Community Broadcasting Sector
Financial Health of Community Radio Survey

For the 2015-2016 financial year

Report prepared on behalf of the CBAA
by Survey Matters

October 2017

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Introduction

The Community Broadcasting Station Census is a comprehensive research project that collects information and reports on the activities of stations in the Australian community radio sector.

The Community Broadcasting Association of Australia (CBAA) has been collecting Census information since 2003. This latest Census report covers the 2015/2016 financial year and is the eighth data collection.

In prior years, a single Census provided a snapshot of the community radio sector covering programming, program sources, finances, staffing, volunteers, subscribers, sponsorship, training and technology. In an effort to reduce the time required for stations to complete the census, the CBAA decided to split future Census data collection projects over three separate surveys.

<u>The three Census surveys cover:</u>

1. Infrastructure and Technology
2. Programming and Community Development
3. Financial Health of Community Radio Survey

This Census survey is focused on the Financial Health of Community Radio, providing information about the size, financial activity and economic contribution of the Australian community radio sector. The report is broken into three sections:

- Financial Information
- Sponsorship, Sector Support and Fundraising
- Employment and Volunteers

Methodology

Survey Distribution

The Community Broadcasting Station Census Survey was fielded between 12 December 2016 and 30 April 2017.

The survey was distributed via an email, inviting stations to complete an online survey. Invitations containing unique survey links were sent to the station managers or appropriate contacts at 342 long term and temporary licensed community radio stations on 12 December 2016, representing all community radio stations besides Remote Indigenous Broadcasting Services.

Five (5) reminder emails were sent to respondents who had not completed the survey. Several follow up telephone calls were also made to stations who had not responded. Paper surveys were sent to regional and remote stations who had not completed the survey to assist with participation. The survey remained open until 30 April 2017.

The survey questionnaire was designed by the CBAA, in conjunction with Think: Insight & Advice and Survey Matters. While several questions remain the same as prior survey waves, allowing comparison to prior years, many of the questions are new or have evolved to meet changing information requirements.

Results and Analysis

Representatives from 173 stations responded to the survey, from the distribution to 342 stations. In total, 23 paper surveys were received. This represents a 51% response rate.

Live data verifications and reconciliation checks within the online survey ensured that all completed online responses to the survey contained consistent data. Where minor inconsistencies were found in the paper surveys, or the data provided online was inconsistent with previous years, follow up telephone calls were made to verify the data and ensure more accurate reporting.

Responses received closely reflect the composition of the sector by the service area, or location, within which stations operate. When responses were reviewed by community of interest, however, there were some categories where a lower number of responses than required for accurate sector representation were received. Before analysing the results, data has been weighted to reflect the composition of the sector by both station location and category/community of interest.

Results were compiled in Survey Manager Panel software, and results were analysed in Marketsight statistical software. Overall after weighting, results provide a reasonably accurate representation of the sector overall. Projections have been made to extrapolate the survey data to achieve total sector results.

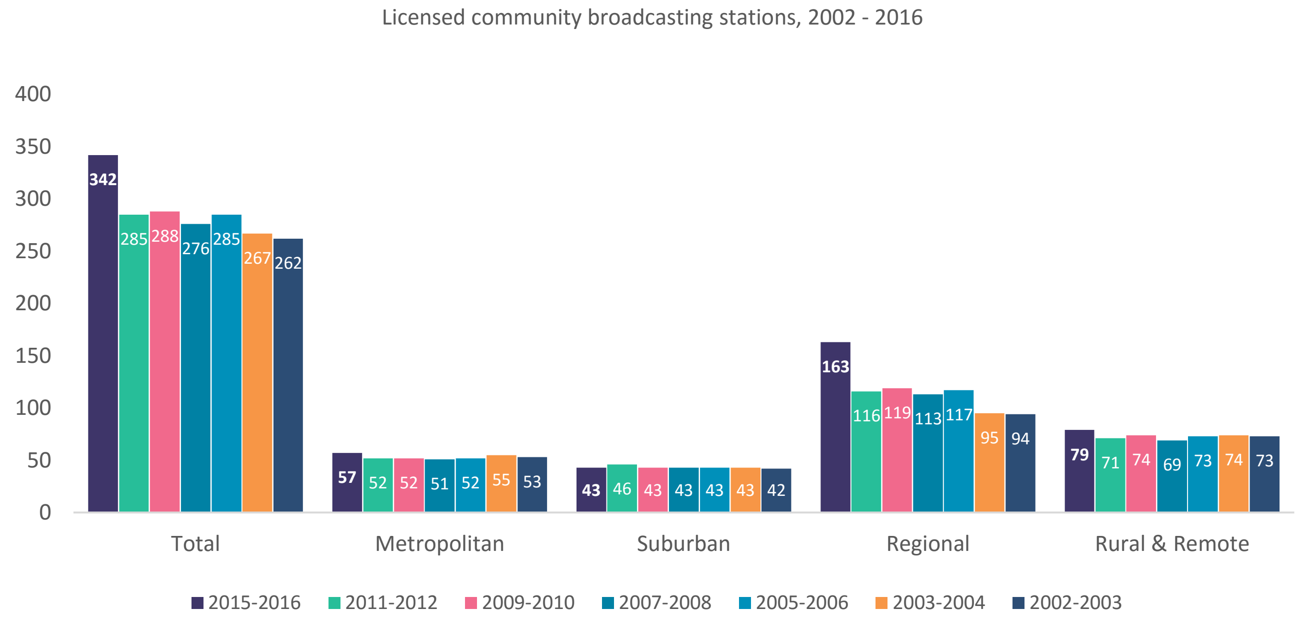
Where applicable, results are also presented in this report to show differences in station broadcasting based on the station's location or category/community of interest. Results for segments with small sample sizes should be treated with care.

Comparisons to prior survey waves are provided where questions remain consistent.

Sample

By also including temporary licensed (TCBL) stations in the sample, the number of community radio stations included in the census has increased from 285 in 2011-2012 to 342 in 2015-2016.

This change to the sample methodology has increased the number of regional stations included in the census from 116 to 160 in the same period. The number of stations in rural and remote areas included in the census has also increased, from 71 to 79 over the last four years.



Sample Statistics

Representatives from 173 stations responded to the survey, from the distribution to 342 stations. Before analysing the results, data has been weighted to reflect the composition of the sector by both station location and category/community of interest, as outlined in the table below.

Please note that due to the size of the sector, the overall sample for this study is relatively small and some segments contain very small samples. As sample composition can significantly affect reported values and impact reliability, where provided, data for the various station segments should be treated with care.

	Total	Metropolitan	Suburban	Regional	Rural & Remote
Population	342	57	43	163	79
No. of Responses	173	31	24	82	36
Weighted Sample	173	29	22	82	40
Response Rate	51%	54%	56%	50%	46%

	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
Population	7	6	3	222	31	14	39	11	9
No. of Responses	4	3	3	108	8	13	22	8	4
Weighted Sample	4	3	2	112	16	7	20	6	5
Response Rate	57%	50%	100%	49%	26%	93%	56%	73%	44%

Financial Information

The CBAA Financial Health of Community Radio Survey provides vital data about the size and scope of the community radio sector.

In the first section of the survey, stations were asked to answer questions about their revenue and expenditures. Respondents were asked to provide detailed information about their various sources of income, including government funding and grants, fundraising, and operating income. Details of their primary categories of expenditure, such as salaries and wages, copyright licence fees and transmission site operating expenses, were also sought.

Positively, sector income has increased significantly since the last census was conducted in 2011-2012. Community radio stations collectively generated $103,533,154 including CBF grants, in the 2015-2016 financial year. This represents an increase of 41%, or $30,143,206, over the last 4 years. Growth was most significant in donation, sponsorship and subscription revenue.

Reflecting the income growth in the sector, overall expenditure by the community radio sector has also increased significantly over the last four years. Stations collectively spent $102,799,110, or 99% of total income, on employment and other expenditure in the 2015-2016 financial year.

Income and Expenditure

TOTAL INCOME

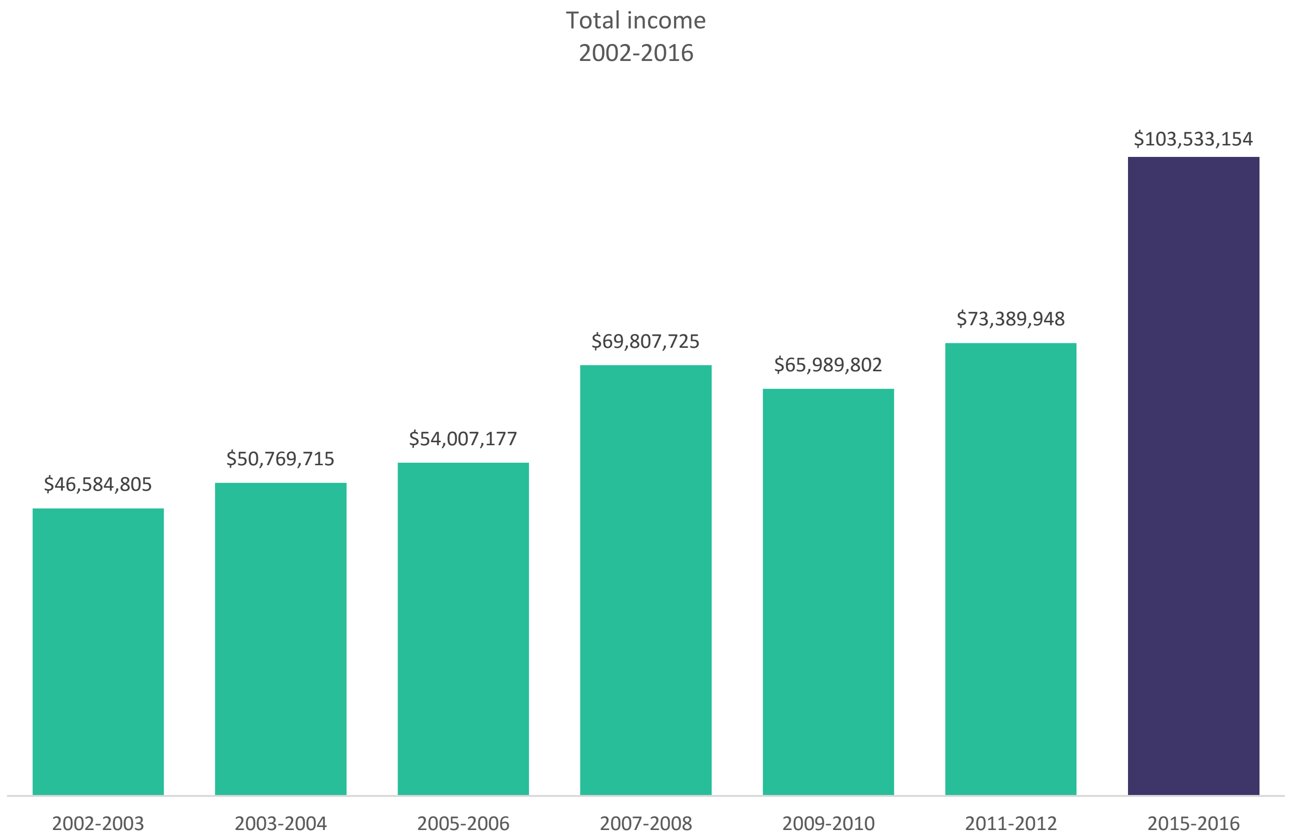
The first section of the 2016 Financial Health of Community Radio Survey asked stations to provide information about their income for the 2015-2016 financial year. Detailed information about stations' various sources of income, including government funding and grants, fundraising and operating income, was provided.

Sector income has increased significantly since the last census was conducted in 2011-2012. Community radio stations collectively generated $103,533,154, including CBF grants, in the 2015-2016 financial year. This represents an increase of 41%, or $30,143,206, over the last four years.

While it is important to note that the inclusion of 57 temporary community broadcast license holders in the sample has contributed to the increase in total income generated by the sector, as these stations reported significantly lower average income per station than permanent community broadcast license holders the effect is not significant.

Income growth was strongest across regional and metropolitan stations, with these stations reporting total income 84% and 47% higher than four years ago respectively. Rural stations also grew, while suburban stations reported income lower than in 2011-2012.

Youth stations experienced the most significant growth since the last Census, with income growing by 125% between 2011-2012 and 2015-2016. Significant increases in total income were also reported by religious stations, who reported income 82% higher than in 2011-2012. Growth was also seen amongst general, educational and seniors stations, while income fell amongst ethnic, fine music and RPH stations.



Q. What was your station's GROSS REVENUE in your most recent financial year?

INCOME BY LOCATION

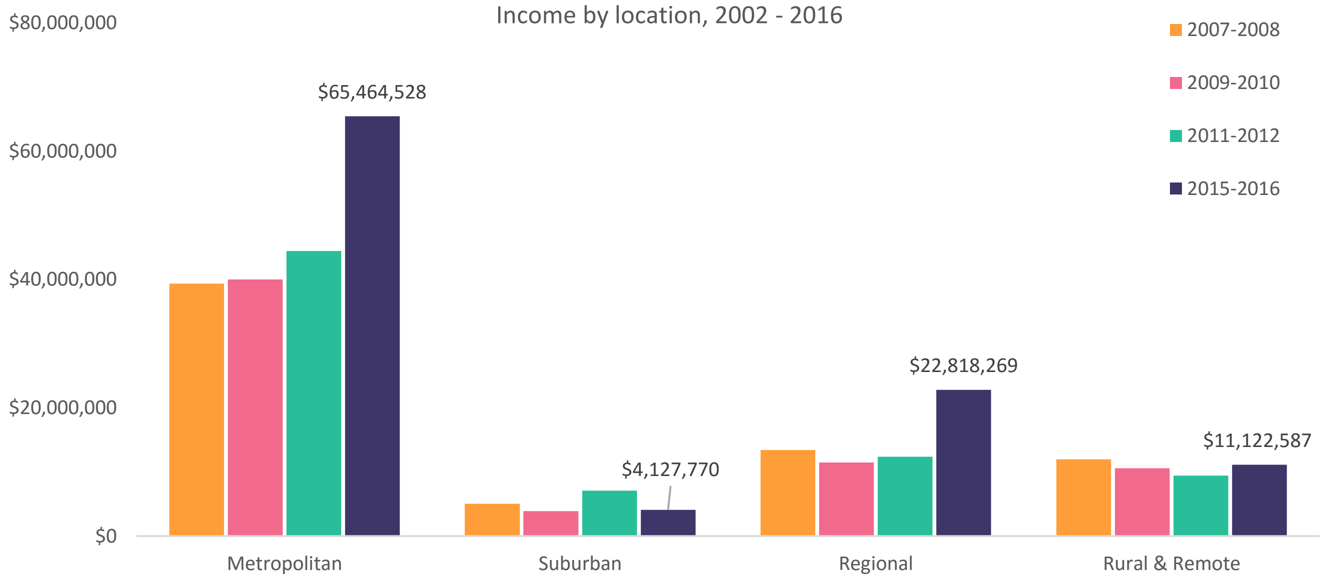
The chart below, which compares the income of stations located in metropolitan, suburban, regional and rural/remote areas, shows that the majority of sector income (63%) is generated by stations in metropolitan areas.

Regional stations reported the biggest increase in income, with total income for this group of stations growing by 84% since 2011-2012 to reach $22,818,269 in 2015-2016, or an average of $140,000 per station.

Income amongst metropolitan stations also increased significantly, to a total of $65,464,528, 47% higher than it was four years ago. On average, metropolitan stations generated $1,149,879 in income.

Reversing the trend of previous years, income also increased amongst rural and remote stations, albeit more moderately. Rural and remote stations generated $11,122,587 in 2015-2016. This compares to $9,444,820 in 2011-2012, an 18% increase, and represents $140,673 per station.

In contrast, suburban stations reported lower total income than in 2011-2012. Income amongst suburban stations fell by 42%, to $4,127,770.



