

ANNUAL REVIEW 2019/20



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

CONNECTING COMMUNITIES ACROSS AUSTRALIA THROUGH COMMUNITY RADIO

REPRESENTED NATIONALLY



Community radio reaches
5.8MILLION

Australians each week (29% of people 15+)¹

1.8MILLION

LISTEN IN REGIONAL AREAS⁴

1/4 OF RADIO LISTENERS LISTEN EXCLUSIVELY TO COMMUNITY RADIO³

DEEPLY ENGAGED

195,000

STATION SUPPORTERS CONTRIBUTE FINANCIALLY TO COMMUNITY RADIO STATIONS

AN AVERAGE
14.7
HOURS A WEEK

94%
of listeners find value in community radio

MORE THAN 22,000 VOLUNTEERS ARE INVOLVED IN COMMUNITY RADIO, SUPPORTED BY 688 FTE STAFF.⁷

DIVERSE AUDIENCES

17%

MORE LIKELY TO BE NON-ENGLISH SPEAKING COMPARED TO POPULATION⁶

25%

MORE LIKELY TO BE ABORIGINAL OR TORRES STRAIT ISLANDER COMPARED TO POPULATION⁹

62%

MORE LIKELY TO IDENTIFY AS BEING FROM THE LGBTQIA+ COMMUNITY¹⁰

452

Licensed Broadcast Services Across Australia

(INCLUDES PERMANENT LICENCES: 358 AND TEMPORARY LICENCES: 94)¹¹

THE COMMUNITY BROADCASTING ASSOCIATION OF AUSTRALIA'S PURPOSE IS TO CHAMPION AND SUPPORT COMMUNITY BROADCASTING FOR THE BENEFIT OF SECTOR PARTICIPANTS AND THE AUDIENCES THEY SERVE.

Founded in 1974, the Community Broadcasting Association of Australia (CBAA) is the national peak body for community broadcasters and currently represents 89% of permanent community radio licensees.

The CBAA is the go-to destination for advice, knowledge and service for the community broadcasting sector. These strategic priorities continue to strengthen the association's capacity.

The CBAA works to increase station effectiveness by assisting in five main ways:

1

Assisting community radio stations to be available in the places that listeners expect - live and on-demand. This includes online and through DAB+, complementing analogue services.

2

Providing a content hub for stations to give them access to content they would otherwise not have access to, whether that be community education, music, the sector's flagship content or news.

3

Advocating for a strong future for the sector and understanding future trends so the sector can be equipped with insights and stories to help them grow.

4

Building the capacity and capability of community radio stations.

5

Growing the community radio movement in a way that unifies the sector and ensures that community broadcasters maintain their strong identity and express their true selves.

CBAA efforts in each of these areas contribute to the sector vision and are an active expression of an Australia that is: *an open society, a strong democracy, and consisting of vibrant cultures.*

OUR PARTNERS

The Community Broadcasting Association of Australia continues to identify and connect with likeminded organisations and would like to thank them for their ongoing support of the sector. In 2019/20, the CBAA continued previous partnerships and explored new relationships with:



PRESIDENT & CHIEF EXECUTIVE OFFICER'S REPORT

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 - or three. Community radio stations continue connecting people throughout drought, bushfires, and a pandemic.

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. As the sector's peak body, the CBAA is proud of our members' work and will continue supporting stations to meet their communities' needs.



The CBAA's Digital Radio Project is working with the thirteen eligible community licensees in these locations towards the launch of permanent services in 2021.

The Community Broadcasting Association of Australia has achieved many successes in the past 12 months. Some highlights include:

- Digital radio expanded to Canberra, Darwin and Hobart with community DAB+ radio services commencing on-air implementation. The CBAA's Digital Radio Project is working with the thirteen eligible community licensees in these locations towards the launch of permanent services in 2021. Further regional extension is planned for DAB+ radio to ensure community broadcasters have affordable access to digital broadcasting.
- A revamped and improved Amrap website (amrap.org.au) launched in May 2020. The new website provides artists with an easy way to distribute their music to hundreds of stations nationwide and provides community radio program makers with seamless access to Australian music for broadcast. Since launching, program makers have downloaded over 22,000 tracks with artists uploading more than 8,000 new releases. Continued and invaluable user-testing has seen further enhancements made for the benefit of users.
- 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, time of day or their preferred device.

- The Black Summer bushfires of summer 2019-20, impacted many of our stations, colleagues, friends and communities. With generous support from the Judith Neilson Institute for Journalism and Ideas and the Paul Ramsay Foundation, the CBAA developed From the Embers – a nine-part podcast series produced for radio in partnership with nine community stations who faced the fire front. This podcast was led by these communities, providing space for the stories they wanted to tell.
- Recognising the effects of COVID-19 on the sector and the value of independent and trustworthy news at this time, the CBAA secured support from the Judith Neilson Institute for Journalism and Ideas to subsidise the broadcast of the National Radio News service. The six-month subsidy enabled more stations to access the National Radio News for their communities – around 119 – increasing the amount of independent and community news reaching listeners.

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.

We’re thankful to our members for being open and honest with their communication and feedback. This dialogue means we can

provide the right support and guidance to meet station challenges, and continually enhance the work that stations do.

We’re grateful for new and ongoing partnerships that have joined the CBAA family. Particularly to Community Broadcasting Foundation, Judith Neilson Institute for Journalism and Ideas and Department of Infrastructure, Transport, Regional Development and Communications.

It’s been a challenging year and we thank the Community Broadcasting Association of Australia staff and Board staff for their continued commitment to serving members across the country. Please don’t hesitate to continue connecting with us, providing your feedback and seeking support.

Phillip Randall, CBAA President
Jon Bisset, CBAA Chief Executive Officer



“ With generous support from the Judith Neilson Institute for Journalism and Ideas and the Paul Ramsay Foundation, the CBAA developed From the Embers – a nine-part podcast series produced for radio in partnership with nine community stations who faced the fire front.

