focused on a refresh of the CBAA strategic plan. Our regular refreshes ensure our strategic plan is dynamic and responsive to the changing environment and current and future opportunities.

The CBAA aims to help community radio stations solve their biggest challenges.

Your Board believes we will ultimately be successful if we help you, our members, to be more effective in what you do and deliver to your audiences

Our aspirations for the sector and stations are for:

FirstlyA supportive regulatory environment

We want to ensure that regulatory frameworks allow stations to best serve their communities in a way that is financially stable and viable, ensuring stations have the autonomy they need to do so.

As a result of CBAA advocacy, we have recently been advised that the Minister is pursuing a significant body of work in relation to the operating environment for community broadcasting. There are two parallel processes underway – one that relates to regulatory reform and a second in support of securing funding for the sector that will allow us to continue to operate with certainty and deal with additional costs associated with our key initiatives like digital radio and to help our sector recover from the impacts of COVID-19.

We now have a confirmed opportunity available to us to bring together the critical component parts that determine our future success those being policy, regulation and industry.

I am confident we will soon be able to share more details with you.

Secondly ...A future focus

The media industry is experiencing rapid change – and it's affecting everyone including community broadcasters. We need to look to the future and the CBAA needs to support you all in the changes that need to be made to ensure you not only survive but become even more relevant to your community.

In January 2020, the CBAA was awarded funding for a Community Media Multiplatform Distribution Project by the Community Broadcasting Foundation.

Funding support over the next four years will enable community radio stations to provide Australian community media audiences with personalised digital experiences that allow them to enjoy and engage with content regardless of where they live, the time of day or their preferred device.

ThirdlyStrong Organisations & Adequate resources

The not-for-profit nature of the community broadcasting sector is an enduring and defining strength – and we want to ensure that stations are best equipped to further their objects, be responsive to opportunities and strengths, and flexible in the face of digital disruption.

We need to ensure community radio stations are strong and have adequate resources.

It's been a hard year with multiple extreme external factors putting pressure on revenue generation – from the COVID crisis, to bushfires, droughts, NDIS changes and digital disruption affecting traditional organisational models – the list goes on.

Operating costs for community radio stations continue to rise – such as for transmission site operating expenses and staffing costs and streaming costs.

That's why the CBAA is advocating for an increase in funding available to stations through the CBF for development and operations – looking to double what's available for Development and Operations grants to \$10 million to ensure stations remain viable, sustainable and can raise to the challenges and opportunities presented to them

Fourthly....ensure that the Sector is trusted and well known

This is an exciting time for community radio – as we play a pivotal role in the changing media landscape, safeguarding local news, information and reporting, and being the true voices of our community. We need to continue to be trusted.

As a consequence of the amazing work stations have done during last summer's bushfires, COVID 19 and their ongoing work - Governments, philanthropic partners, supporters, and of course our listeners are singing stations' praises.

Stations' tireless work – whether broadcasting through fires or providing accurate and timely Government health information – is valued and recognised.

Audience and participation growing

And finally, the Board wants to see your audiences continue growing from the nearly 6 million listeners per week and the participation growing from the current 24,000 volunteers.

Conclusion

Community broadcasting is more important than ever. The past 12 months have only served to strengthen that statement.

My thanks to the CBAA team, under CEO Jon Bisset's leadership. They have gone above and beyond in this challenging year to provide to you all the support you needed to continue broadcasting.

And they have done this whilst mostly working remotely! Your positive feedback on the work the staff have done is very much appreciated.

Thank you again to our dedicated board, loyal and engaged members, the Community Broadcasting Foundation and other sector organisations and our partners and sponsors.

We look forward to continuing to work together to champion, support and build upon community radio in the New Year.

I will now hand over to our Chief Executive Officer, Jon, to say a few words on the operations of the CBAA and the audited Financial Report for the financial year ended 30 June 2020.

There will be an opportunity for questions following Jon's report.

Attachment C – CEO Jon Bisset's Speech

Thanks Phillip, for the opportunity to provide this update.