	Metropolitan	Suburban	Regional	Rural & Remote
No of Stations	57	43	163	79
2015-2016	$65,464,528	$4,127,770	$22,818,269	$11,122,587
2011-2012	$44,443,561	$7,116,232	$12,385,336	$9,444,820
2009-2010	$40,010,999	$3,906,844	$11,508,187	$10,563,773
2007-2008	$39,358,405	$5,029,353	$13,430,808	$11,989,161

Q. What was your station's GROSS REVENUE in your most recent financial year?

INCOME BY CATEGORY

The chart below compares the income of stations servicing different communities of interest, and indicates that there has been significant variation in the experience of stations in different sectors.

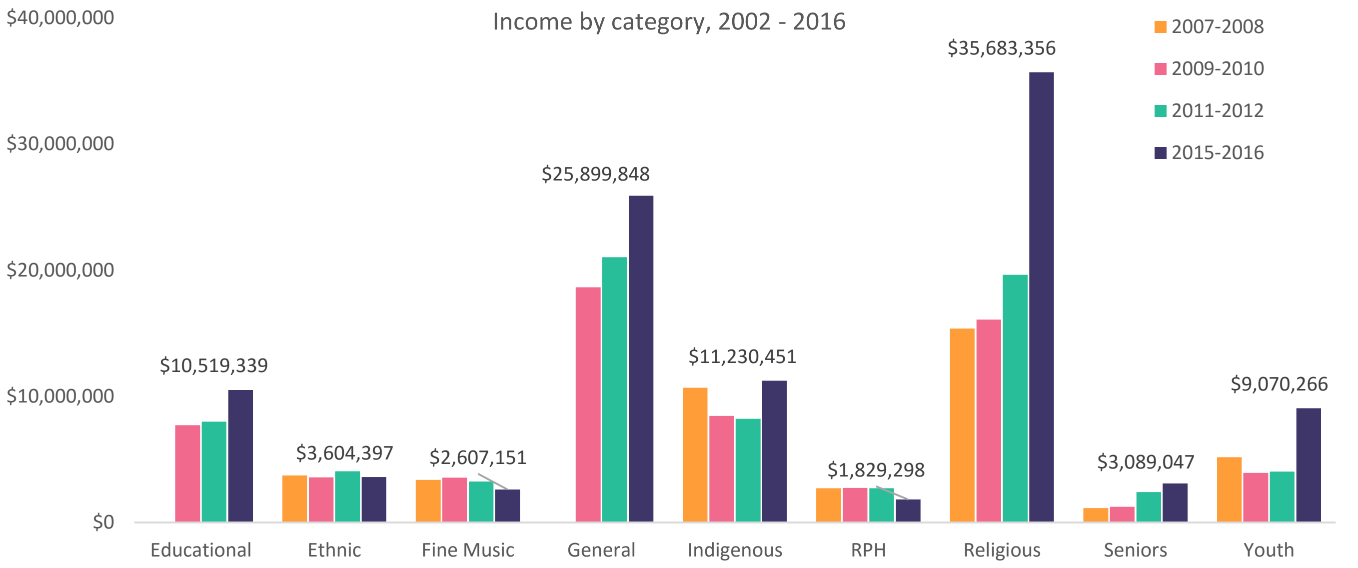
With the largest number of stations, a majority of income is generated by general and religious stations. General community broadcasting stations grew their income significantly over the last four years, to a total of $25,899,848 in 2015-2016. This compares to $21,043,331 in 2011-2012 and represents an average of $116,666 per station.

Religious stations also reported a significant increase in income, with total income for this group of stations growing by 82% since 2011-2012 to reach $35,683,356. This represents 34% of income generated across the entire community broadcasting sector. Religious stations reported average income of $914,959 per station.

Youth stations experienced the most significant growth since the last Census, with income growing by 125% between 2011-2012 and 2015-2016. Youth stations generated an average of $1,007,779 per station.

Educational and Indigenous stations also reported positive income growth. Educational stations increased income by 31% to $10,519,339, to report the highest average income per station of $1,502,751. Indigenous stations reversed the previous negative trend to report income that is 36% higher than it was in 2011-2012. Average income amongst indigenous stations was $362,274 in 2015-2016.

Income fell amongst ethnic, fine music and RPH stations, although it should be noted that a change in the way data was provided for networked RPH stations may have contributed to the figures reported for this group.

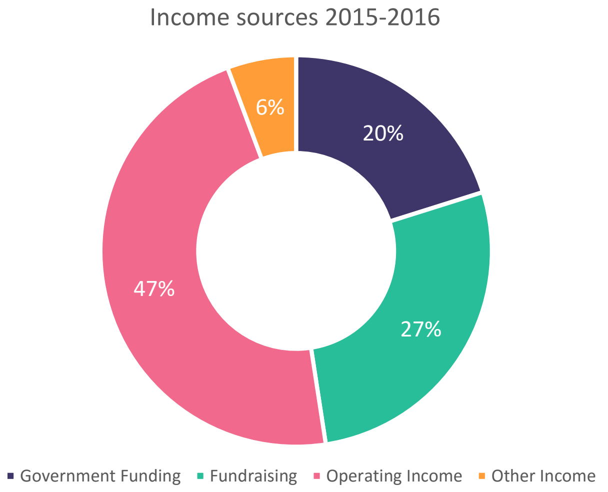


	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
No of Stations	7	6	3	222	31	14	39	11	9
2015-2016	$10,519,339	$3,604,397	$2,607,151	$25,899,848	$11,230,451	$1,829,298	$35,683,356	$3,089,047	$9,070,266
2011-2012	$8,003,658	$4,072,822	$3,240,831	$21,043,331	$8,232,401	$2,716,065	$19,634,914	$2,410,858	$4,035,070
2009-2010	$7,727,680	$3,574,518	$3,557,020	$18,636,472	$8,463,090	$2,749,236	$16,096,174	$1,254,478	$3,931,135
2007-2008		$3,723,502	$3,377,387		$10,690,315	$2,722,116	$15,368,624	$1,144,104	$5,173,632

Q. What was your station's GROSS REVENUE in your most recent financial year?

INCOME SOURCES

The various sources of sector income are outlined below.



Government funding and grants

20% of sector income comes from federal, state and local government funding and grants, as well as from CBF grants, philanthropic organisations and educational institutions. CBF grants accounted for 7.5% of sector income in 2015-2016, down proportionally from 10.4% in 2011-2012 due to strong overall sector income growth.

7.9% of income is received through the Australian Government's Indigenous Advancement Strategy, similar to 2011-2012 when 7.1% of sector income was received through the former Indigenous Broadcasting Program.

Other income

Other income sources, such as bank interest and subleasing, accounted for 5.7% of total income.

Fundraising

The community broadcasting sector generates much of its income through fundraising, with 27% of sector income received in the form of gifts (donations and bequests). This has increased from 14% in 2011-2012.

Member and subscriber fees account for 7.5% of income, up from 6.4% in 2011-2012.

Operating income

Sponsorship remains the single biggest source of income for the community broadcasting sector, accounting for 44.2% of sector income. This has increased from 39.8% in 2011-2012.

While fees charged for training and production and studio fees have remained stable, income generated through access fees has fallen slightly (as a % of income) since 2011-2012.

	Total	Metropolitan	Suburban	Regional	Rural & Remote
No of stations	**342**	**57**	**43**	**163**	**79**
Government Funding & Grants					
Community Broadcasting Foundation	7.5%	6.4%	23.9%	8.7%	5.6%
Federal Government Grants	1.4%	0.3%	1.7%	0.4%	10.0%
State Government Grants	1.1%	1.4%	0.5%	0.4%	0.9%
Local Government Grants	0.4%	0.2%	1.8%	0.6%	0.9%
Philanthropic Organisations	0.7%	0.8%	0.0%	0.9%	0.0%
Educational Institution	1.0%	1.6%	0.0%	0.0%	0.0%
Indigenous Advancement Strategy (IAS)	7.9%	5.5%	0.0%	0.0%	41.4%
Fundraising					
Gifts (Donations & Bequests)	19.9%	25.1%	2.9%	16.2%	3.3%
Contributions (Member & Subscriber Fees)	7.5%	10.1%	7.0%	3.4%	0.8%
Operating Income					
Access Fees	1.1%	1.0%	5.4%	0.7%	1.2%
Fees Charged for Training	0.6%	0.8%	0.9%	0.1%	0.0%
Production & Studio Fees	0.8%	0.9%	1.4%	0.3%	1.0%
Sponsorship	44.2%	39.3%	46.3%	63.9%	31.9%
Other Income					
Other Income (e.g. Bank Interest, Subleasing)	5.7%	6.5%	8.2%	4.3%	2.9%

Q. How much income did your station receive from:

INCOME SOURCES

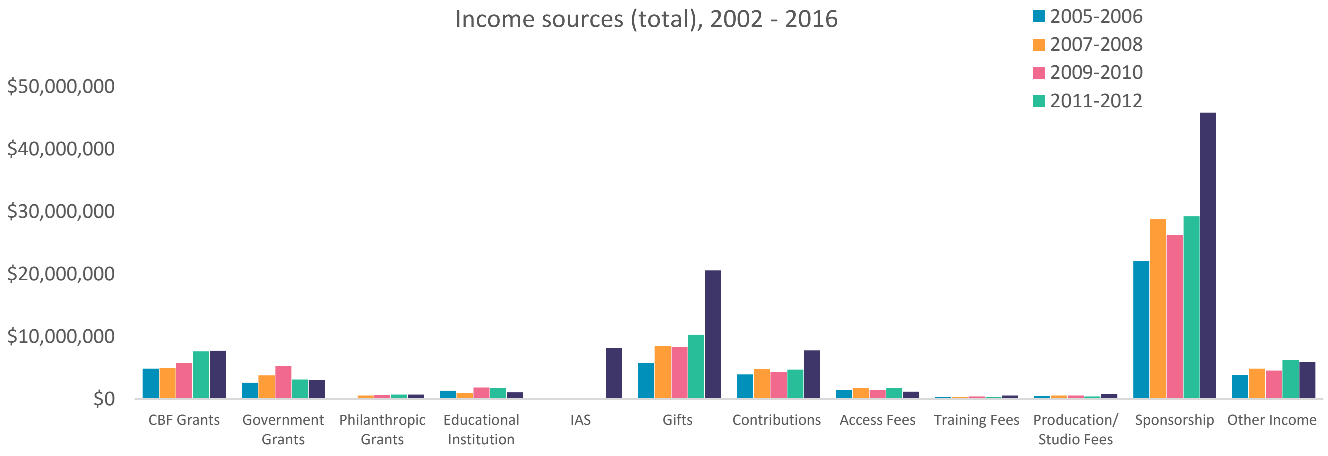
When analysed over time, it can be seen that income sources have remained relatively consistent as a proportion of total income.

The most notable change has been the increase in the amount of sponsorship income generated, which grew by 56% over the last four years. Stations received $45,798,001 in sponsorship income in 2015-2016, compared to $29,222,731 in 2011-2012. Two thirds of sponsorship income was generated by general and religious stations, with each generating in excess of $15,000,000 in sponsorship income. This equates to an average of $67,920 and $393,014 for each general and religious station respectively. Educational stations attracted the most sponsorship income per station, with an average of $707,906 each.

The amount of income received via gifts, donations and bequests also increased significantly. In 2015-2016 community radio stations received donations of $20,595,163, representing a 100% increase over the last four years. Again, religious stations attracted more funding via gifts and donations than other station categories.

Reflecting the 93% increase in members of and subscribers to community radio stations over the last four years, member and subscriber fees also grew. Stations generated $7,802,825 from supporter contributions, up from $4,700,417 in 2011-2012. Average subscription revenue was highest in educational and fine music stations.

Funding from educational institutions and access fees have fallen.



	2015-2016	2011-2012	2009-2010	2007-2008	2005-2006	2003-2004	2002-2003
No of stations	342	285	288	276	285	267	262
Government Funding & Grants							
CBF Grants	$7,759,362	$7,646,064	$5,728,097	$4,989,459	4,850,597	$3,265,690	$3,500,490
Government Grants	$3,078,050	$3,126,792	$5,310,597	$3,788,273	$ 2,609,098	$2,917,358	$2,795,858
Philanthropic Grants	$728,933	$723,616	$644,592	$598,825	$205,436	$223,468	$408,290
Educational Institution	$1,075,431	$1,751,827	$1,872,414	$1,001,905	$1,341,832	$1,408,947	$1,269,995
IAS	$8,214,767	$5,227,572	$5,782,884	$7,476,135	$5,262,237	$7,030,539	$5,647,570
Fundraising							
Gifts (Donations)	$20,595,163	$10,294,509	$8,317,982	$8,482,534	$5,804,728	$5,249,291	$4,124,405
Contributions	$7,802,825	$4,700,417	$4,338,514	$4,816,099	$3,937,987	$3,928,343	$3,783,566
Operating Income							
Access Fees	$1,176,119	$1,806,645	$1,479,942	$1,803,850	$1,514,321	$2,794,972	$2,062,764
Training Fees	$597,297	$344,243	$421,360	$316,682	$345,532	$232,628	$266,362
Production/Studio Fees	$802,684	$446,651	$570,612	$596,031	$547,735	$303,081	$628,857
Sponsorship	$45,798,001	$29,222,731	$26,204,113	$28,796,972	$22,127,264	$17,914,326	$14,766,276
Other Income							
Other Income	$5,904,349	$6,265,006	$4,587,006	$4,874,542	$3,862,204	$3,425,343	$4,476,903

Q. How much income did your station receive from:

TOTAL EXPENDITURE

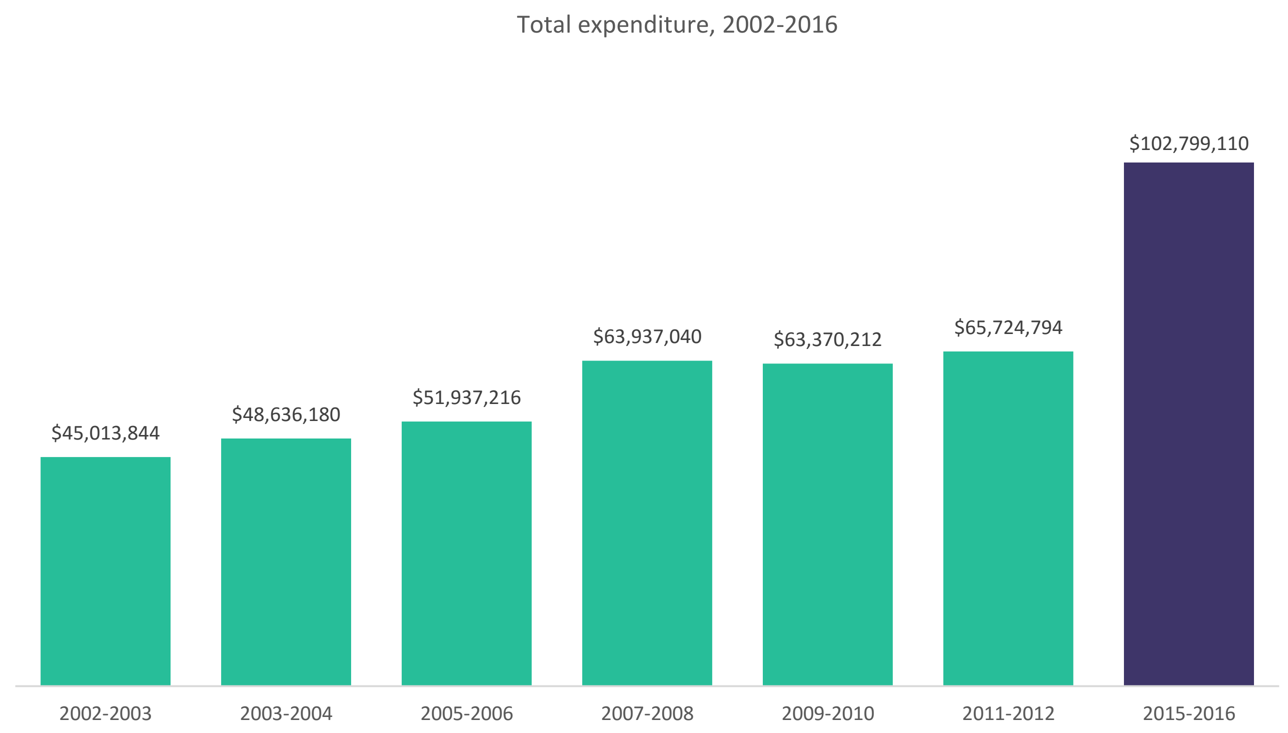
Reflecting the growth in the sector, overall expenditure has increased significantly over the last four years. Following relatively consistent spending levels over the period 2007-2012, expenditure increased from $65,724,794 in 2011-2012 to $102,799,110 in the current census period, a 56% increase.