1

STAYING CONNECTED THROUGH NATIONAL CRISES

Connected with more than

80

stations in bushfire regions during and after the peak of the emergency

CBAA created station planning resources to support staff and volunteers throughout the Australian bushfires 2019/20 including:

- National Best Practice Guidelines for the Request and Broadcast of Emergency Warnings
- Effective communications
- Emergency Services state by state
- Live webinars



WEEKLY DIRECT EMAIL COMMUNICATIONS WITH INFORMATION ABOUT COVID-19 AND EVOLVING GOVERNMENT RULES, FUNDING AND LATEST NEWS TO COMMUNITY RADIO STATIONS (APRIL TO JUNE).

950+

DIRECT CONNECTIONS ON COMMUNITY RADIO COVID-19 RESPONSE FACEBOOK GROUP

CBAA's Community Radio Network distributed 147 English language, First Nations and multilingual COVID-19 CSAs from the Australian Department of Health, gaining huge traction by stations across the sector - with over 12,000 plays in the first four weeks alone.

CBAA created and distributed station planning resources to support staff and volunteers throughout all stages of the pandemic:

- Returning safely to studios
- Staff/volunteer legal information
- Work, health and safety
- Accurate public health updates
- Our role as media organisations
- Links regarding financial assistance



CBAA hosted 10 free webinars related to supporting stations during a pandemic

TOTAL REACH

1,435

PARTICIPANTS

Average Net Promoter Score

=80

COMMUNITY RADIO IN TIMES OF EMERGENCIES AND NATURAL DISASTERS

Australia's 2019/20 bushfires demonstrated the vital role community broadcasting plays in creating community cohesion and connection. 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, vital roles sharing mental health information and fundraising for community.



It is nice to see some sector attention put onto this vital aspect of community broadcasting and the strength of local communities to provide potentially lifesaving information in critical times... Thank you, I think this is one of the most important things stations can be doing - at whatever level they are able.”

Webinar attendee - Station Manager,
community radio station

To support stations on the ground, the CBAA:

- Provided stations with content through the CBAA's Community Radio Network to keep stations on air or to fill the gaps as needed.
- Highlighted the vital broadcasting and community-building work of stations online, in the media, and with new and current partners to build station pride and awareness for the sector.
- Developed new partnerships such as with the national council for the delivery of fire and emergency services warnings, the AFAC Warnings Group, to ensure stations are best connected to the emergency information they need.
- Hosted free emergency broadcasting webinars, which reached more than 100 broadcasters at each webinars.
- Furthered the associations partnership with the Judith Neilson Institute for Journalism and Ideas to secure funding to develop a series of online training resources/videos for community broadcasters regarding emergency broadcasting. This is forthcoming in 2020/21.

REPRESENTING STATIONS: SHOWCASING RESILIENCE, STRENGTH AND HYPERLOCAL KNOWLEDGE

During 2019/20's bushfire crisis, many politicians experienced firsthand community radio's vital role in communicating emergency information, connecting individuals and building community resilience. Many intimately understand that, in times of need, local voices delivering local information via terrestrial broadcast is lifesaving.

To build further on government understanding and to secure immediate and long-term government investment in the community broadcasting sector, the CBAA implemented an engagement strategy to showcase the work done by community radio stations during and after the Black Summer.

Some of the CBAA's key achievements include:

After CBAA visited Canberra in February, many supportive comments were made in the House of Representatives by Dr Mike Kelly (former Member for Eden-Monaro), Dr Katie Allen (Member for Higgins), Mr Josh Burns (Member for Macnamara), Mrs Fiona Phillips (Member for Gilmore), and Shadow Minister Michelle Rowland (Member for Greenway and Shadow Minister for Communications).



Dr Mike Kelly, former Member for Eden-Monaro: *But, on top of that, of course, our community radio stations right across Eden-Monaro played a vital role in the disaster response in relation to what we have just been through. It was great to meet with Jon Bisset, the CEO of the Community Broadcasting Association of Australia, to reflect on that and what more support could be brought to community broadcasting. I want to commend the work of stations like Braidwood FM - Barbed Wireless, as they call it - and also Sounds of the Mountains over in Tumut, who did a fantastic job during all of that."*

The Charities Crisis Cabinet was set up to enable charities to support their communities through the COVID-19 pandemic - especially those most vulnerable to increased harm - and ensure as many charities as possible can contribute to building flourishing communities after the crisis. The Cabinet is co-chaired by Rev. Tim Costello AO and Susan Pascoe AM and draws on the leadership of 21 leaders from across the breadth of the 57,000-strong charities sector. The CBAA's CEO, Jon Bisset, sits on this Cabinet and works with others across the charities sector to highlight issues of mutual concern and consider ways to respond.

The CBAA made submissions to the Royal Commission into National Natural Disaster Arrangements and the Finance and Public Administration References Committee's inquiry into lessons to be learned in relation to the Australian bushfire season 2019/20. Throughout, the sector was favourably recognised.

Positive comments were made during the Finance and Public Administration References Committee's public hearing, before which the CBAA and Braidwood FM appeared, in August 2020:



Senator Tim Ayres, Chair: *"There is a lot more work going on in terms of the aftermath, as well as the community-binding role and resilience role that the stations play. I want to thank you for your work during the fires but also for the critical work that's going to help pull some of these communities together over the coming years. Thank you very much."*

Senator Rice: *"Could you estimate [how] much funding you think would be valuable and required to enable you to continue your incredibly important role?"*



CASE STUDY

BRAIDWOOD FM BROADCASTING HYPERLOCAL KNOWLEDGE

In some regions, community radio was the only source of hyperlocal emergency information. In NSW, Braidwood's community radio station, **Braidwood FM**, had only just expanded its transmission range when fires threatened the town of about 1,600 people. In late November 2019, station volunteers broadcast 14 days of near continuous emergency coverage of the Tallaganda National Park fire. Volunteers put hourly updates to air from the Rural Fire Service, directly connecting listeners to the information source. Portable battery-powered radios sold out in town. The new transmission range meant that locals in more remote areas could now hear the station's information and updates.