I'd like to begin by acknowledging the Traditional Owners of the lands on which we meet and pay my respects to Elders past and present.

As I said a few weeks ago at the CBAA Conference, its been one hell of a year. With natural disasters and of course COVID-19.

I don't need to tell you how Bushfires and COVID have affected community radio stations – you all have lived it every day and I'm proud of how everyone is creatively responding, pulling together and collaborating. In recent conversations with members I can see that many are feeling a sense of exhaustion and "Coronavirus Fatigue".

It really has been a year like no other, we have all had to adapt, manage culture and changing team dynamics. Unfortunately we don't have a crystal ball or end point in sight. I know the majority of you are now looking towards 2021 and what this might hold... the questions are endless and we are still operating in an environment of uncertainty.

However, the need for local and regional information is greater than ever with regional media closing and centralised media conglomerates producing syndicated generic content.

Vibrant, thriving community-owned and operated, independent media is even more critical to our wellbeing and our democracy.

What I really love about this job is talking to members and hearing about their stations. I've visited well over 100 stations – so many I've lost count and I speak to many every week.

Feedback through these conversations is so important to informing us on how the CBAA can help you do your jobs better – and that is the reason we are here.

We have spent a lot of time this year listening to and consulting with stations. These conversations feed into our knowledge and deep understanding of the community radio sector, gives us insights into your challenges and concerns, as well as an evidence base for solutions.

Needless to say, we don't get it right every time and it's important to find out where we can improve. But I'm pleased to say the vast majority of members are satisfied with the job we are doing. The member survey we've recently undertaken shows our highest levels of satisfaction since these surveys began and there are less than a handful of unsatisfied members.

I've been particularly pleased with the significant feedback Board members and I have received from stations about how we are doing and how we are engaging across our broad and extremely diverse membership.

We now support and are supported by our largest membership ever. We are proud to represent 90% of permanently licensed community broadcasters.

To continually improve how we engage our members and stakeholders, we are currently working on a new stakeholder engagement framework and I look forward to seeking input on its development in the new year. I won't go through the details of the last year – they are outlined in our annual review which I encourage you all to read.

Finances

I'll talk briefly about the CBAA Annual Financial Report.

The CBAA finances are currently in a healthy state. Changes to accounting standards have however significantly impacted the way we report and manage our finances. These compulsory changes are impacting the broader non-profit sector and significantly change the income recognition requirements.

Simply this means that where, in the past we used to not recognise – for example, CBF grant income that we received in advance until we had to use it – we now have to recognise it on receipt. The annual financial report includes an explanation of the changes and its impact.

The effect of this is that in 2019/20 the CBAA is showing a large surplus, however, in 2020/21 we are anticipating a large loss.

The Auditor Michael Garcia will speak briefly about this and his audit shortly.

Despite these changes the CBAA had a solid year financially, we achieved an operational surplus of \$220,000, taking our unrestricted reserves to a little over \$1.1 million. The remainder of our reserves – are being held for specific purposes in accordance with grant requirements.

Whilst this may sound like a lot, in reality it would keep us operating for less than three months if revenue was to stop. The Board strategy is to continue to build a strong position for future years – and there is more detail on the CBAA's reserves policy in the Financial report.

There are full details of our financial results in our annual report which is available on our website and in the AGM portal. I welcome any questions you have at the conclusion of my address.

As I mentioned, the Auditor, Michael Garcia who is has given the CBAA a clean bill of health is here to answer any questions you may have – please send them through using the Q&A portal.

Conclusion

I want to thank President, Phillip Randall and Vice President Jacquie Riddell for their mentorship, advice and support over the past year as well as all the other members of the Board of Directors. Thank you.

I'd particularly like to thank Dan and Molly for their support and contribution to the CBAA as they finish their terms. I will certainly miss their input at our meetings.

I also want to thank my dedicated and hardworking management team and staff who go well above and beyond. It's not been an easy year. I am very grateful for the passion and experience they bring to work every day.

In such a challenging year, to have ended the year with results as strong as we have is a great tribute to the organisation, its resilience and many strong partnerships.