As with total income the inclusion of TCBL stations in the sample has increased total sector expenditure, although the impact is not significant.

Higher spending was most evident in regional and metropolitan stations, with regional stations spending 95% more than they did four years ago. Rural stations also increased their spending by 24%. Suburban stations reported expenditure 32% lower than it was in 2011-2012.

Youth stations experienced the most significant growth in spending since the last Census, with expenditure growing by 135% of 2011-2012 levels. Religious stations spent 84% more than they did four years ago, while Indigenous stations increased their spending by 69%. Aside from RPH stations, all other stations increased their spending in line with higher income levels.

While expenditure increased in all areas, higher employment costs as a proportion of income was the most significant change. While wages and salaries accounted for 42% of income in 2011-2012, this increased to 52% in 2015-2016.



Q. What was the station's TOTAL EXPENDITURE in the most recent financial year?

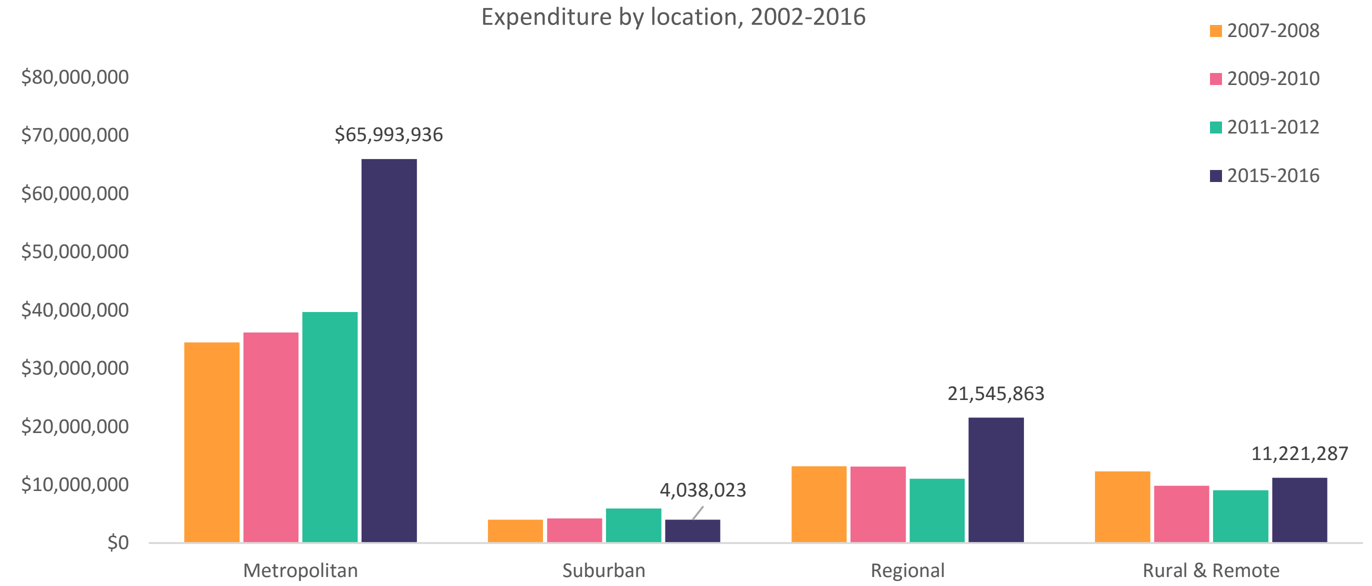
EXPENDITURE BY LOCATION

The expenditure of stations located in metropolitan, suburban, regional and rural/remote areas reflects the growth in income reported in each group.

Regional stations reported the biggest increase in expenditure with spending increasing by 95% since 2011-2012 to reach $21,545,863 in 2015-2016. Spending by metropolitan stations also increased by 66% over the last four years, to a total of $65,993,936.

Reflecting the growth in the sub-sector, expenditure also increased amongst rural and remote stations. Rural and remote stations spent $11,221,287 in 2015-2016, increasing from $9,055,975 in 2011-2012.

Suburban stations reported lower expenditure than in 2011-2012, with spending falling 32% in line with the contraction in income.



	Metropolitan	Suburban	Regional	Rural & Remote
No of stations	**57**	**43**	**163**	**79**
2015-2016	$65,993,936	$4,038,023	$21,545,863	$11,221,287
2011-2012	$39,699,400	$5,928,630	$11,040,788	$9,055,975
2009-2010	$36,185,152	$4,226,634	$13,130,640	$9,827,786
2007-2008	$34,450,980	$4,033,813	$13,181,687	$12,300,560

	Income 2015-2016	Expenditure 2015-2016	Change from 2011-12 (Income)	Change from 2011-12 (Expenditure)	Expenditure % Income
Total	$103,533,154	$102,799,110	41%	56%	99%
Metropolitan	$65,464,528	$65,993,936	47%	66%	101%
Suburban	$4,127,770	$4,038,023	-42%	-32%	98%
Regional	$22,818,269	$21,545,863	84%	95%	94%
Rural & Remote	$11,122,587	$11,221,287	18%	24%	101%

Q. What was the station's TOTAL EXPENDITURE in the most recent financial year?

EXPENDITURE BY CATEGORY

The chart below compares the expenditure of stations servicing different communities of interest.

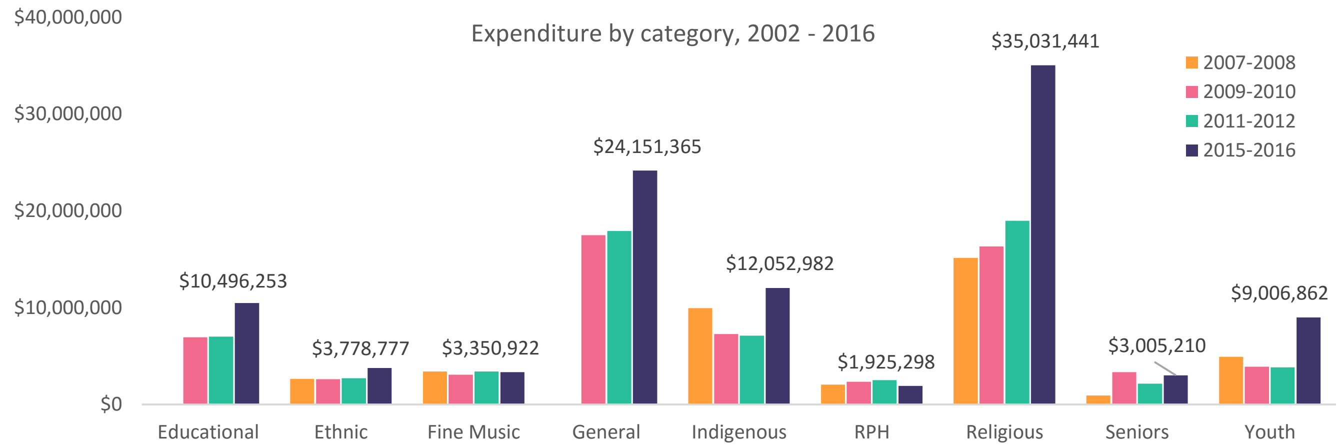
Reflecting the large increase in income, youth stations' expenditure grew by 135% between 2011-2012 and 2015-2016. Religious stations also reported a significant increase in expenditure, with total spending for this group of stations growing by 84% between 2011-2012 and 2015-2016 to reach $35,031,441.

General and educational stations also reported higher spending in line with their income growth. Expenditure in general stations increased to $24,151,365, up 35% from $17,928,599 in 2011-2012. Educational stations reported expenditure of $10,496,253, up 50% since the last Census.

While expenditure increased amongst all station categories (except RPH stations), spending outstripped income amongst ethnic, fine music and Indigenous stations.

Despite income falling by 12%, expenditure in ethnic stations rose by 39% to represent 105% of income. Similarly, flat expenditure in fine music stations combined with falling income resulted in expenditure accounting for 129% of total income. Indigenous stations reported expenditure 69% higher than in the last Census period, despite income rising only 36%.

Expenditure in RPH stations fell, reflecting lower income in the category.



	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
No of Stations	7	6	3	222	31	14	39	11	9
2015-2016	$10,496,253	$3,778,777	$3,350,922	$24,151,365	$12,052,982	$1,925,298	$35,031,441	$3,005,210	$9,006,862
2011-2012	$7,006,009	$2,715,101	$3,423,905	$17,928,599	$7,121,395	$2,530,796	$18,991,468	$2,174,358	$3,833,162
2009-2010	$6,952,681	$2,608,131	$3,090,716	$17,499,969	$7,276,338	$2,374,193	$16,321,426	$3,344,617	$3,902,141
2007-2008		$2,643,519	$3,425,609		$9,961,731	$2,071,489	$15,156,422	$937,345	$4,926,133

	Income 2015-2016	Expenditure 2015-2016	Change from 2011-2012 (Income)	Change from 2011-2012 (Expenditure)	Expenditure % Income
Educational	$10,519,339	$10,496,253	31%	50%	100%
Ethnic	$3,604,397	$3,778,777	-12%	39%	105%
Fine Music	$2,607,151	$3,350,922	-20%	-2%	129%
General	$25,889,848	$24,151,365	23%	35%	93%
Indigenous	$11,230,451	$12,052,982	36%	69%	107%
RPH	$1,829,298	$1,925,298	-33%	-24%	105%
Religious	$35,638,356	$35,031,441	82%	84%	98%
Seniors	$3,089,047	$3,005,210	28%	38%	97%
Youth	$9,070,266	$9,006,862	125%	135%	99%

Q. What was the station's TOTAL EXPENDITURE in the most recent financial year?

EXPENDITURE SOURCES

The various sources of sector expenditure are outlined below.

Salary and wages

Salaries and wages accounted for 52% of total expenditure in the community radio sector in 2015-2016, up from 47% in 2011-2012.

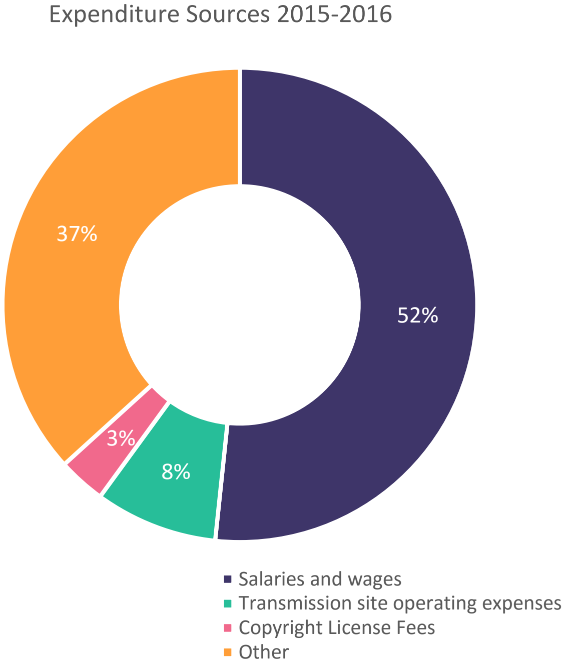
As a proportion of total income wages increased more significantly, from 42% in 2011-2012 to 51% in 2015-2016.

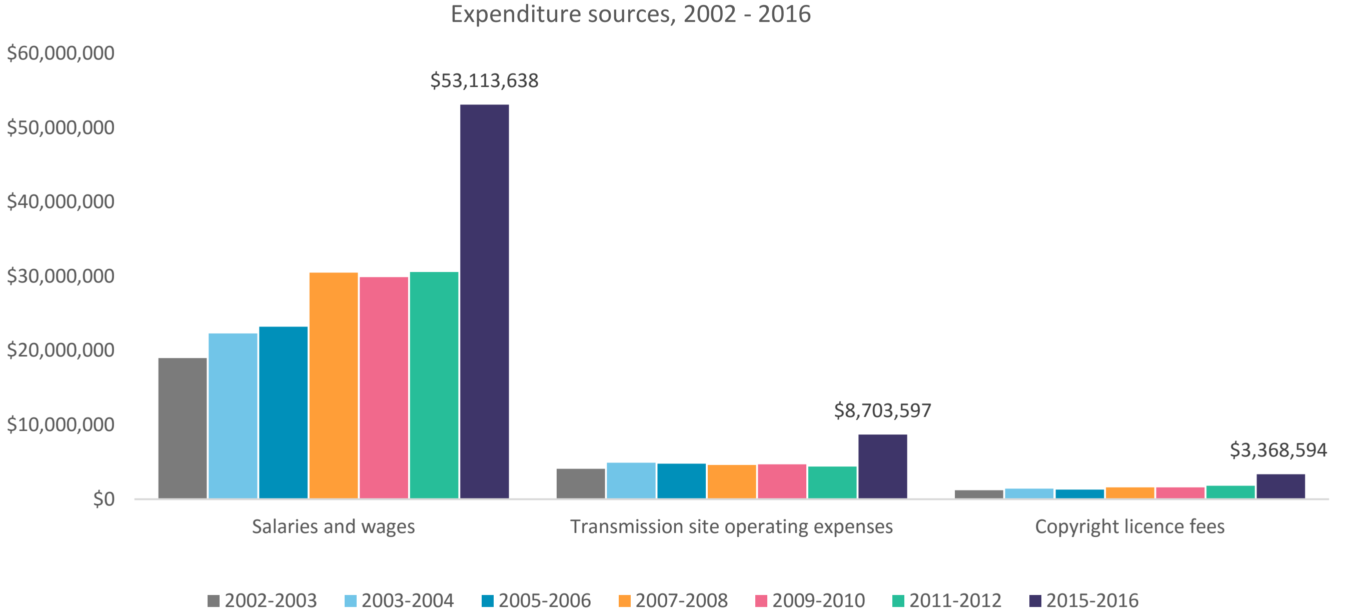
Transmission site (operating expenses)

While consistent at 8% of total expenditure, increasing from $4,379,858 in 2011-2012 to $8,703,597 in 2015-2016, transmission site operating expenses accounted for 8.5% of total income, up from 6% in 2011-2012.

Copyright licence fees

Copyright licence fees accounted for 3% of total expenditure in 2015-2016, the same proportion as when the Census was last conducted four years ago. They also accounted for 3% of total income, up from 2.5% in 2011-2012.





% of Total Expenditure	Total	Metropolitan	Suburban	Regional	Rural & Remote
Salaries and wages	51%	57%	25%	44%	46%
Transmission site operating expenses	8%	6%	10%	9%	20%
Copyright license fees	3%	3%	5%	4%	3%
Other	37%	34%	61%	44%	30%

Q How much did your station spend on (salaries and wages and associated costs)

Q How much did your station spend on (operating expenses related to a transmission site or transmission facility either owned by your station or a third party)

Q How much did your station spend on (copyright licence fees (i.e. payments made to agencies such as APRA, PPCA and AMCOS)

Sponsorship, Sector Support and Fundraising

Sponsorship is the main source of income for community broadcasting stations. Donations and support from members and subscribers are also vital.

The next section of the survey focused on the activities stations undertake to generate sponsorship revenue and attract other forms of support. Stations were asked to provide details about sponsorship airplay, their number of members and subscribers, as well as the number of new members and subscribers that engaged with their station throughout the 2015-2016 financial year.