'When it comes to community radio... it's vital as a service there in Braidwood and I have no doubt that during the fires you were absolutely relied upon, because it's local, committed people, largely volunteers.' Leader of the Opposition, Anthony Albanese on Braidwood FM

Picture: Darren Marks (RFS); Rod McClure, Gordon Waters and Violet Wasson from Braidwood FM



HIGHLAND FM BRINGING THE COMMUNITY TOGETHER

Throughout the worst of the fires in early January 2020, Bowral's Highland FM 107.1 in NSW's Southern Highlands provided listeners with regular emergency updates from 8:30 am to 3 am. As part of the recovery effort, the station also assisted in the promotional efforts for FireAid 2020, a benefit concert held in Bowral that raised over \$300,000 for the local community.

Station Manager Adam Stokeld (centre right) and their production and programming volunteer Warren Barnett (centre left) met with CBAA's Danny Chifley (left) and Andrew Morris (right) about FireAid 2020.



CASE STUDY

COMMUNITY RADIO GIVES RENEWED VOICE TO BUSHFIRE VICTIMS

In April 2020, the CBAA's documentary series *From The Embers* premiered, taking listeners to the heart of nine communities affected by the bushfires. The communities of the Adelaide Hills, Bairnsdale, Braidwood, Cooma, Kangaroo Island, Mallacoota, Mongarlowe, Moruya and Omeo share their stories. *From The Embers* importantly reminds listeners about the essential role that storytelling plays providing space to be honoured and to heal.

It was created in partnership with nine community radio stations that faced the frontline of the fire, with generous support from the Judith Neilson Institute for Journalism and Ideas, and from the Paul Ramsay Foundation.

Available on all popular podcast platforms, there have been more than 4,500 downloads of the series via Omny Studio. Discussion continues with funding partners to establish a second season of *From The Embers* for 2020/21.

Pictured: From The Embers Podcast - Bird in the Sky - Episode 9, Leonie landing in Bairnsdale, NSW, supplied by Damian Pendergast.

CASE STUDY



PROVIDING COMFORT AND VITAL INFORMATION SERVICES DURING A PANDEMIC

In 2019/20, the COVID-19 pandemic impacted all industries and individuals across Australia, and the community broadcasting sector was not immune to its wide-ranging effects.

However, the sector quickly reacted to set up remote studios to ensure content still went to air, that vital health information could still reach listeners, and that measures were put in place to protect volunteers and meet evolving government restrictions. Throughout, the CBAA worked with government and partners to get the most up-to-date information out to stations as quickly as possible.

Keeping stations on air, connected and up to date

Through regular direct email and phone communications, the establishment of a Facebook Group and through weekly webinars, resources were delivered to all community broadcasters during this time to ensure they felt connected, supported and able to stay on air.

The CBAA was also proud to be able to offer CBAA members concrete financial assistance.

While stations were isolated and unable to broadcast live, the CBAA invited member stations experiencing financial hardship to free Community Radio Network programs for six months (including three months in FY20/21). As a result, 52% of CBAA member stations subscribed to the Community Radio Network – an increase of 10%. **As a result, 52% of CBAA member stations subscribed to the Community Radio Network – an increase of 10%.**



If we hadn't had the support of CBAA Community Radio Network, we would have closed the doors. Knowing that the CBAA is there fighting tooth and nail for us at a government level made us hold on knowing we had someone supporting us."

Adam Stokeld, Station Manager Highland FM

The CBAA's Community Radio Network distributed the current affairs program The Informer Daily, the daily version of a weekly program from JOY FM. With content centring around COVID-19, they had correspondents all over the country as well as conversations with officials, audience members and experts in the field.

CASE STUDY

GETTING MORE NEWS OUT TO MORE COMMUNITIES

As the fires finally subsided we were hit by the COVID-19 pandemic, further growing the thirst in communities for up-to-date information to keep them safe. At the same time, significantly reduced revenue was affecting some stations' ability to produce local content.

With news being more important than ever to maintain the health and wellbeing of communities, the CBAA partnered with the Judith Neilson Institute to subsidise National Radio News for every station in the sector for six months (including three months in FY2020/21). This ensured audiences across the country were kept informed, regardless of their local station's ability to respond to the COVID-19 crisis.

Through the support of the Judith Neilson Institute, 119 stations were able to broadcast the CBAA's National Radio News, a 40% increase in both audience and reach.

In 2019, the CBAA placed its first political journalist in the National Press Gallery in Canberra, giving CBAA's National Radio News unparalleled access to breaking news in the corridors of power, plus the ability to get local stories under the view of the policy makers. Building this representation of the community broadcasting sector with the Australian Government proved critical in times of emergencies and natural disasters.

Ensuring stations can continue being there for listeners

Since the beginning of the pandemic, the CBAA worked closely with stations, sector organisations and the Community Broadcasting Foundation (CBF) to collect data and information about the effects of COVID-19 on stations.

The necessary government restrictions, cancellation of face-to-face events, cessation of live music and arts, and strict lockdown periods all had their impacts on the ability of many stations' to secure revenue through sponsorship and fundraising.

To further support stations to remain viable and play their critical role during the pandemic, and in its aftermath, the CBAA called on the Federal Government to support the sector across three target areas.

1. A one-off contribution to the Community Broadcasting Foundation's COVID-19 Crisis Fund.
2. An early commitment to sector funding beyond 2020/21 for digital radio, enhanced national news programs, and sector development.
3. Ensuring greater use of community radio for government health and information campaigns.

The CBAA has worked closely with the Federal Government, the Department of Health, and the Department of Infrastructure, Transport, Regional Development and Communications to advance the interests of community broadcasters.