And of course, the CBAA is here to serve its members. Thank you for all that you do and for your continued support of the CBAA.

CBAA is here for you, and our commitment to providing the support and services you need to run your organisations is unwavering.

Thank you.

Attachment D – CBAA Auditor Michael Garcia’s update on the changes in Accounting Standards

There have been a number of significant changes in Accounting Standards during the 2020 year, which members may be aware of with respect to their Stations, but I would like to run through the impact of these to CBAA briefly.

AASB 15 and AASB 1058 are the new Revenue Standards, which have a much larger impact on CBAA, as well as many charities generally.

AASB 15 Revenue from Contracts with Customers, deals with the accounting treatment of income in a commercial setting, specifically where income corresponds with a performance obligation.

AASB 1058 Income of NFP Entities covers all other income that would generally be received by charities, and there is a major shift in income recognition policies because of these Standards.

An assessment was performed on the income streams for CBAA, with particular focus on the grant funding received, as these represented the majority of revenue for the year.

It was found that the majority of funding from CBF would fall under AASB 1058, as the performance obligations were not sufficiently specific. The wording of the agreement was more focused on Outcomes to be achieved, rather than specific Activities.

This means that income that would previously have been carried forward as a liability at year end, until it was fully expended or acquitted, is now being recognised in the year received.

In the 2020 Financial Statements, this amounts to approx. \$3 million of revenue now being recognised, with \$2.3 million of prior year unexpended income liabilities being recognised as income direct to Members Funds, and \$670,000 being recognised as income through the Statement of Surplus or Deficit.

CBAA have tracked this through the creation of a Restricted Funds Reserve, which can be found in the Statement of Changes in Equity (pg. 18), and Note 15 (pg. 35) to the Financial Statements.

This will allow the Board to track these restricted funds across different financial years. It is important to also understand that a surplus in 2020 will also see a corresponding deficit in future years, as these funds are expended for the purpose they were received.

In our opinion the financial report gives a true and fair view of the Company’s financial position as at 30 June 2020, and of the performance for the year.

The report also complies with Australian Accounting Standards, and the reporting requirements as set out by the ACNC.

We would like to thank Jon and the team at CBAA for their cooperation and assistance throughout the audit.

Attachment E – Questions and Answers

I would like to thank the CBAA for the amazing job that they have done supporting stations during COVID. Keep up the great work! Jon ran a great zoom call with some similar stations a month or two ago – it was great to share experiences with other stations. Will you be running these again?

Thanks for your kind words. The sessions to which you refer have been extremely well received. We conducted 7 of them in recent weeks with 5-20 stations at each session. We certainly covered a lot of ground in each and conversations like these are always invaluable in informing CBAA's work. We are planning to conduct sessions like this across 2021 and like before group similar stations together so that discussions can occur on common issues and challenges.

We are finding that streaming costs have gone up exponentially during COVID with more people listening. Can the CBF maybe provide funding to pay for these costs?

Thanks for the question. In relation to CBF funding we recommend that you chat to one of the CBF Grant Support Team members (email: grants@cbf.com.au) about how CBF funding can support your station.

Your station is not alone in experiencing increased streaming costs. To assist stations the CBAA and Triton Digital have partnered to offer community radio stations robust and affordable audio streaming, on-demand and podcasting solutions. You can get detailed information about this on the CBAA website (<https://www.cbaa.org.au/broadcasters/audio-streaming-demand-and-podcasting-solutions>) or by calling Andrew Morris, the CBAA's Online Products & Services Manager on 02 9318 9629.

Why has 10 years been chosen as the maximum tenure? Why not shorter like 6 years?