They were also asked to provide information about the fundraising activities undertaken, such as on- and off-air donation and supporter drives. The various forms of communication used to attract such support were also canvassed.

While the average number of sponsorship minutes played by stations each week remained relatively consistent at 286, the number of members and subscribers supporting community radio in Australia increased by 61% over the last four years, from 127,003 in 2011-2012 to 204,043 in 2015-2016.

SPONSORSHIP

Sponsorship is the single biggest source of income for the community broadcasting sector, accounting for just under 45% of total sector income. This has increased from 40% in 2011-2012.

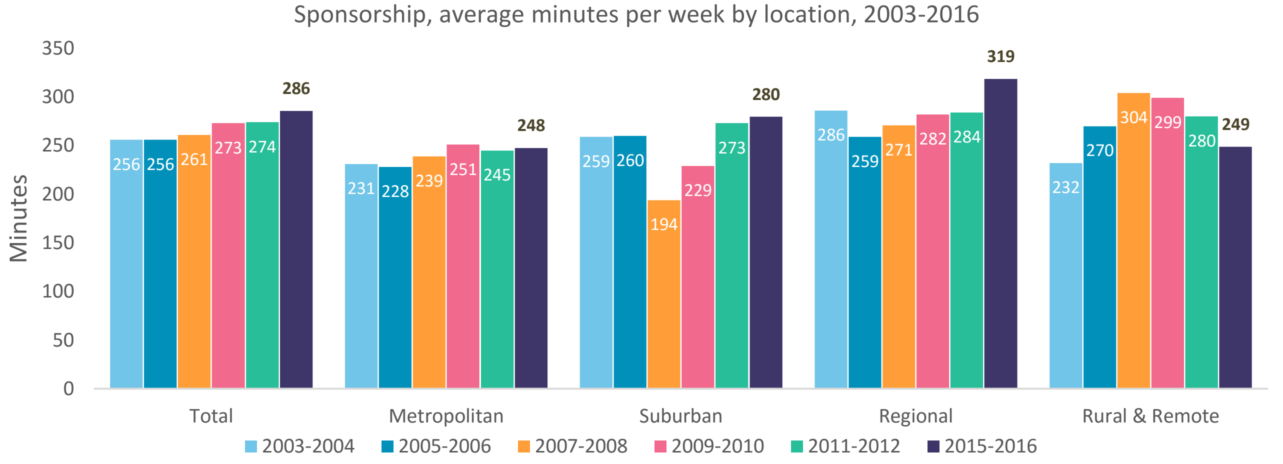
In 2015-2016, stations broadcast an average 286 minutes of sponsorship per week. This compares to 274 in 2011-2012 and 273 in 2009-2010.

While the amount of time allocated to sponsorship has increased since the last Census, please note that the question was modified in 2016 to ask stations to indicate how many minutes of sponsorship they played in the last week (as opposed to the minutes of sponsorship played during the peak 6am-midnight period in the last week).

The amount of time allocated to sponsorship messages varied by station location. Regional stations dedicated the most time to sponsorship, broadcasting 319 minutes per week, a 12% increase since 2011-2012 when 284 minutes of sponsorship were broadcast.

Metropolitan and suburban stations also increased their sponsorship airtime, with metropolitan stations playing 248 minutes of sponsorship per week and suburban 280 minutes. Rural and remote stations were the only station type to indicate they dedicate less time to sponsorship than they did in 2011-2012.

The time allocated to sponsorship messages also increased in educational, general, religious, RPH and youth stations. While falling significantly in ethnic, fine music and Indigenous stations, it should be noted there was variation in the number of minutes reported by stations within each of these categories.



Sponsorship, Average Minutes per Week by Category, 2003-2016

	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
2015-2016	331	136	87	318	97	125	366	225	229
2011-2012	322	306	177	286	248	63	314	338	190
2009-2010	300	245	184	294	231	84	268	296	277
2007-2008		204	184		245	84	254	298	239
2005-2006		223	171		164	49	239	238	291
2003-2004		133	163		213	57	240	311	341

Sponsorship, Average Revenue ($) per Minute

	Total	Metropolitan	Suburban	Regional	Rural & Remote
Revenue per minute (4)	$9	$35	$3	$5	$ 3

Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
$41	$13	$38	$4	$10	$6	$21	$23	$44

Q. In the last week, how many minutes of sponsorship did you play?

STATION SUPPORTERS

The number of members and subscribers supporting community radio in Australia increased by 61% over the last four years, from 127,003 in 2011-2012 to 204,043 in 2015-2016. This corresponds to an average of 598 per station, up from 473 in 2011-2012. Revenue per member/subscriber remains consistent at $38.

The average number of subscribers/members increased in metropolitan and rural stations, while falling in suburban and in regional stations.

Metropolitan stations reported an average of 2,675 subscribers/members per station in 2015-2016, up 67% from 1,604 in 2011-2012. In total, metropolitan community radio stations across Australia have 151,689 subscribers and members, up 31,419 over 2015-2016,

Growth was also reported by rural stations, with the average number of supporters per station increasing from 95 in 2011-2012 to 186 in the current period. Rural stations reported a total of 14,762 members/subscribers, up 1565 over the period.

The average number of subscribers/members reported by suburban stations fell to 215 per station, down from 326 four years ago. The negative trend continued in regional stations, with average supporter numbers falling to a ten year low of 175 per station giving a total of 28,313 members/subscribers.

	Revenue ($) per member/subscriber
2015-2016	$38
2011-2012	$37
2009-2010	$39
2007-2008	$40
2005-2006	$36
2003-2004	$34
2002-2003	$33

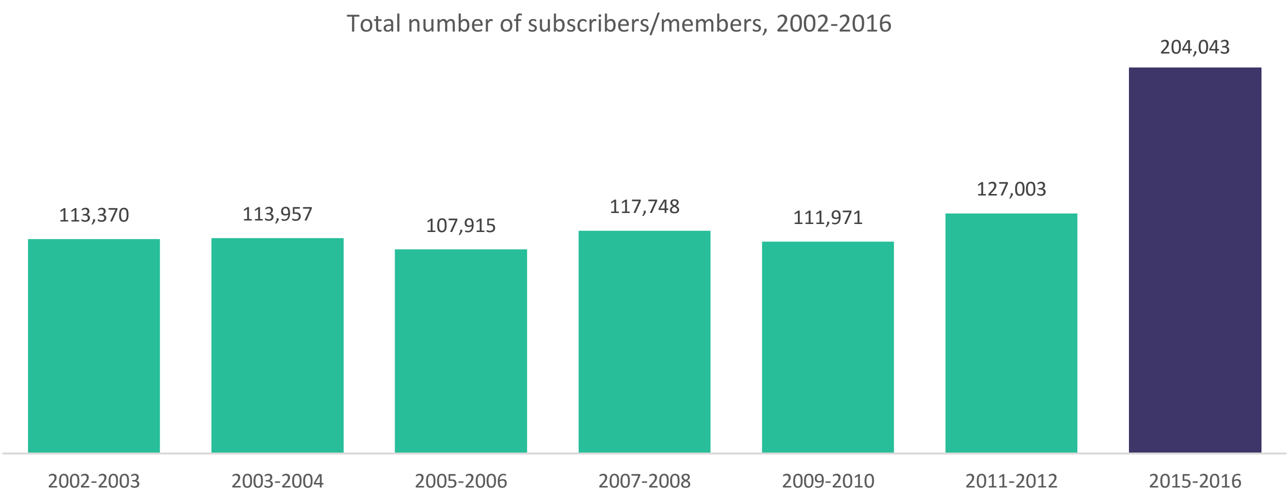
Religious, ethnic, and education stations saw average subscriber/member numbers increase significantly over the last four years. Support also increased for general, youth and indigenous stations, while RPH, fine music and seniors stations reported having, on average, fewer subscribers and members.

As in prior years educational stations reported the highest average number of subscribers/members at 5,523 per station, up from 3,050 in 2011-2012. Overall, educational stations had 38,823 members/subscribers in 2015-2016, with an average increase of 1,178 per station over the period. Please note that some smaller educational stations did not contribute to the Census, inflating the industry average.

Religious stations also reported a significant increase, from 700 in 2011-2012 to 1,384 in the latest period. In total, religious stations reported 54,188 supporters, an increase of 10,801 in total, or 397 per station, during 2015-2016.

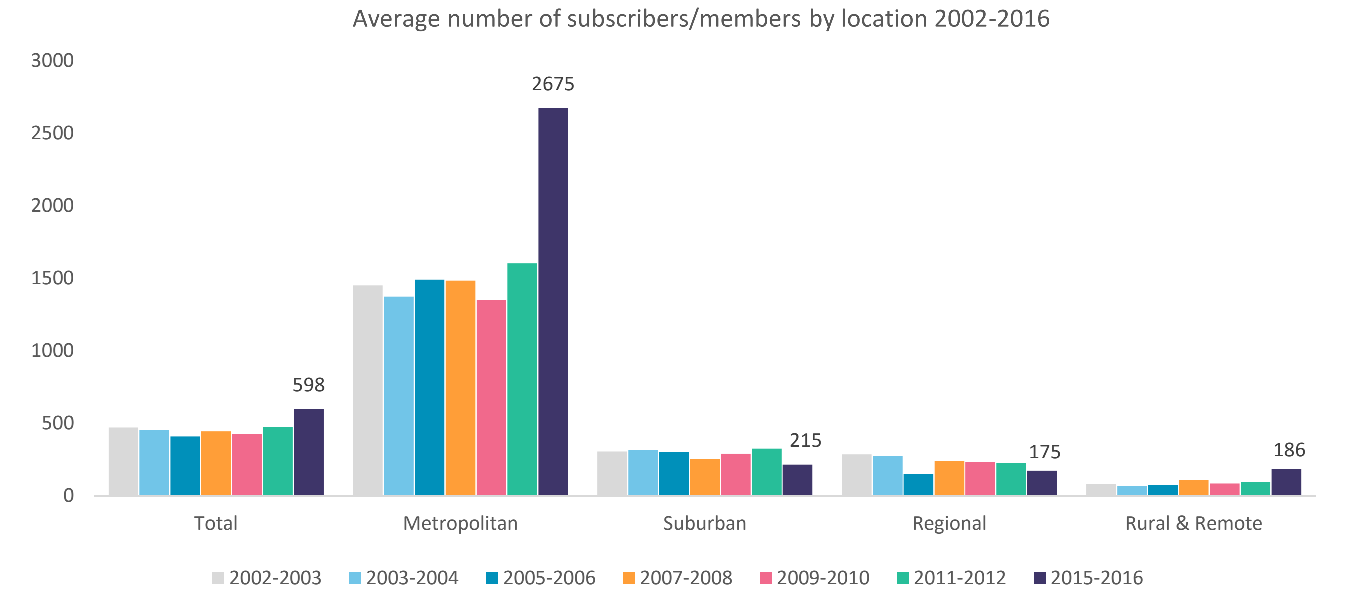
Youth stations have an average of 125 extra subscribers/members than in 2011-2012, at 1,112 per station in 2015-2016.

It should be noted that, in contrast to prior Censuses when stations were asked to provide a single figure to indicate the number of subscribers or members their station had, in 2016 stations were asked to provide separate figures for each category. As a result, while the higher number of supporters reflects the increase in member and subscriber fee income, it is also likely that the change to the question has had some impact.

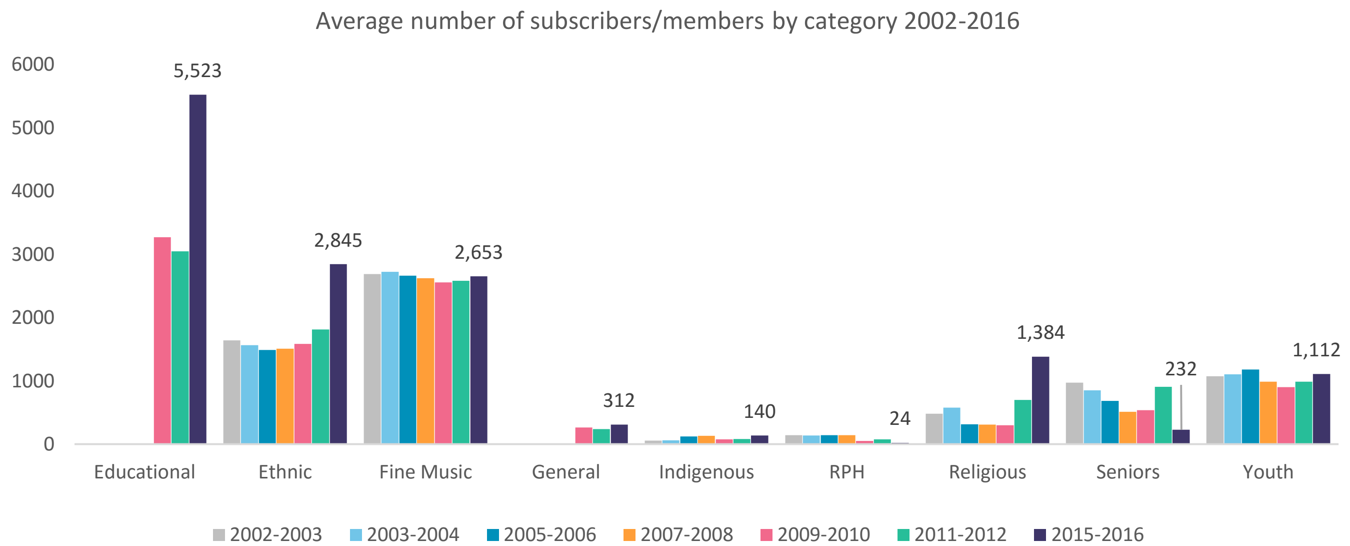


Q. How many MEMBERS does your station have?

Q. How many SUBSCRIBERS/SUPPORTERS does your station have?



Average no. of members/subscribers	Total	Metropolitan	Suburban	Regional	Rural & Remote
Members	175	552	137	115	59
Subscribers	422	2,123	78	60	127
Members/subscribers	598	2,675	215	175	186
Revenue per member/subscriber	$38	$44	$31	$27	$6



Average no. of members/subscribers	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
Members	84	2,845	126	122	30	23	254	120	295
Subscribers	5,439	0	2,527	191	110	2	1,130	111	817
Members/Subscribers	* 5,523	2,845	2,653	312	140	24	1,384	232	1,112
Revenue per Member/Subscriber	$66	$19	$53	$46	$1	$12	$8	$23	$87

* Please note: several small educational stations did not respond to the survey, inflating industry averages

Q. How many MEMBERS does your station have?

Q. How many SUBSCRIBERS/SUPPORTERS does your station have?

COMMUNICATION

Community radio stations use a variety of online and social media channels to connect with their audience and share content.

Online and social media

Facebook is overwhelmingly the most popular online communication channel, used by 91% of stations. Twitter is the next most frequently used, with 43% of stations communicating with their audience via Twitter. Soundcloud, YouTube and Instagram are used by 22%, 18% and 15% of stations respectively, while other social media and online channels are used by 10% or fewer.

This suggests that there has been a significant increase in social media use since the last Census, when 75% of stations reported using any form of social media channel. Only 13% of stations never use social media, down from 25% four years ago.

When asked about the frequency of communications, 77% of stations indicated that they posted social media updates at least weekly, with 41% posting daily. While this suggests more stations are posting on social media weekly than they were four years ago, fewer stations post daily than in 2011-2012.