The CBAA has also worked closely with other peak charities as part of the Charities Crisis Cabinet to progress issues regarding charity reform and COVID-19 support. This Cabinet was successful in advocating for more accessible eligibility criteria for charities for JobKeeper, and their work continues.

Pictured below: Koori Radio, outside broadcasting bus.



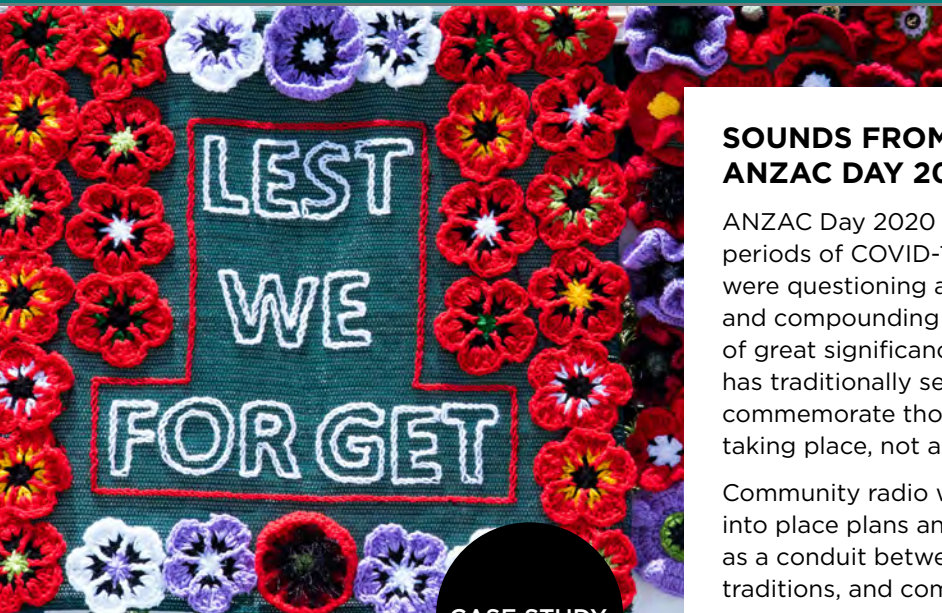
CASE STUDY

INCREASED GOVERNMENT SPONSORSHIP PLACEMENT ON REGIONAL COMMUNITY BROADCASTERS

In early 2020, the Federal Government recognised the financial impact of COVID-19 (and the culmination of bushfires and drought) on regional community broadcasters by passing the *Parliamentary Business Resources Amendment (Office Expenses No. 2) Regulations 2020*.

The changes enabled regional Federal MPs to use their office expenses to communicate with their local constituents via local community radio. As a result, many regional community radio stations indicated that more local health and safety information reached local communities. Furthermore, the increased purchase of sponsorship by regional MPs went some way toward mitigating the economic effect of COVID-19 on regional community broadcasters.

To encourage the utilisation of the changes, the CBAA wrote to all regional community broadcasters and regional Federal MPs notifying them of the changes and offering to connect them.



CASE STUDY

SOUNDS FROM THE STREETS | ANZAC DAY 2020

ANZAC Day 2020 coincided with one of the worst periods of COVID-19. States were in lockdown, people were questioning access to food and basic goods, and compounding all of this was the fact that a day of great significance to many Australians, one that has traditionally seen people coming together to commemorate those who have served, would not be taking place, not as we were used to.

Community radio was quick to respond, putting into place plans and initiatives to use their stations as a conduit between commemorative services and traditions, and communities forced to isolate at home.

The Community Broadcasting Association of Australia supported more than 25 for the first time community radio stations to connect with their community through the Community Radio Network. Content was made available for stations' use including the *Longford ANZAC Day Observance*, *Radio Adelaide's Service Voices*, plus news, views, perspectives and memories from the veterans, service, volunteer and defence communities, and the *Blak Digger Project* that looked at Aboriginal and Torres Strait Islanders who served or assisted in Australia's war efforts.

Many stations joined with their communities for special broadcasts and events. They provided a variety of content including the *Last Post*, *One Minute's Silence*, the *Rouse* and the *Reveille* and other traditions that the community would not have been able to access without the assistance of community broadcasting.

CASE STUDY



“

“The unprecedented economic upheaval of the global pandemic is sending shockwaves across the world and causing widespread panic among consumers.”

Jeff Sparrow, The Consumer Coach, host (pictured left)

THE CONSUMER COACH: YOUR PANDEMIC FINANCIAL SURVIVAL GUIDE

In an effort to support the financial wellbeing of Australians, the CBAA has partnered with the Ecstra Foundation to equip Australian consumers with the support, advice, and access to resources they need to make financial decisions during the pandemic.

Each episode of the ten-part series focused on a different area of financial interest. Episode 1 centred around unemployment, exploring themes like ‘You’ve lost your job - what happens now?’ and how to navigate government agencies to access financial assistance.

Hosted by editor, broadcaster and Walkley-award-winning writer Jeff Sparrow, listeners heard advice from financial experts, insights from those hardest hit, and representatives from specialist agencies and volunteer-run services like the Australian Unemployed Workers’ Union.



**COMMUNITY BROADCASTING
ASSOCIATION OF AUSTRALIA'S
STRATEGIC GOALS AND PRIORITIES
2019/20**

SECTOR LEADERSHIP

The CBAA works to understand future trends and to advocate for outcomes that will provide a strong future for the sector. This includes working to be an influential advocate and working to influence and develop a supportive regulatory environment.

While rapidly responding to sector need throughout the crises of 2019/20, the Community Broadcasting Association of Australia also continued work on a range of other issues, in partnership with industry, across political parties and with government to secure a supportive operating and regulatory environment for the sector.