Thanks for your question. It is a good idea for a director's tenure to be limited to encourage renewal. In making this proposal the Board has considered how the mix of tenure on the Board might affect the retention of institutional knowledge. If too many directors are really new, this can result in the loss of important history and context, which helps the Board to make good decisions. Directors also play an important role in mentoring their peers and so it is important that new directors can work with, and learn from, more experienced directors as part of their induction process. The CBAA operates in complex and often competing stakeholder environments. The regulatory environment is also complex. From experience it can take a new Board member, even someone involved in the sector for many years, 2-3 years to really get a deep understanding of the CBAA and community radio. By establishing a max tenure of 10 years it results in a good balance of new directors, directors with 3-6 years experience and a couple of longer term directors.

I'm wondering why 10 years was chosen as the maximum a person can be on the Board. I'm wondering if it should be longer?

Thanks for your question. Director tenure is an important factor to consider in determining the mix of skills, experience and personal qualities for a board. The interests of an organisation and its members are likely to be well served by having a mix of directors, some with a longer tenure with a deep understanding of the entity and its operations and some with a shorter tenure with fresh ideas and perspective. Board entrenchment is also a significant issue in the non-profit sector and convincing long-serving directors to retire from a board can be difficult where there is no policy or constitutional reason for doing so. Managing this 'difficulty' is one of the arguments for constitutionally set term limits. It is universally accepted that a limit of between 8-12 years is appropriate and the CBAA Board after considering the member consultation process, independent analysis and other advice recommends that 10 years is the optimal maximum term length for the CBAA.

Where is the conference next year?

A decision has not yet been made on the location for the 2021 conference. We anticipate making a decision on that early in the new year.

Of course there is still a lot of uncertainty in regards to COVID19 and that will be part of our considerations. We are also considering how we could conduct it as a hybrid conference, enabling greater participating but also ensuring that the fantastic networking that happens at conference continues. The most frequent feedback about this years virtual conference was that they missed having a beer at the bar!

How's the review of the Codes of Practice going?

The Codes of Practice Review continues – the CBAA is working on a draft to present to the broad sector for input. We appreciate that this process has been delayed, and COVID-19 has unfortunately impacted available resources. Thank you thus far to the Codes Advisory Committee, the Sector Roundtable, the CBAA Board, members that inputted via surveying and member focus groups for your initial input.

For community radio stations to continue best serving communities in a time of intense digital and physical disruption, stations need to be accurately regulated and empowered as not-for-profits. A regulatory framework that embeds and reflects best practice not-for-profit governance will ensure sustainability and viability. Feedback from members indicates that a one-size fits all approach no longer reflects best practice for the sector.

The CBAA is working on a draft Code that shifts towards a principles based approach – this means it enables a station to achieve the required outcomes in a way that is able to be tailored to the particular station. The CBAA is working towards outlining clear compliance outcomes, but not prescribing the way in which stations achieve the outcomes. To assist the stations that need, the CBAA is also working on developing a number of associated resources, policy and process templates and toolkits.

While the ethos of the Codes remains the same, the CBAA is reviewing and ensuring that the sector keeps in step with respect to

- digital disruption and the shifting media landscape,
- best practice not-for-profit regulation, and
- issues around misinformation, fake news, political advertising, and more.

You say in the annual report that regional extension is planned for DAB+ radio. Where and when will that happen?

DAB+ radio was initially introduced across 5 capital cities (Melbourne, Sydney, Brisbane, Adelaide, Perth) under a staged approach by the Federal Government. Canberra, Hobart and Darwin now have digital radio services operating as part of regional extension. The Gold Coast is a current priority with a Digital Radio Channel Plan recently released by the ACMA, while Mandurah south of Perth has now commenced DAB+. Planning discussions are currently focused around areas south of Brisbane and northern NSW, Sunshine Coast, and areas adjacent to the Sydney broadcast area including Newcastle, Wollongong, Gosford, Katoomba, Lithgow. Other regional areas under next stage consideration include Cairns, Murwillumbah, and areas of regional New South Wales, Victoria and Tasmania.

Will the auditor be at the AGM? I'd like them to explain the changed accounting standards

Michael Garcia, the Principal of Garcia Group Advisors, who are the CBAA Auditors will be in attendance at the AGM and will address the meeting on this issue and will be available to take questions.

What is the CBAA doing about the lack of government advertising that is coming to community radio station?