Other communication mediums

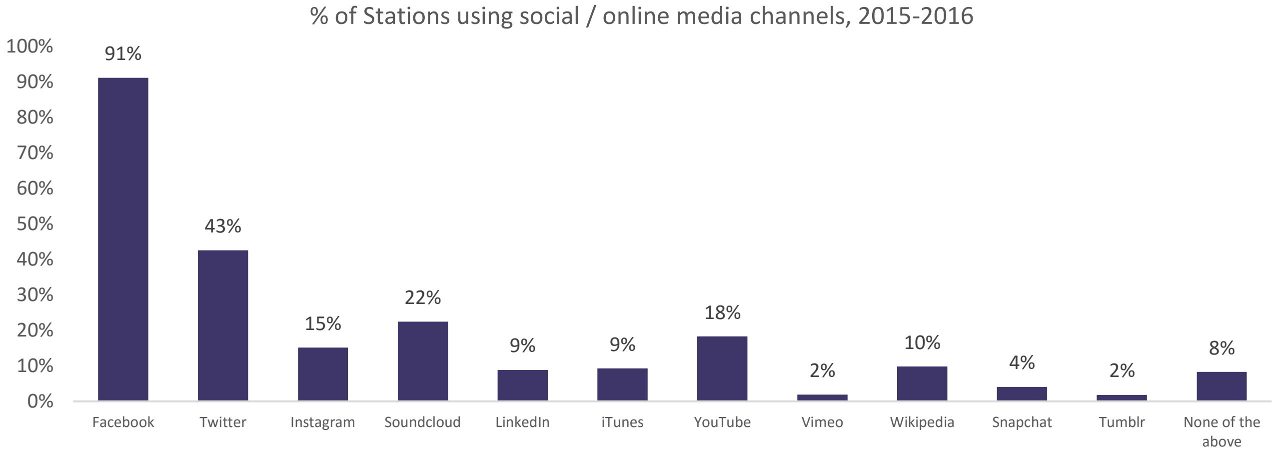
With the rise in social media use, it appears that stations are making less use of their website to broadcast content and connect with their audience. While 54% of stations updated their station website daily in 2011-2012, this has fallen to 15% in 2015-2016.

Email use has remained relatively consistent, with 10% of stations distributing daily, 14% weekly and 15% monthly. This compares to 9%, 13% and 22% respectively four years ago.

Distribution of hardcopy newsletters has fallen markedly with less than half of stations mailing newsletters, down from 78% in 2011-2012. Quarterly distribution remains the most common timing for those that send hardcopy newsletters.

Member surveys

Only 30% of stations conducted a member survey in the last 12 months. This compares to 49% of stations in 2011-2012 reporting that they conduct 'regular' member surveys.



How often do you communicate using the following channels?	Daily	Weekly	Monthly	4-6 times a year	2-3 times a year	Once a year	Never
Social media (Facebook, Twitter etc.)	41%	36%	8%	1%	1%	0%	13%
Blog/website updates	15%	21%	25%	6%	7%	1%	25%
Email updates	10%	14%	15%	21%	15%	2%	24%
Outbound SMS	1%	4%	1%	5%	3%	1%	84%
Email newsletters	1%	8%	21%	19%	18%	6%	27%
Hardcopy newsletters	0%	0%	6%	20%	13%	7%	53%
Hardcopy magazines	0%	0%	4%	1%	3%	1%	91%

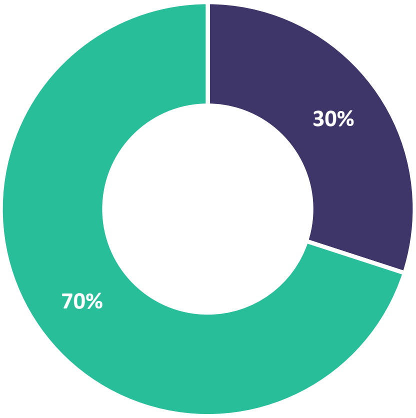
Q. Please tick all the online and social media channels that your station uses to connect with your audience and share content?
Q. How often do you communicate using the following channels with your supporters/members?

FUNDRAISING

On air membership drives targeting membership

30% of stations conduct on-air radiothons targeting membership and subscriptions. On-air membership drives are most common amongst metropolitan stations, with 57% conducting a membership focussed radiothon over the last year. Religious and youth stations are also more likely to conduct radiothons targeting membership. On average, stations conduct 0.8 radiothons a year targeting membership or subscriptions.

The average length of radiothons targeting membership or subscriptions is 33.07 days. While a number of stations conduct membership drives lasting for a month or more, the most common duration of on-air membership drives is seven days, the same as in 2011-2012.



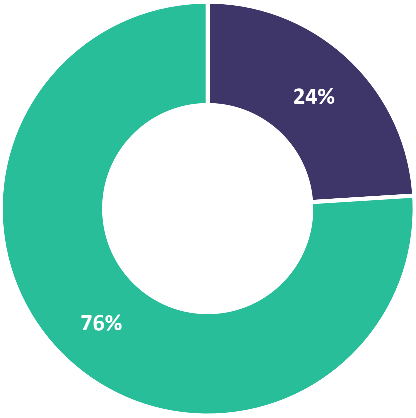
■ Conduct on-air membership drives
■ Do not conduct on-air membership drives

	Total	Metropolitan	Suburban	Regional	Rural & Remote
Average number of radiothons targeting membership/subscribers	0.8	0.9	0.6	1.0	0.4
Average number of days of radiothons targeting membership/subscriptions	33.1	20.8	9.3	52.6	15.7
% of stations who conduct radiothons targeting membership/subscriptions	30%	57%	13%	27%	26%

On-air radiothons targeting donations

Stations also conduct radiothons targeting donations. Again, metropolitan stations are the most prolific users of radiothons, with 55% conducting donation drives on air over the last 12 months. This compares to only 24% of stations overall, and 9% of stations in rural and remote areas.

The average length of radiothons targeting donations is 10.09 days. While a number of stations conduct donation drives lasting for between three and five days, the average radiothons targeting donations is seven days.



■ Conduct on-air donations drives ■ Do not conduct on-air donation drives

	Total	Metropolitan	Suburban	Regional	Rural & Remote
Average number of radiothons targeting donations	0.3	0.8	0.0	0.4	0.1
Average number of days of radiothons targeting donations	10.9	9.9	0.0	9.6	22.4
% stations who conduct radiothons targeting donations	24%	55%	0%	28%	9%

Q. How many radiothons targeting membership and subscription did your station conduct in the last year?
Q. On average, how may days did your radiothons targeting membership and subscriptions run for?
Q. How many radiothons targeting donations did your station conduct in the last year?
Q. On average, how many days did your radiothons targeting donations run for?

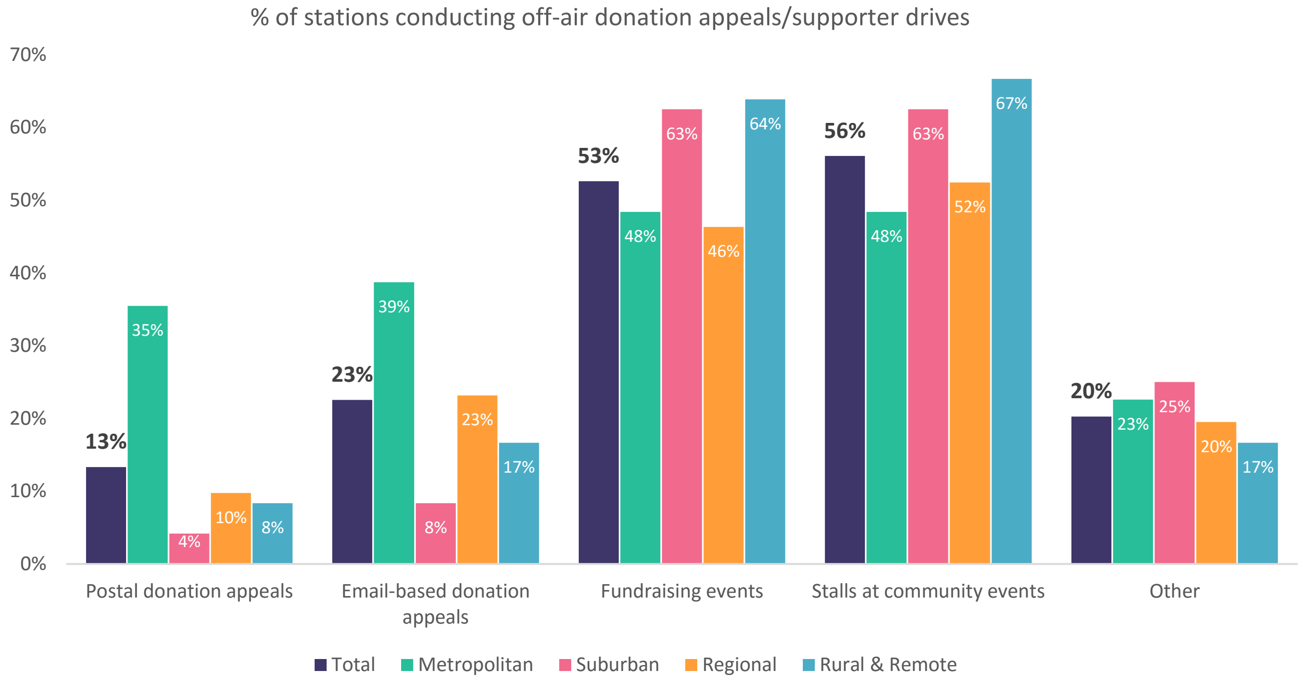
Off-air donation appeals/supporter drives

As well as on-air appeals, stations also conduct off-air donation and supporter drivers. 82% of stations conduct some form of off-air appeal each year.

Of these, 53% of stations held stalls at community events, 56% organised fundraising events (such as concerts, gigs or raffles), 23% ran email-based donation appeals while 13% conducted postal appeals.

Rural and remote stations are the most likely to hold stalls at community events or organise their own fundraising events. Suburban stations also favour community based events and fundraising. Rural and suburban stations held an average of 3.6 and 4.0 stalls at community events per year respectively.

Metropolitan stations are more likely to use email and hardcopy campaigns than stations in other areas, conducting an average of 1.3 email and 1.7 hardcopy campaigns each per year. Rural and remote stations reported conducting an average of 2.1 email campaigns per year.



Average no. of off-air donation appeals/supporter drives	Total	Metropolitan	Suburban	Regional	Rural & Remote
Postal donation appeals	0.5	1.7	0.0	0.1	0.8
Email-based donation appeals	1.1	1.3	0.2	0.8	2.1
Fundraising events	2.0	2.7	3.1	1.5	1.9
Stalls at community events	3.2	2.4	4.0	3.0	3.6
Other	2.7	0.3	0.8	5.1	0.6

Q. How many of the following types of off-air donation appeals/supporter drives does your station conduct per year?
Q. Please indicate what types of fundraising events your station conducted last year.

Employment and Volunteers

To understand participation in the community radio sector in 2016, stations were asked a variety of questions about their employed staff, as well as about the volunteers who contribute their time and effort to the station freely.

They were asked to indicate the number of staff they employ, growth in employment throughout the year, employment arrangements of their staff and the gender split of individuals employed in various station role categories. They were then asked similar questions about the volunteers who contribute to their station. Finally, information about the training provided to staff and volunteers employed by the sector was also provided.

Positively, participation in community radio is increasing. Both the number of paid staff and volunteers who contribute to community radio has increased since the last census was conducted in 2013.

The number of full-time equivalent staff (FTE) employed by community radio stations across Australia, at the end of the 2015-2016 financial year, increased to 766, up 12% from 683 in 2011-2012. Similarly, a total of 26,700 volunteers donated their time to community radio stations across the country, up 38% from 19,336 in 2011-2012.

STAFF

EMPLOYMENT

To understand employment by the sector, stations were asked to indicate the number of full-time equivalent staff they employed, at both the beginning and end of the financial year. They were also asked to indicate how many new full-time equivalent (FTE) employees they employed during the last financial year.

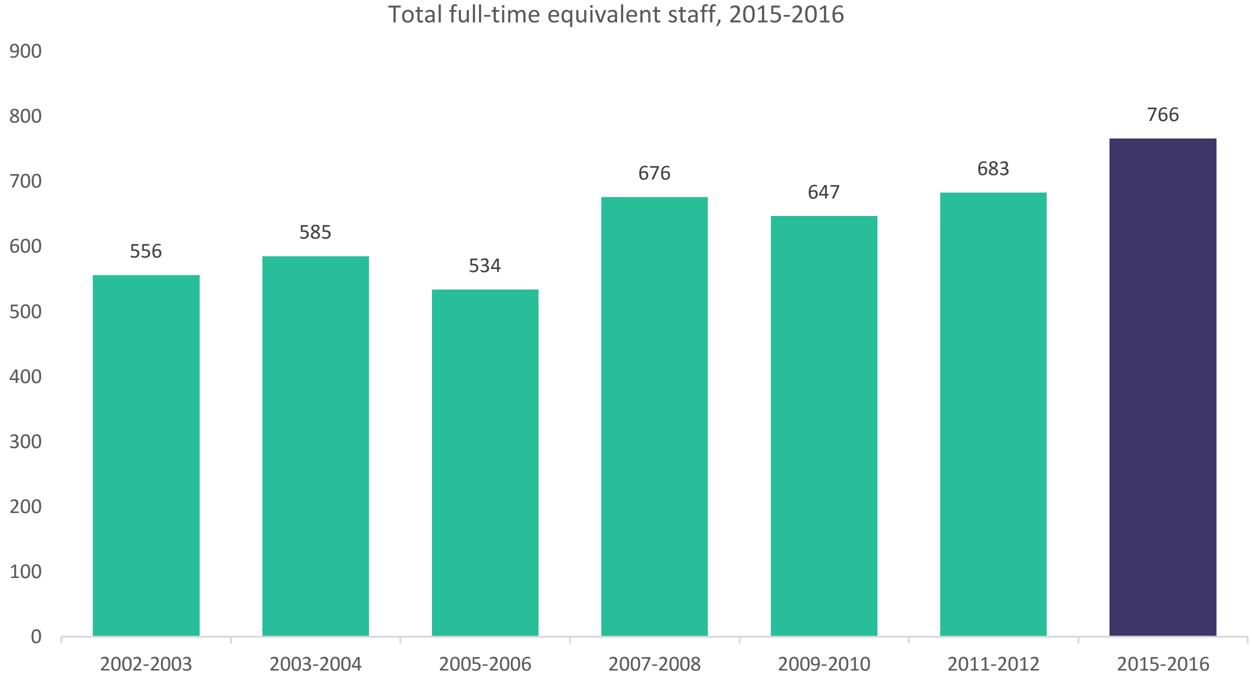
To calculate full-time equivalent employees, stations were instructed to add up all full-time, part-time, casual and contract staff hours worked over an average week, and to divide the result by 35.

The number of full-time equivalent staff employed by community radio stations across Australia at the end of the 2015-2016 financial year increased to 766, up 12% from 683 in 2011-2012. This equates to an extra 83 full-time staff positions.

Employment growth was strongest in metropolitan areas, where the number of full-time equivalent staff increased to 461 from 368 four years ago. Growth was also apparent in rural and remote areas, where community radio stations increased the number of full-time equivalent staff by 34% to 160. Employment in suburban stations fell.

Religious stations also reported an increase in the number of staff they employed, growing full-time equivalent staff numbers by 23% to 271 in 2015-2016. Employment in youth stations doubled, to 62 full-time equivalent positions in 2015-2016. Indigenous stations also reported a 30% increase in full-time equivalent staff numbers over the last four years.

Of the stations that contributed data to the current census, 60% were fully volunteer run.



Q. How many full-time equivalent (FTE) staff did your organisation employ at the end of the last financial year?

EMPLOYMENT BY LOCATION

A majority of people employed in the community broadcasting sector work in metropolitan areas, with 61% of full-time equivalent staff (461 FTEs) working for metropolitan-based stations. Growth in employment in metropolitan stations was also apparent, with stations reporting a 25% increase in the number of full-time equivalent positions.

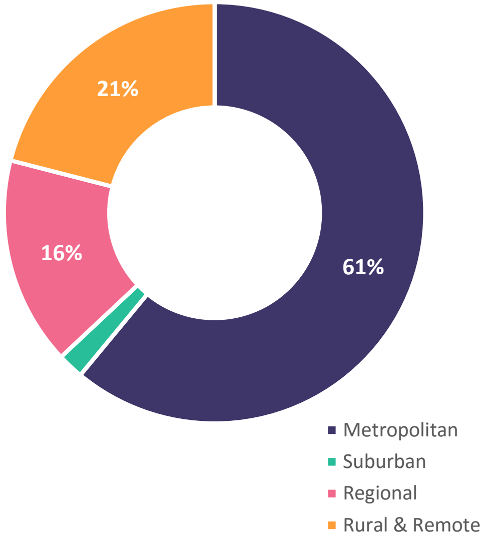
In contrast, the number of full-time equivalent positions in suburban areas fell from 68 in 2011-2012 to 19 in 2015-2016. This reflects falls in other financial data provided by suburban stations.