CBAA submissions through 2019/20 included:

- Australian Communications Media Authority (ACMA) Future Delivery of Radio Services consultation.
- ACMA regarding the deeming of CBAA's member station, Edge Radio 99.3, to be included in the rollout of DAB+ digital radio in Hobart. In December 2019, the ACMA announced a deeming determination that would allow Edge Radio to provide a DAB+ digital radio service in Hobart.
- Independent Pricing and Regulatory Tribunal (IPART) draft report on NSW rental arrangements of communication towers on Crown land.
- Treasury regarding the Final Report of the Australian Competition and Consumer Commission's (ACCC's) Digital Platforms Inquiry.
- Select Committee on Regional Australia's inquiry into Regional Australia (November 2019).
- Input into the ACMA review of the B66 form, which is used by permanently licensed community broadcasters to renew their licences every five years.
- Submission regarding the Federal Government's Digital Technology Hub.
- A joint submission, in partnership with First Nations Media Australia (FNMA), to the ACCC's Concepts Paper on a Mandatory News Media Bargaining Code.
- Co-signed an open letter to the Australian Government, alongside other joint leadership work, as a member of the Charities Crisis Cabinet. The letter called on the government to '#fixfundraising' legislation to better support online fundraising activities and make it easier for charities to know how to meet legal requirements.
- Co-signed several joint submissions as a member of the Australia's Right to Know Coalition (ARTK) with other major media organisations, including to the two press freedom inquiries. The CBAA also participated in ARTK's #RightToKnow campaign, highlighting the need for greater protections for media freedom in Australia.

your right to know The CBAA Supports **#YourRightToKnow**
[Click here to find out more](#)



All submissions are available to read via the CBAA's Submissions page.

The CBAA also continued the Codes of Practice Review, conducting further consultation with the sector via the survey in June-July 2019, through the Sector Roundtable and the Codes Advisory Committee. Several drafts were sent to the ACMA for comment and a draft will be circulated to the sector and the public for comment in 2020.

CASE STUDY



EDEN-MONARO BY-ELECTION

During the Eden-Monaro by-election, the CBAA worked with local stations to connect them with their local candidates where needed. The CBAA also provided information to stations regarding the CBAA's calls to Federal Government for support to weather the COVID-19 pandemic and the economic downturn.

During the Eden-Monaro by-election, Braidwood FM questioned Opposition Leader Anthony Albanese on key regional issues, as did the Sounds of the Mountains, who interviewed the Prime Minister, Scott Morrison.

Pictured Sounds of the Mountains broadcaster David Eisenhauer.

“

‘Before we get going, can I thank you for everything you did, particularly back over the Black Summer.. I know the job you did over that period of time. It’s been reported back to me by so many. I know how many of your listeners would be so appreciative, but just want you to know that we’re very appreciative of the great service you provided as well.’”

Scott Morrison, Prime Minister. [Read the full interview here.](#)



COMMUNITY RADIO MOVEMENT

Growing the community radio movement in a way that unifies the sector and ensures community broadcasters maintain their strong identity and express their true selves.

Supporting the CBAA members and the broader community broadcasting sector is one of CBAA's primary functions.



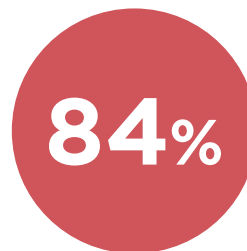
RAISING AWARENESS OF COMMUNITY RADIO'S ROLE SUPPORTING AUSTRALIAN MUSIC

Revamped and Improved Amrap website

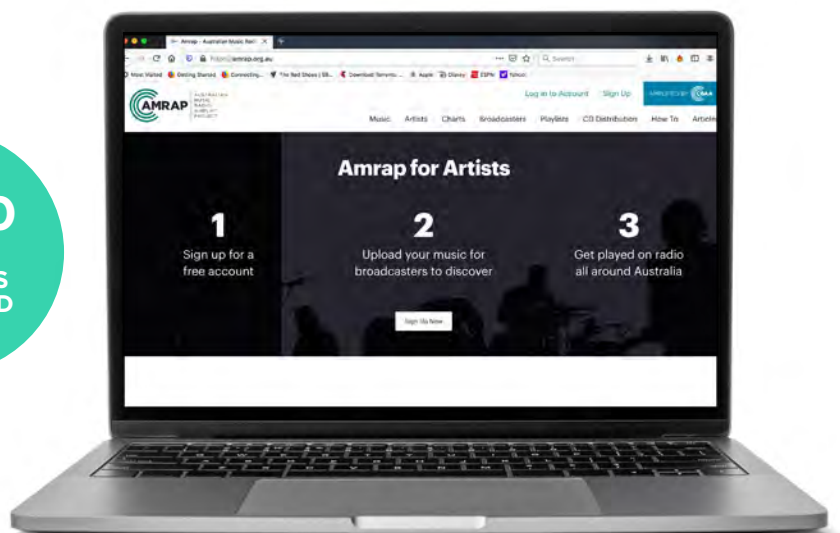
The new Amrap website, amrap.org.au, launched in May 2020 to provide artists a smoother way to distribute their music to hundreds of stations and enable community radio broadcasters a seamless way to access and play Australian music for their listeners.

Designed after holding working groups and testing with varied industry stakeholders, the new website offers improved navigation and functionality, plus extra features, better data-collecting opportunities, and editorial. Since launching, program makers have downloaded over 22,000 tracks with more than 8,000 new releases uploaded by artists. Invaluable user testing post-launch has seen further enhancements added for the benefit of both program makers and artists.

The CBAA's Australian Music Radio Airplay Project (Amrap) team was invited to take part in several conferences and workshops over the year to represent community radio and the Amrap initiative to the Australian music industry and its artists. These annual events included BIGSOUND (collaborated with Brisbane station 4ZZZ on the event Sounds Like Community Radio), APRA AMCOS' Meet the Locals, MusicNSW's Feedback, CHANGES, and Queensland's Regional Development Program.