Parts of the community broadcasting sector are provided with access to Federal and State Government sponsorship in return for broadcasting particular campaigns – the current example being COVID-19 health messaging. The CBAA is aware that not all stations are being serviced by Government – particularly the Federal Government.

This year, the CBAA has campaigned on this issue, including it in our asks to Government for COVID-19 relief measures. The CBAA has met with the Federal Government's Master Media Agency, Universal McCann, and is continuing to work with the Minister for Communications, Cyber Safety and the Arts; his Department; the Minister for Finance; and several others, in regards to increasing the amount of revenue that reaches the sector.

The CBAA's believes that the Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities should include a clause that the Master Media Buying Agency should consider community radio in the placing of sponsorship spots. The CBAA was pleased that the former Minister for Finance recognised the impact of COVID-19, bushfires and drought on our regional broadcasters, and amended legislation to allow regional MPs to use their office expenses to purchase sponsorship on stations in their electorate. The CBAA recognises the unique role that State Governments play in purchasing sponsorship on stations and is currently exploring what advocacy can be undertaken to enhance State-based placement.

The CBAA has majority station buy-in from permanent licensees. I'm curious the primary reasons 'why' that figure is not 100% membership ? And what more can be done to encourage/achieve ALL MEMBERS status?

Thank you for your question. The CBAA's current level of membership is the highest level it has ever been and increasing the percentage has been a priority of the CBAA Board and CEO for a number of years. Eight years ago membership was ~78%. Research was undertaken to identify why stations didn't join and various strategies were put in place to grow membership to the levels it is at today. It is unlikely that membership will ever reach 100%. There are number of reasons for this with the key reason being cost. There is a balance to be achieved with setting membership fees at a level that is affordable yet provides enough revenue to deliver services that are valued by members. Membership is voluntary and therefore the onus is on the CBAA to demonstrate the value of membership - this will be a continuing priority for the CBAA.

Is there adequate representation of people on the Board that have first-hand experience of operating and understanding the present and future challenges faced by small sub-metro stations?

Having the right people around the table is critical to the effectiveness of a board. On a regular basis the CBAA Board reviews what skills Board members have, address shortages where that is possible within the confines of the constitution and forecast future needs. The CBAA quantifies and records the directors' skills and experience in a 'skills matrix.'

The CBAA Constitution also requires that, so far as possible, the Board should be representative of all states and territories of Australia and different types of Community broadcasting interests. Board members geographic location and "interests" are listed in each year's annual financial report and the notice of meeting outlines some considerations for members to consider in their decision making.

The 2019/20 Annual Report indicates that there is not currently any Director that is involved with a sub-metro station. This is however unusual with at least one board member having had sub-metro experiences in all but the most recent two years of the last 10 years. The huge diversity of the sector makes it near impossible for the board to have members with experience in all aspects of the sector. In recent years the CBAA has invested significantly in building its research and engagement capability to

ensure that it has high quality insights so as to understand the present and future challenges faced by community radio stations, including small sub-metro stations.

Attachment F - Email to Members

On Wed, Nov 25, 2020 at 1:06 PM Jon Bisset <jon.bisset@cbaa.org.au> wrote:

Hi ,

I hope you are well.

I'm emailing to let you know that the CBAA Board has decided to withdraw the special resolution to amend the CBAA constitution submitted for consideration at this week's Annual General Meeting.

Whilst there is considerable support for the changes as demonstrated through the consultation process earlier this year, the Board agrees that the virtual nature of this years AGM will make it difficult for a robust debate with a range of diverse views on the substance of the proposals.

I'll be back in touch in the new year around alternative processes to consider the proposed changes.

If you or anyone else at have any questions, please don't hesitate to give me a call on 0410 634 117 or via email.

Cheers

Jon

Jon Bisset

Chief Executive Officer

T: (02) 9310 2999 M: 0410 634 117



Community Broadcasting Association of Australia
PO Box 564, Alexandria, NSW 1435
www.cbaa.org.au



CBAA acknowledges Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders both past and present.