Employment in regional stations remained consistent, with 126 FTE in regional areas. This compares to 128 in 2011-2012.

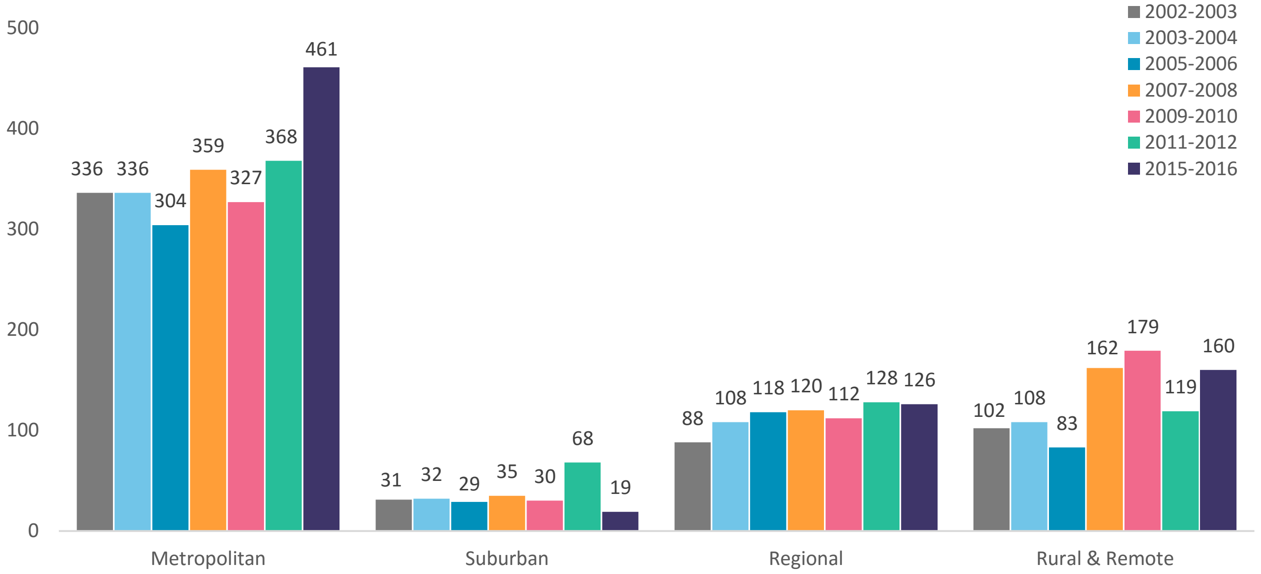
Rural and remote stations employed 160 FTE employees in 2015-2016, up 34% from 119 in 2011-2012. This represents 21% of all employment in the community broadcasting sector.

Combined, regional, rural and remote stations employ 37% of FTE employees in the sector.

Sector employment by location, 2015-2016



Total full-time equivalent staff by location, 2002-2016



Average full-time equivalent staff by location, 2015-2016

	Total	Metropolitan	Suburban	Regional	Rural & Remote
Average FTE's per station	2.2	8.5	0.4	0.8	2.0

Q. How many full-time equivalent (FTE) staff did your organisation employ at the end of the last financial year?

EMPLOYMENT BY CATEGORY

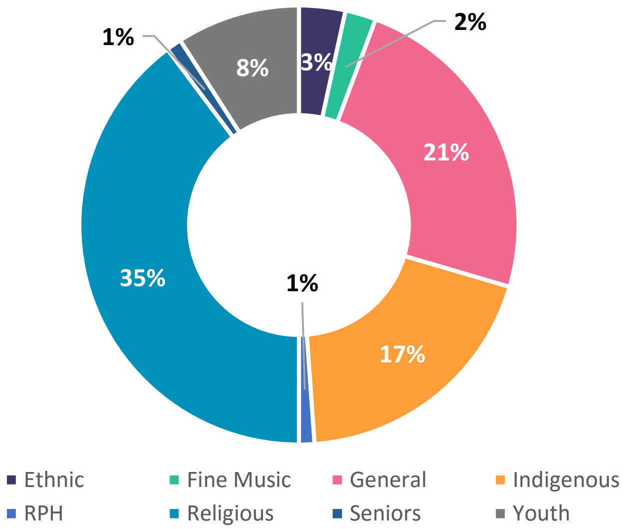
Religious stations remain the largest employer in the sector, with 35% of positions, or 271 FTEs, in religious stations. This represents a 23% increase since 2011-2012, when 220 FTE staff worked in religious stations.

Employment also increased in youth, ethnic and Indigenous stations. 62 FTE staff are now employed in youth radio – up 100% from 31 FTE positions in 2011-2012. Ethnic stations also reported 92% growth in employment, with 25 FTE staff employed in ethnic stations in 2015-2016. Indigenous stations also reported employing more staff, with 131 FTE positions in 2015-2016, up 31% from four years ago.

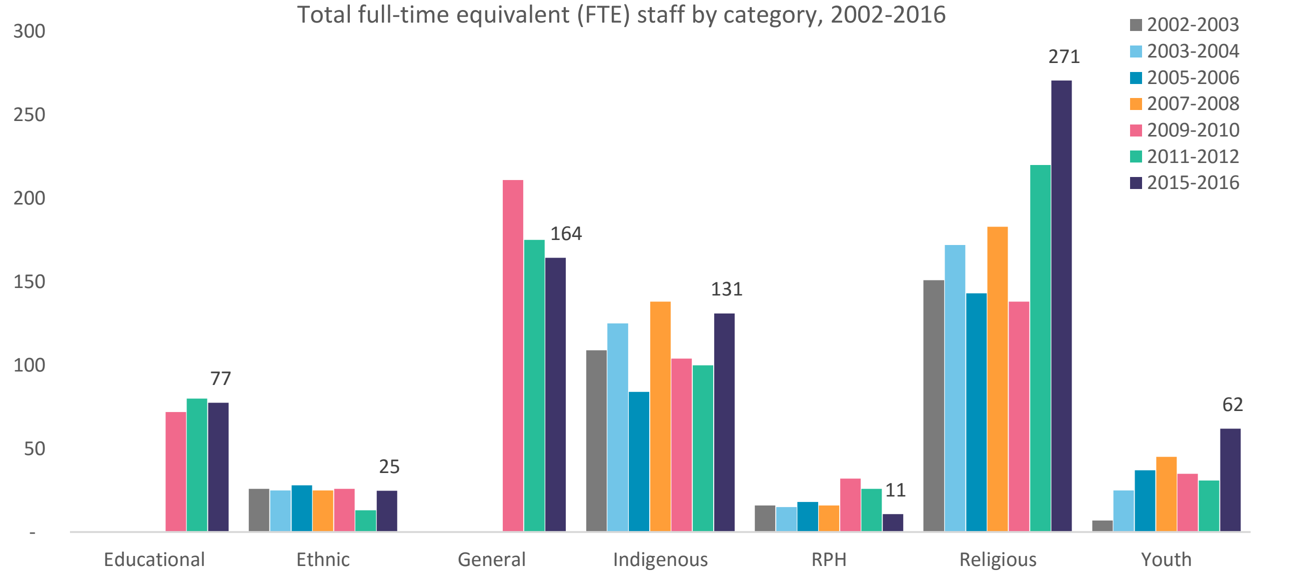
A relatively consistent number of positions were filled at educational and general stations.

Due to consolidated reporting by networked RPH stations, RPH stations reported employing fewer FTE staff than in 2011-2012.

Sector employment by category, 2015-2016



Total full-time equivalent (FTE) staff by category, 2002-2016



	Educational	Ethnic	General	Indigenous	RPH	Religious	Youth
2015-2016	77	25	164	131	11	271	62
2011-2012	80	13	175	100	26	220	31
2009-2010	72	26	211	104	32	138	35
2007-2008		25		138	16	183	45
2005-2006		28		84	18	143	37
2003-2004		25		125	15	172	25
2002-2003		26		109	16	151	7

Average full-time equivalent staff by category, 2015-2016

	Educational	Ethnic	General	Indigenous	RPH	Religious	Youth
Average FTE's per station	10.8	4.0	0.7	4.7	0.8	7.1	6.7

STAFF TURNOVER

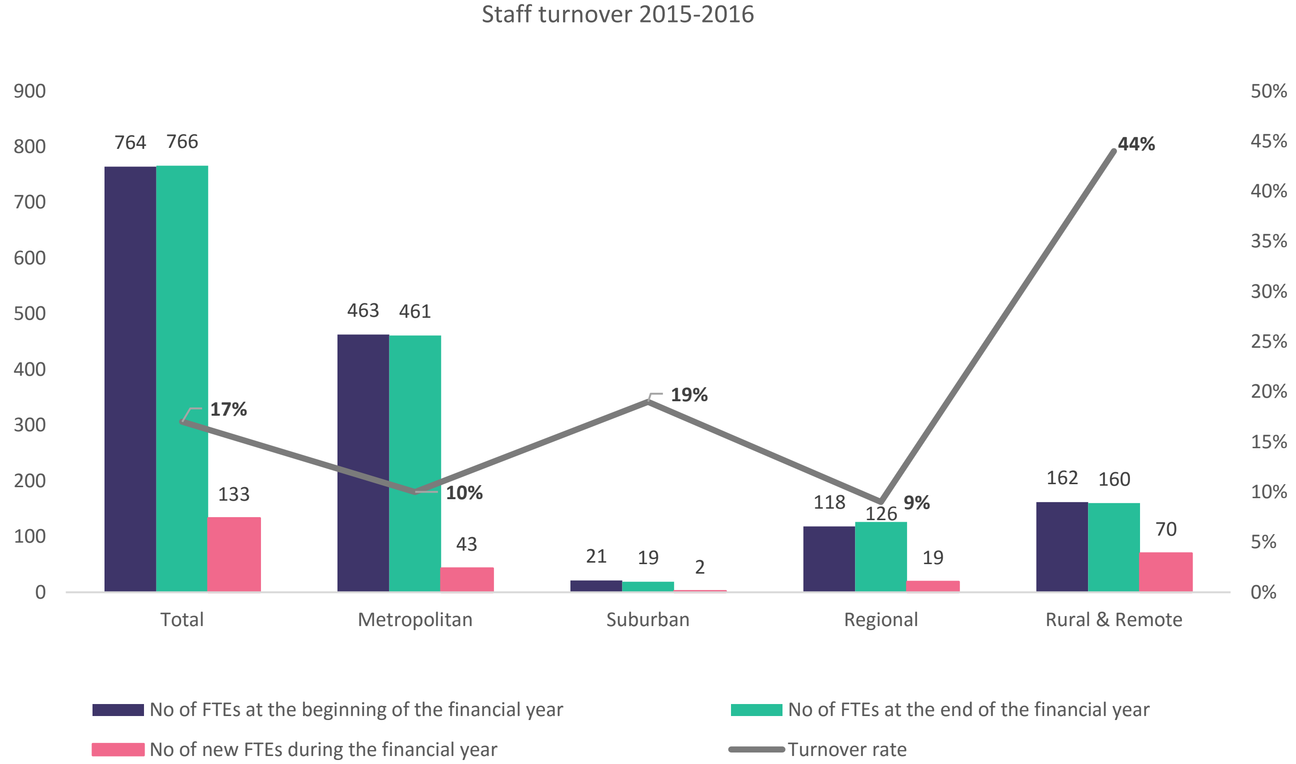
Staff turnover is calculated as the number of staff who leave during a year, divided by the average number of employees during that period.

As can be seen in the chart below, despite employment growth over the last four years, the majority of stations in the sector during 2015-2016 maintained employment levels. While there was a small increase in the number of FTE staff in regional stations over the year, in all other locations the number of FTE positions at the end of the year was broadly consistent with that at the beginning.

Nationally, 133 new FTE staff were employed by the sector. With 766 FTE positions in community ratio stations at the end of the 2015-2016 financial year, compared to 764 at the beginning of the year, this suggests a turnover rate of 17% for the sector.

Turnover was highest in rural and remote areas, with 44% of staff departing rural community radio stations during the course of the 2015-2016 financial year.

Higher turnover was also reported by fine music (57%) and Indigenous stations (47%). No new staff were employed by RPH or seniors stations, while turnover was also low in youth (4%), educational (7%) and ethnic stations (8%). General stations reported 10% turnover during 2015-2016.



Q. How many full-time equivalent (FTE) staff did your organisation employ at the beginning of the last financial year?
Q. How many full-time equivalent (FTE) staff did your organisation employ at the end of the last financial year?
Q. How many NEW full-time equivalent (FTE) staff did your organisation employ during the last financial year?

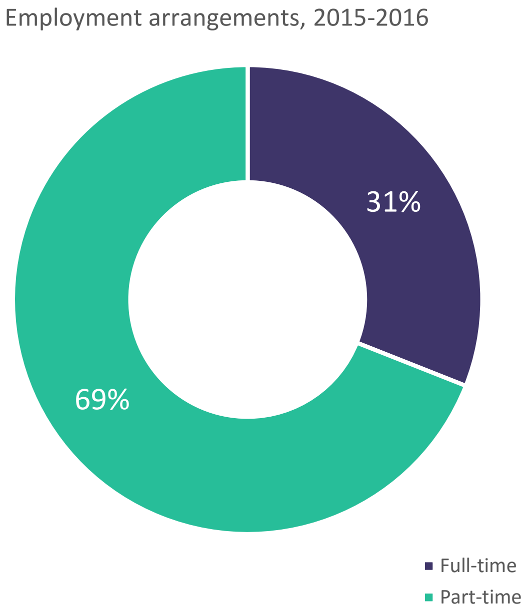
EMPLOYMENT ARRANGEMENTS

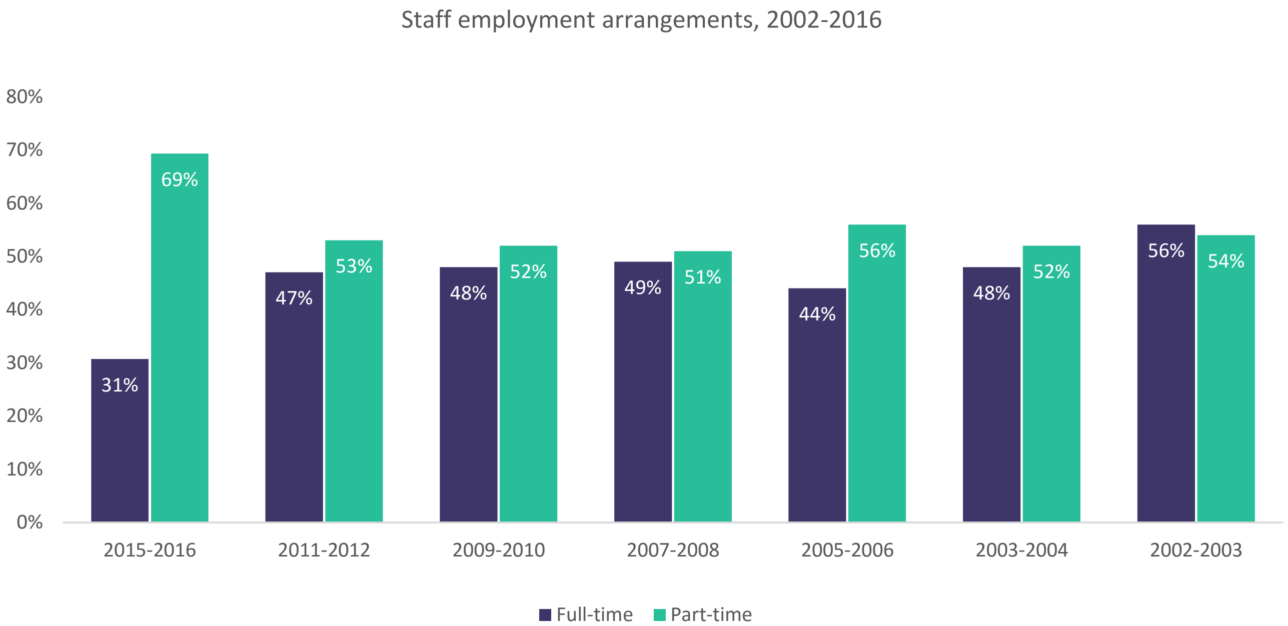
There has been a considerable shift towards part-time employment over the last four years, with stations reporting that 69% of positions in community radio stations in 2015-2016 were part-time. This compares to 53% in 2011-2012.