84% of stations are satisfied with how the CBAA promotes and distributes content through services like Amrap.



RECOGNISING THE EFFORTS OF OUR SECTOR'S PARTICIPANTS



Each year, the CBAA coordinates an awards program that gives broadcasters and stations across Australia the opportunity to be recognised. The 2019 Community Radio Awards program received 305 entries and continued to celebrate the sectors' innovation, perseverance, and community champions.

The awards were presented across 30 categories to a diverse range of winners, with recipients from a large variety of locations, sizes and communities, and whose achievements range across all aspects of community broadcasting.

David Turrell, an enduring member of community media and CEO of 1079 LifeFM in Adelaide, took out the prestigious Michael Law Award for a sustained and outstanding contribution to community broadcasting. David advocates the interests of Radio and TV stations, program producers and industry professionals.

Wilcannia River Radio (Pictured above right) in Wilcannia, NSW, a station that constantly demonstrates a commitment to the survival and celebration of arts, language and culture as part of all station operations, were bestowed the Tony Staley Award for Excellence in Community Radio.

The Station Leadership Award went to passionate and community-focused broadcaster Gerry 'Gman' Terati Lyons, General Manager of 3KND, Melbourne.

Pictured left, Excellence in Training category winner - Hear Me Roar (Team at SYN Media, Melbourne, VIC).



The full list of winners can be located here

PLATFORM AND INFRASTRUCTURE

Every community radio station in Australia needs to be available in places where listeners expect – for live and for on-demand. The Community Broadcasting Association of Australia continues to help the community radio sector to transition to multiplatform delivery by providing solutions for stations to reach their audiences through digital radio, streaming and online services.

Alongside what the Community Broadcasting Association of Australia already offers, the multiplatform project will streamline a station's day-to-day operations and workflows, build their online audience, and maximise their online revenue.

Multiplatform Distribution Project

In January 2020, the CBAA was awarded funding to support community radio's transition to multiplatform delivery to meet listener and community expectations.

The CBAA was delighted to announce that the CBF will provide funding support over the next four years to support community radio stations to provide Australian community media audiences with seamless, personalised digital experiences that allow them to enjoy and engage with content regardless of where they live, time of day or their preferred device.

What does this mean for the community broadcasting sector?

Very few community broadcasters have the significant resources needed to develop or buy technologies, test potential listening markets or measure audience behaviour.

The media landscape is continuing to experience significant disruption. Content creation is no longer in the sole hands of media people. It is vital community radio is equipped with the tools for this new environment. This new project, a long time in the making, aims to build the online and digital capacity of community radio stations. Every community radio station in Australia needs to be available in the places that listeners expect – live, on-demand, and as podcasts – to help audiences experience a seamless, personalised digital experience that enables them to readily engage with community media.

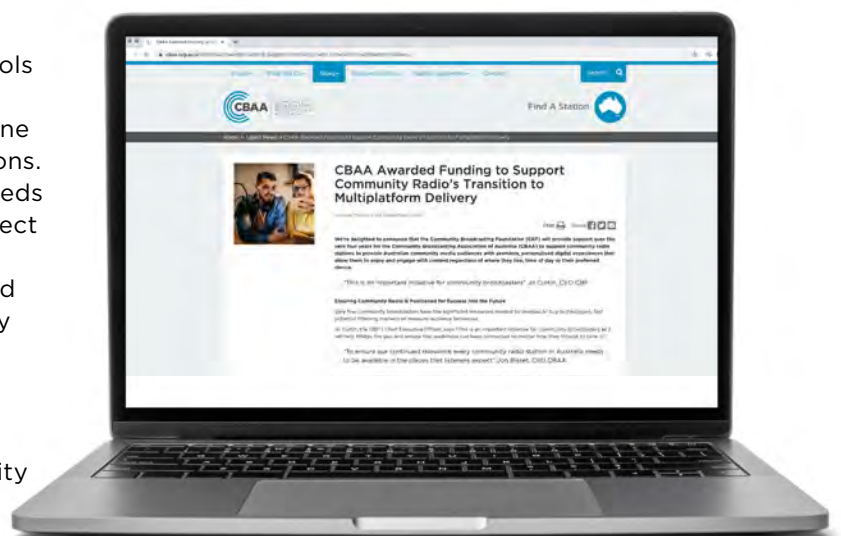
Through a partnership with Triton Digital – a global technology and services leader to the digital audio and podcast industry – community radio will be able to leverage Triton's suite of solutions to ensure listeners can access their content anywhere, anytime. Triton's Omny Studio podcast platform is also an amazing tool and it's

exciting to hear the podcasts community radio content makers create.

The CBAA has also partnered with global industry leaders in Omny Studio and All In Media to provide:

- robust and scalable audio streaming with industry-approved listener metrics;
- a combined on-demand and podcasting hosting solution with comprehensive analytics;
- technology to monetise station streams, on-demand, and podcasting;
- voice skills development for Alex, Sonos and Google; and
- a community radio app to both showcase and champion community radio across the country, featuring live streams, on-demand, and podcasts.

The Multiplatform Distribution Project will evolve over the next four years.



DIGITAL FUNDRAISING

The CBAA established a partnership with GiveEasy online fundraising platform. This was thoughtfully planned to provide the largest amount of support possible to stations of all sizes and listenership, and to identify stations that have a desire to build onto their capacity and continue to grow their capability in the new world of digital fundraising.

The CBAA worked with community radio stations to adopt the GiveEasy platform, and by doing so, utilised the #GivingTuesdayNow campaign to assist stations raise fund for their stations.

- A series of communication tools to be sent to their listener and supporter base in the lead-up to Giving Tuesday, on the day itself, and the day after;
- On-air scripts, to review and record;
- A collection of social graphics to post on social channels leading up to Giving Tuesday and on the day itself; and

- A donation page to help make sure the stations' online donation forms were working and easily accessible from their homepage.