Staffing arrangements do vary significantly from station to station however, and will often depend on station priorities and resourcing. There are also differences apparent between a station's employment arrangements and their location, as well as the community of interest they serve.

Metropolitan stations employ more staff on a full-time basis, with 56% of positions in metropolitan community radio stations full-time. Conversely, regional and rural and remote stations employ only 25% and 32% of their staff on a full-time basis respectively. Stations in suburban areas employ nearly all of their employees on a part-time basis.

Educational and youth stations employ a majority of their staff full-time, while ethnic, fine music, RPH and religious stations employ a relatively even mix of full-time and part-time staff.





	Total	Metropolitan	Suburban	Regional	Rural & Remote
Full-time	31%	56%	2%	25%	32%
Part-time	69%	44%	98%	75%	68%

	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
Full-time	61%	45%	52%	22%	28%	48%	49%	4%	70%
Part-time	39%	55%	48%	78%	72%	52%	51%	96%	30%

Q. Please indicate the number of individual staff, by gender, employed by your station at the end of the last financial year (FULL TIME & PART TIME split).

STAFF GENDER DIVERSITY

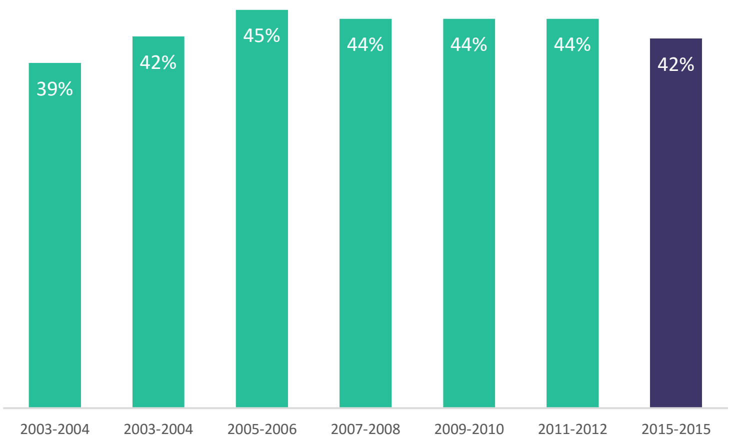
Community radio continued to employ more males than females. While female employment in the sector fell slightly in 2015-2016, the gender split remained broadly consistent with stations reporting that 42% of individuals employed by their station are female compared to 44% in 2011-2012.

As in prior Census periods, the gender gap was most apparent in technical roles. Males dominated production and technical positions, with 94% of technical and 81% of production positions filled by males. Over half of employed presenters are male.

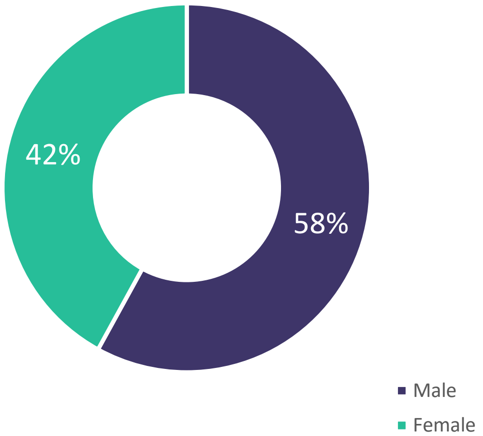
Conversely, the sector employed more females in administrative positions, with 82% of roles performed by females. The proportion of females in management positions remained consistent at 41%.

Sponsorship remains an area in which males and females are evenly represented, with 48% of sponsorship positions filled by females.

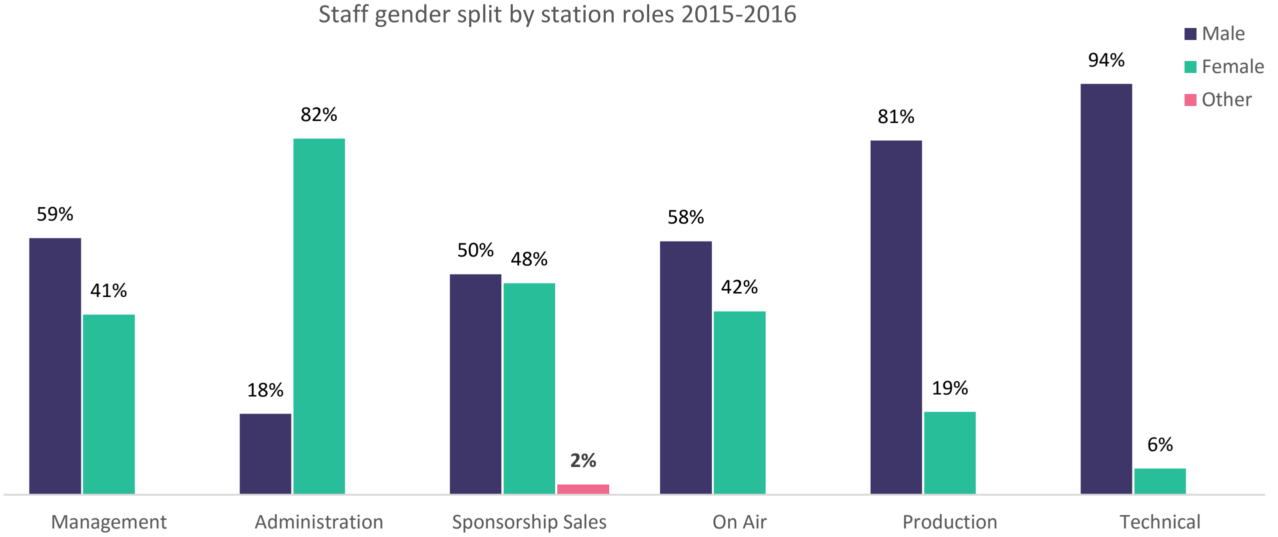
Total female employment % 2002-2016



Staff gender split 2015-2016



Staff gender split by station roles 2015-2016



Q. Please indicate the number of individual staff, by gender, employed by your station at the end of the last financial year.
Q. Please indicate the number and gender of paid staff roles at your station, in each of the categories below, at the end of the last financial year.

VOLUNTEERS

VOLUNTEERS

Volunteers play a vital role in community broadcasting, providing their time across all aspects of station operations including management, administration, presentation and production, technical and sales and marketing roles.

Reflecting the increased trend of volunteering across Australia [1], the number of individuals donating their time to community radio stations has increased since the last Census.

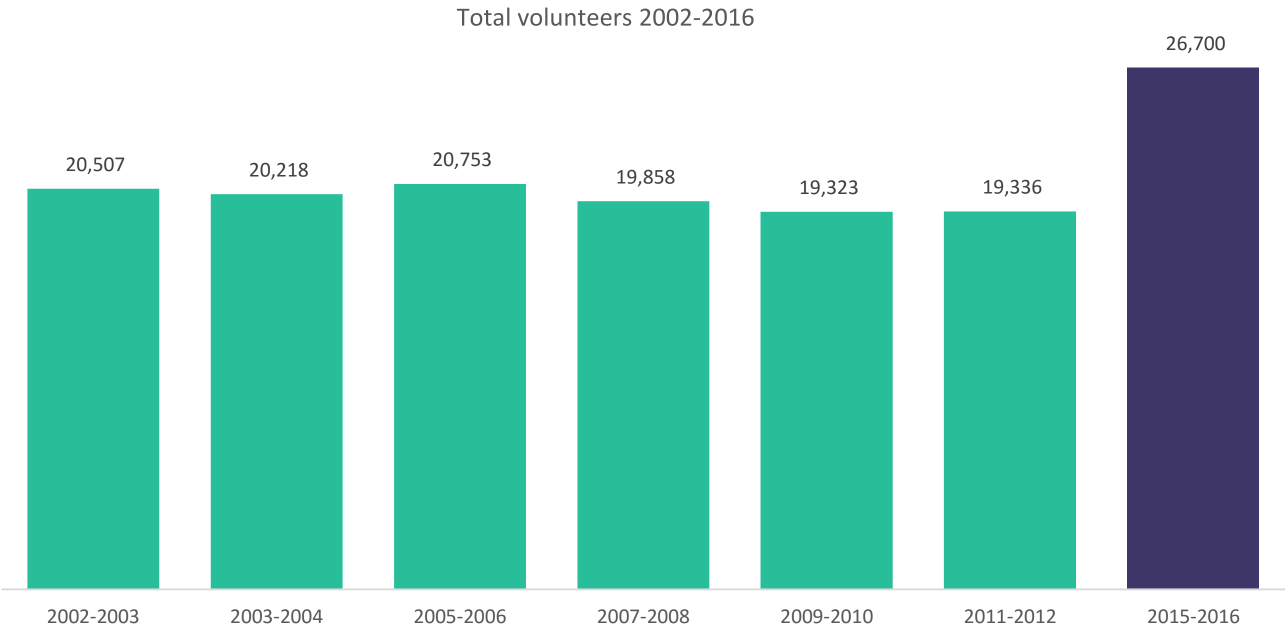
In 2015-2016, a total of 26,700 volunteers donated their time to community radio stations across the country. This is up 38% from 19,336 in 2011-2012, reversing the decline in the number of volunteers between 2006 and 2011.

On average, 78 volunteers contribute to each station. While increasing slightly from 74 in 2011-2012, this is broadly consistent with trends over prior census periods.

Of interest, however, is the differences in volunteer trends by location. While there has been a 33% increase in the average number of volunteers per station in metropolitan areas, volunteering is steady in suburban and regional stations. Rural and remote stations reported an average number of volunteers per station consistent with 2011-2012, although there has been a long term downward trend.

There has also been a 57% increase in the average number of volunteers at educational stations, and a 22% increase in the average number of volunteers in youth stations.

Of the stations that contributed data to the current census, 60% were fully volunteer run.



Q. Please indicate the number and gender of VOLUNTEERS at your station, in each of the categories below, at the end of the last financial year.

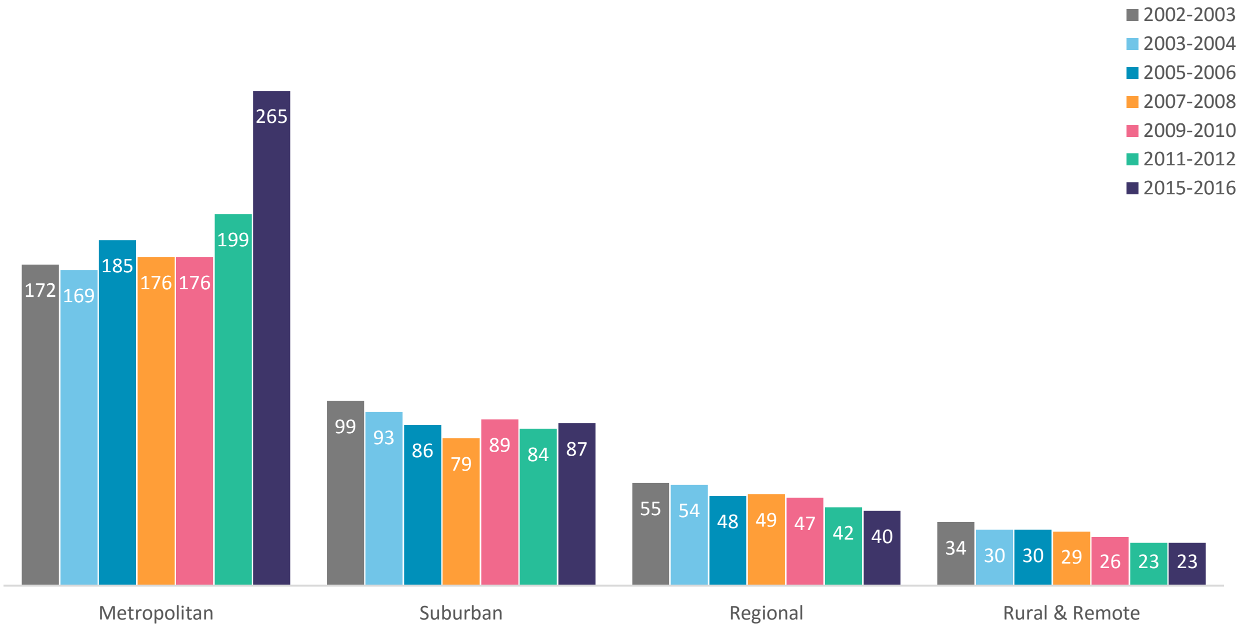
1. Volunteering Australia, 2017 'Giving in Australia 2016' Retrieved from https://www.volunteeringaustralia.org/wp-content/uploads/giving_australia_2016_fact_sheet_-_individual_volunteering_accessible.pdf

The increased volunteering trend is most pronounced in metropolitan areas, with the average number of volunteers per metropolitan station up 33% from 199 in 2011-2012 to 265 in 2015-2016.

The average number of volunteers at suburban, regional and rural stations remained broadly consistent with 2011-2012.

While the average number of volunteers fell in RPH and seniors stations, educational, fine music and youth stations reported a higher number of volunteers per station, on average.

Average no. of volunteers per station by location 2002-2016



Average no. of volunteers per station by category 2002-2016

	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
2015-2016	432	455	304	58	14	86	46	42	318
2011-2012	275	269	229	59	14	115	28	64	261
2009-2010	128	285	215	62	15	115	36	48	158
2007-2008		276	233		16	121	37	45	172
2005-2006		306	211		25	124	39	67	168
2003-2004		271	196		21	123	40	70	202
2002-2003		267	173		20	118	38	68	199

Q. Please indicate the number and gender of VOLUNTEERS at your station, in each of the categories below, at the end of the last financial year..

VOLUNTEER GENDER DIVERSITY

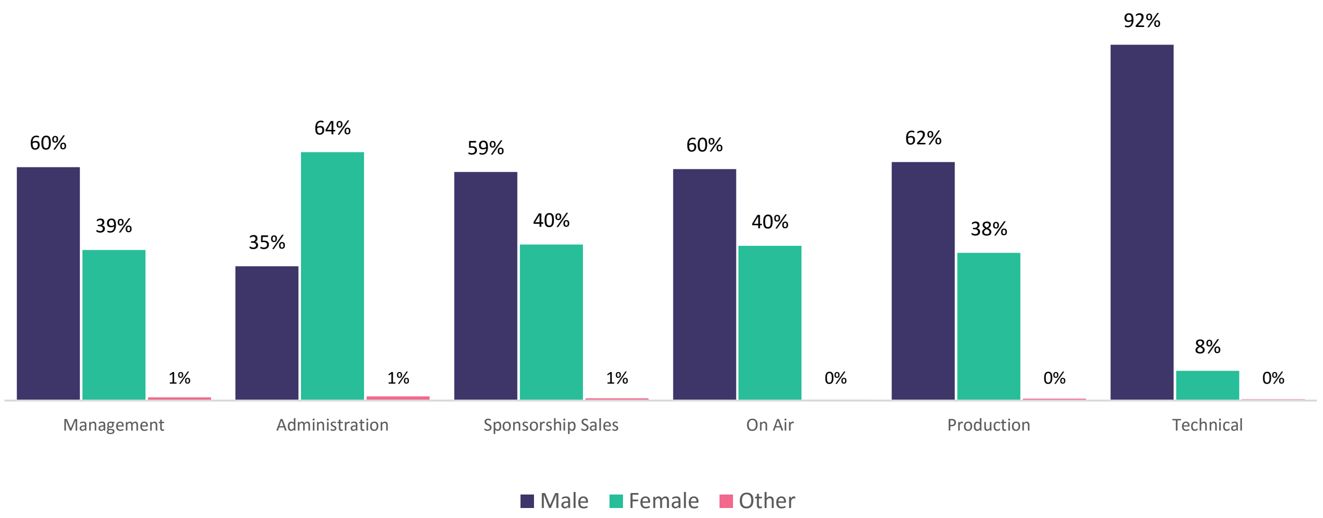
Male volunteers continue to outnumber female volunteers in community broadcasting stations, with males representing 59% of all individuals donating their time. This proportion has remained broadly consistent across all Census surveys conducted, and also aligns with paid roles, where 58% of positions are occupied by males.

As with paid positions, the gender gap in volunteer roles was most apparent in technical roles, with males performing 92%. Males also occupy 62% of volunteer production roles, 60% of volunteer on-air roles and 60% of volunteer management roles.

Unlike in paid positions, where the gender split is more even, males filled 59% of volunteer sponsorship roles.

Conversely, 64% of volunteer administration roles are performed by females. The proportion of volunteer management positions filled by females is 39%, compared to 41% of paid management roles.

Total volunteer roles by gender 2015-2016



Q. Please indicate the number and gender of VOLUNTEERS at your station, in each of the categories below, at the end of the last financial year..

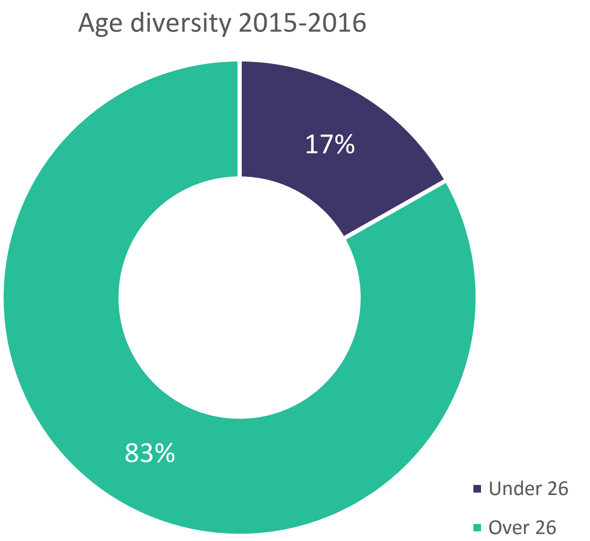
AGE DIVERSITY

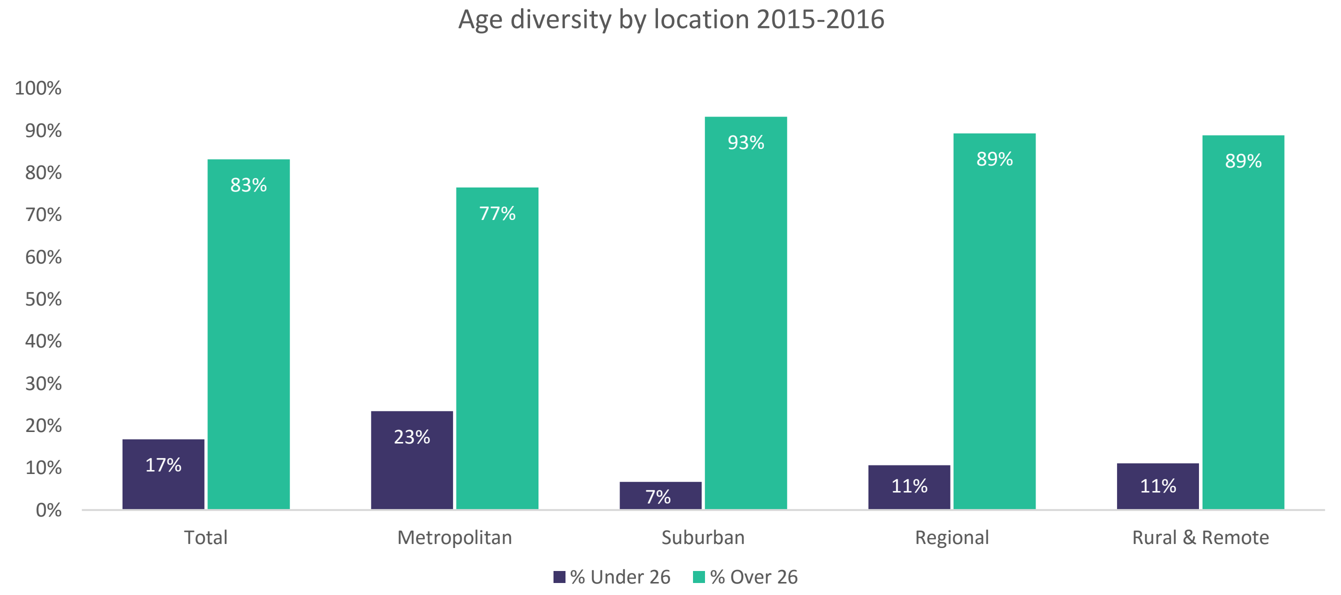
The proportion of staff and volunteers aged under 26 has declined since the last Census. 83% of individuals who worked in community radio in the 2015-2016 financial year were aged over 26.

Young people were more likely to be involved in metropolitan areas, with 23% of staff and volunteers in metropolitan based community radio stations aged under 26. Regional, rural and remote stations engage fewer young people, with those aged under 26 representing 11% of staff and volunteers in these stations.

As might be expected, youth stations engage more young people. Over half of staff and volunteers at youth stations are aged under 26. Educational stations also attract more young people with 35% of staff and volunteers at educational stations under 26.

Fine music, RPH and seniors stations engage fewer young people in both paid and volunteer positions.





	Educational	Ethnic	Fine Music	General	Indigenous	RPH	Religious	Seniors	Youth
Staff/volunteers under 26	1,133	163	21	1,523	73	5	311	3	1,619
Total staff/volunteers	3,239	2,854	962	14,225	595	1,256	2,145	601	3,021
% under 26	35%	6%	2%	11%	12%	0%	15%	0%	54%
% over 26	65%	94%	98%	89%	88%	100%	85%	100%	46%

Q. How many of the total number of individual staff and volunteers who worked at your station at the end of the last financial year were under the age of 26?

TRAINING

TRAINING PARTICIPATION

In order to support the maintenance of recognised national standards within the sector, community broadcasting stations are able to access sector-based accredited training. Non-accredited training is also provided by stations.

To understand the level of training conducted by stations, stations were asked to provide information about the number of people who participated in training (accredited and non-accredited), as well as the number of days of training that occurred at their station last year.

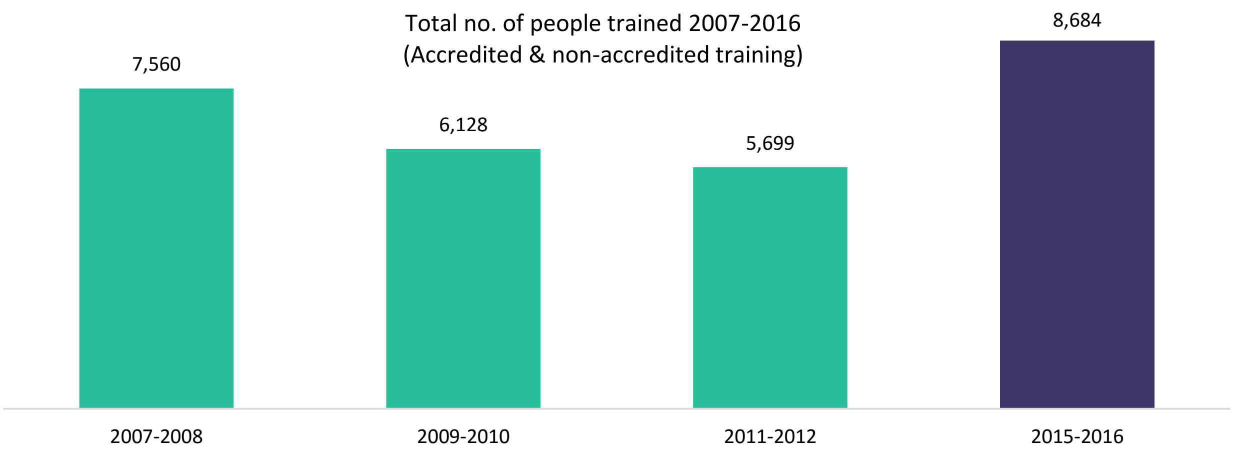
There was a 52% increase in the number of people who participated in training (either accredited or non-accredited) in 2015-2016, reversing the decline in training participation reported between 2007 and 2012.

In total, 8,684 people participated in accredited or non-accredited training in 2015-2016. The majority were in metropolitan stations (5,071), although 1,936 people received training in regional stations and 548 in rural and remote stations.

The number of people who took part in accredited training also increased. Overall, 691 people undertook accredited training in 2015-2016, up from 612 in 2011-12.

While the majority of training is at metropolitan stations, the majority of accredited training is provided to people through regional stations. In total, 299 people participated in accredited training at regional stations during 2015-2016. Accredited training was also provided to 190 people in suburban stations and 121 in rural stations. This compares to only 82 in metropolitan stations.

The average number of people trained last year was 25, down from 29 in 2011-2012. Metropolitan stations trained, on average, more people than other stations at an average of 83 per station. On average, suburban stations trained 24 people, regional stations trained 12 and rural and remote stations trained seven people last year.



No. of people who participated in training 2015-2016	Total	Metropolitan	Suburban	Regional	Rural & Remote
Total accredited training	691	82	190	299	121
Total non-accredited training	7,993	4,989	939	1,638	427
Total training	8,684	5,071	1,129	1,936	548
Average accredited training	2.0	1.3	4.0	1.8	1.6
Average non-accredited training	23.3	81.3	20.0	10.1	5.8

Q. How many people participated in ACCREDITED TRAINING?
Q. How many people participated in NON-ACCREDITED TRAINING?

TRAINING HOURS

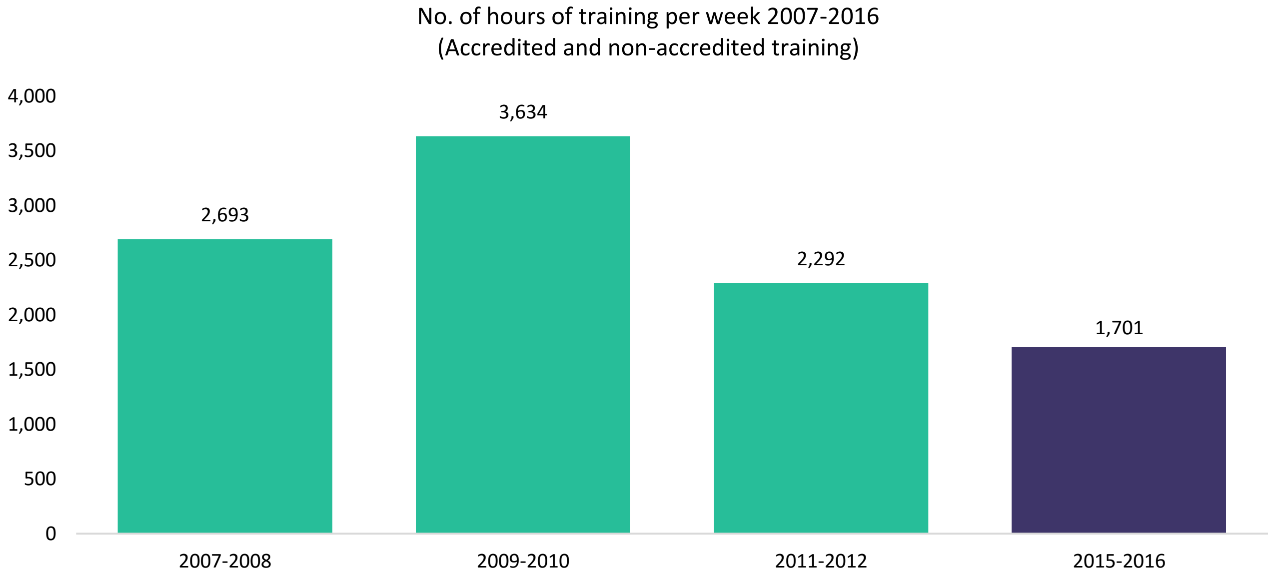
While participation in training increased, training hours continued to fall. In 2015-2016, stations conducted 1,701 hours of accredited and non-accredited training. This is down from 2,292 in 2011-2012 and 3,634 in 2009-2010.

The number of hours of accredited training provided by stations also fell. 349 hours of accredited training were provided by stations across the sector each week in 2015-2016. Of these 198 were in metropolitan stations, 30 in suburban stations and 57 in regional stations.

Metropolitan stations were the most likely to provide accredited training, with 26% of all training days (4,903) being accredited.

Of the training provided by stations in rural and remote areas, 62 of 302 hours (20%) were accredited. In total, rural and remote stations provided 403 days of accredited training last year.

Overall, 11,060 days of training were conducted by community radio stations in 2015-2016. Of these, 2,268 (21%) were accredited, and 8,792 (79%) were non-accredited.



No. of training days 2015-2016	Total	Metropolitan	Suburban	Regional	Rural & Remote
Days of accredited training	2,268	1,290	194	380	403
Days of non-accredited training	8,792	3,613	611	3,008	1,560
Total days of training	11,060	4,903	806	3,388	1,963
Approx. no. of hours of training per week					
Hours of accredited training	349	198	30	59	62
Hours of non-accredited training	1,353	556	94	463	240
Total hours of training	1,701	754	124	521	302

Q. How many DAYS of ACCREDITED TRAINING occurred at your station last year?
Q. How many DAYS of NON ACCREDITED TRAINING occurred at your station last year?

Definitions

Location/Broadcast Area	
Metropolitan	Stations located in a state or territory capital city and licensed to broadcast metropolitan wide.
Suburban	Stations located in a state or territory capital city and licensed to broadcast to a particular suburban (or sub-metropolitan) area.
Regional	Stations not located in a state or territory capital city but based in a centre with a relatively high level of service provision (i.e. access to health, education and other public services and a range of commercial outlets) or within 100 kilometres of such a centre.
Rural & Remote	Stations located in a country area or town centre in a country area, which has a comparatively low level of service provision (i.e. access to health, education and other public services and a range of commercial outlets) and is not within 100 kilometres of such a centre.
Community of Interest	
Educational	Stations associated with educational communities, mostly with an historical association with an university.
Ethnic	Stations licensed to broadcast multilingual and multicultural programming.
Fine Music	Specialist music stations predominantly playing classical, jazz and new Australian compositions.
Indigenous	Stations primarily servicing and operated by Aboriginal and Torres Strait Islander people, programming Indigenous music as well as discussion of Indigenous issues and culture. This includes stations servicing remote Aboriginal communities in Australia.
RPH	RPH radio services broadcast published print information in an alternate format (audio) for people in Australia with a print disability.
Religious	Stations that adopt a single faith as a guiding principle in their programming and purpose.
Seniors	Stations that broadcast primarily for older Australians, often including an emphasis on music from the 1940s to 1960s.
Youth	Stations providing content primarily for young Australians, independent and unpublished music and community information and relevant discussion for young people.

Survey Matters specialise in providing research services to associations and not-for-profit organisations, their customers, and members.

Survey Matters have helped a wide range of associations understand their value proposition - what is important to members, how the association can help them and how satisfied they are with their associations' performance. We also work with associations to generate and build industry data and knowledge to support advocacy, promotion, industry development and marketing activities.

As authors of the Associations Matter Research Series, Survey Matters have a significant knowledge base of the Australasian association sector.

Survey Matters is a member of the Australian Market and Social Research Society.

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