The use of online fundraising and further upskilling the community radio sector through campaigns similar to #GiveTuesdayNow will build over time with the need for further training and development on digital fundraising for the sector.



Pictured the team at 8CCC Community Radio Inc - 102.1fm Alice Springs

DIGITAL RADIO SERVICES

ADELAIDE | BRISBANE | CANBERRA | DARWIN | HOBART | MELBOURNE | PERTH | SYDNEY

The Community Broadcasting Association Australia's Digital Radio Project manages digital platform infrastructure, service delivery, and data systems for service and program information and management on behalf of eligible community radio licensees.

In 2019/20, the CBAA Digital Radio Project facilitated a 31% increase in live community digital radio services operating nationally.

Digital radio now reaches community DAB+ services in Melbourne, Sydney, Brisbane, Adelaide and Perth, and on-air under implementation in Canberra, Darwin and Hobart.

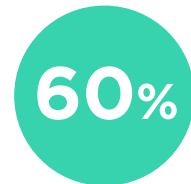
Live free-to-air radio broadcasting attracts over 60% of all listening to audio in any form in Australia, with digital radio listening representing over 30% of all radio listening in capital cities.¹²

Digital radio is growing to be the mainstay free-to-air broadcast platform.

The Digital Radio Project also completed the provision of next generation station-based equipment to metropolitan stations in 2020, adding improved redundancy, and continuing multiplex integration and network upgrades for all digital services.

Road tunnel operators are required to provide free-to-air digital radio, with two major tunnels opening in Sydney during 2019/20.

On-going planning and representation continue to ensure community radio broadcasters have affordable access to the DAB+ platform as digital broadcasting expands and develops.



Live free-to-air radio broadcasting attracts over 60% of all listening to audio in any form in Australia



Pictured, clockwise from top left: 1RPH Sandra Purser, 1RPH President, in the studio. 7THE Hobart FM tech, Jim Parish, installing DAB encoders. 8KNB First Nations Radio sets up for an art fair OB.

CONTENT HUB

Providing a content hub for stations to give them access to content they would otherwise not have access to like community education, music, the sector's flagship content, or news.

RADIO IS A FLEXIBLE MEDIUM

Radio is a flexible medium, able to change when world or local events necessitate. This financial year has been a graphic illustration of that, with stations not only weathering the physical and content demands of the bushfires that took such a toll, but then the financial and participation hit all stations felt as COVID-19 hit in March, and continued throughout the year.

Highlights from the Community Radio Network program grid include:

- The Community Radio Network actively increased diversity across the programming grid this year with a focus on bringing little-heard communities to a national audience. From *Afro Turn Up* to a gaming show centring on the experiences of LGBTQAI+ in the video game community, the CBAA actively focused on supporting interesting and new content.
- The flagship Breakfast program, *Good Morning Country* broadcast live from the Tamworth Country Music Festival every day over the event. With contributions from 3KND, and the only live national broadcast of the Golden Guitars, *Good Morning Country* made sure audiences heard this important cultural event.
- Over Christmas 2019, the Jailbreak team, in association with the Community Radio Network, produced the eight-hour *Jailbreak Christmas* special. It featured voices of people inside telling their experiences and a mix of music. It was a big success and gave an avenue for families to be reunited over Christmas.

- CBAA's Amrap also crafted a new radio program, *Australian Music Is Bloody Great*, to support Australian musicians throughout COVID-19 and beyond by getting their music out to more broadcasters. The show featured Australian artists selecting their favourite new Australian music, and has been hosted by Hilltop Hoods, Teskey Brothers and Hoodoo Gurus (pictured). The program has been profiled in *the Australian Financial Review* and *Rolling Stone*.



112.54
HOURS

of new audio
comes through
the CBAA
Community
Radio Network
weekly.

Community Service Announcements (CSAs) provide relevant content and connection between each station and its community of interest. The CBAA was the conduit for more than 25 CSAs played across 200 community radio stations throughout 2019/20. Full list of partners for these campaigns appear on page 5.

INCREASING THE REACH OF AUSSIE MUSICIANS IN TIMES OF NEED

Australian music is a cornerstone of storytelling and creating community. Getting more Aussie music out to community broadcasters is vital for sharing Australian stories.

First Sounds

First Sounds is a joint initiative between the CBAA's Amrap and First Nations Media Australia curating and distributing new and emerging First Nations artists through Amrap and indigiTUBE to community radio.

First Sounds Volume One was distributed at the end of February to over 180 community stations and over 100 individual community broadcasters. Tracks were also downloaded from the Amrap site hundreds of times.

Volume Two was released at the end of May with similar results. The *First Sounds* campaign has attracted more than 120 artists over the three entry process.

Respected singer-songwriter Shellie Morris formed part of the selection panel for *First Sounds Volume Two*: *'What an amazing initiative supporting First Nations Artists, and a great way to share our songs and music across this country. It is so important to have this opportunity for our First Nations Artists. This creates opportunities and builds a better nationwide perspective on our stories and culture. Through CBAA, Amrap, indigiTUBE collaborating together, this will enable so many artists to get their songs out there to be heard and appreciated by so many.'*

CASE STUDY

FIRST SOUNDS AT NGAARDA MEDIA

Ngaarda Media from Roebourne, Western Australia, is one of many community radio stations thrilled to have Boox Kid's (pictured) track and other new First Nations musicians to broadcast for their listeners. When asked about why *First Sounds* is important to Ngaarda Media, Breakfast presenter and Station Manager Tangiora Hinaki said, *'First Sounds* is an important service for us because as a not-for-profit we have limited resources to acquire new First Nations music. It's important for our audience to know about new Indigenous music so they can also partake in the *First Sounds* initiative.'

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.



SECTOR CAPACITY AND CAPABILITY




Top left - 8CCC café, Alice Springs; bottom left - Adrian Basso PBS Station Manager at the 2019 CBAA Conference; top right - 2DRY FM Station Manager Dion Woodman, Senator Tim Ayres and presenter; bottom right - Donnybrook Balingup Community Radio's Tony Wright and Barry Green with the Hon Alannah MacTiernan

To ensure that station effectiveness continues to increase, the Community Broadcasting Association of Australia works with community broadcasting stations to help build their capacity and capability.

The CBAA supports stations to build their capacity and capability across all areas of operations by providing tailored advice, resources and tools. The CBAA works on initiatives, resources and measures to support station financial positions, uplift technical and governance know-how, nurture station programming and content initiatives, and answer any and every curly question that comes our way.

Development of resources and sharing educational material

From practical online information and resources to expert consulting, the CBAA maintains a robust online resource library focused on community broadcasting matters such as broadcast law, content production, copyright, training, station management, studio design, transmitter considerations, programming, fundraising, governance health check and sponsorship.

Recent data collected by the Community Broadcasting Association of Australia measuring the Capacity and Capability of the member stations found that the use of current CBAA online resources accessible via our online resource library have drastically increased in the last three years. Measuring visitors to the CBAA Online Resource Library findings were: 

- 2017/18: 2,909
- 2018/19: 3,793
- 2019/20: 4,588 monthly visitors

It is evident that interest in micro-learning opportunities among the sector continues to increase, especially in relation to issues relating to funding, governance, and disaster response. The CBAA believe that this increased interest in the webinar series indicates a hunger for more dedicated training content. Toolkits that are currently in development include information about complaints handling and emergency broadcasting with anticipation to deliver these as online training resources.

88% of stations are satisfied with the CBAA's free webinar program.



CBAA Online Resource Library is constantly being updated. Bookmark this page today.

MEMBER ENGAGEMENT

The CBAA annual conference is the key gathering of community broadcasters across Australia. The 2019 CBAA Conference was held at the Pullman on the Park, Melbourne, from 24 to 27 October with over 340 delegates attending.

The conference program was developed through a variety of means – expressions of interest from stations, delegate feedback from previous conferences, CBAA projects, and themes to support each station’s build capacity and capability. The plenary program included the renowned Professor Peter Greste who provided the audience with an insightful analogy of news reporting while Geraldine Hickey spoke candidly



about how she ‘fell’ into community radio and has utilised her role at RRR Breakfast show to leverage her passion for comedy. It was great to see Volunteering on the closing plenary program that drew experience from Geoff Sharpe, Volunteering Victoria, and best-practice examples from two regional stations.

“

I enjoyed the conference as a way to broaden my knowledge of trying to manage a media corporation, especially an Indigenous station.”

Conference attendee, broadcaster, community radio station

“

I was so impressed with the knowledge of presenters, and the information provided has inspired me to implement new initiatives to our operations.”

Conference attendee, station manager, community radio station

Pictured from top left:

1. G-Man, Station Manager, 3KND hosting the outside broadcasting at the Conference.
2. Maddy Macfarlane, PBSFM
3. Andrew Morris, CBAA, presenting at the Power Sessions.

3

FOR THE CBAA TO DELIVER ON ITS MISSION AND PURPOSE, THE CBAA MUST BE A STRONG ORGANISATION, WHICH IS:

- **FINANCIALLY VIABLE.**
- **KEEPS SATISFIED PATRONS.**
- **PROVIDES HIGH QUALITY, MEMBER-DRIVEN SERVICE.**
- **A GREAT PLACE TO WORK.**
- **USES INSIGHTS EFFECTIVELY TO GUIDE STRATEGY.**

SATISFIED CUSTOMERS

The CBAA continues to create and promote content that demonstrates the importance and power of community radio to stakeholders, government and the public. The CBAA conducts an annual member survey to measure its performance against this statement and to enable continual improvement on services.

The October 2019 Member Survey report indicates that:

90%

Description: 90% of members are satisfied with the performance of the CBAA

78%

Description: 78% of stations are satisfied with the CBAA's efforts acting as the 'go-to' source of information, knowledge and advice

87%

Description: 87% of stations agree, or strongly agree CBAA staff are friendly and helpful

GREAT PLACE TO WORK

As the situation regarding coronavirus (COVID-19) changed and evolved, the CBAA staff adapted quickly to the changing work environment. The CBAA leadership team shared regular information published from the Department of Health and the World Health Organisation to help staff plan, monitor and respond to the ever-developing situation.

Staff stayed connected daily through Zoom meetings, and continued projects to meet and surpass milestones.

CBAA staff turnover took a hit during early stages of COVID-19, reducing full-time employees to below 20.

DIGITAL TRANSFORMATION

Is currently taking place across all functions of the CBAA's staff to improve processes and procedures and to ensure that customers needs are met in a timely and professional way. The transformation is ongoing and will take some time to roll out entirely across the organisation.

RESERVES

Total Members' Equity Funds increased from \$2.16m to \$5.88m during the year ended 30 June 2020.

Of the \$5.88m, \$3.05m are Restricted Funds that must be spent on the purpose for which they were received or are held. When funding agreements do not meet the criteria in AASB 15 to recognise a liability, income is recognised under AASB 1058.

The CBAA maintains \$1.68m for future projects, programs, services or asset acquisition (Project Funds) or as a reserve in the event of future unfavourable or unexpected circumstances (Unrestricted Funds).

As from FY2016/17, CBAA has allocated surpluses generated by digital radio and Amrap as project reserves funds to be spent on the purposes for which they were received or held.

ORGANISATIONAL VIABILITY

CBAA maintained a stable annual revenue for 2019/20.

Revenue grew by 28.33% to \$10.485M with an operating surplus of \$1.334M which is 12.7% of total revenue.

Diversification of income is made up as follows:

- Grants - \$8.415M
- Non-Grant income - \$2.070M

INSIGHTS USED TO EFFECTIVELY GUIDE STRATEGY

In January 2020, the CBAA commenced development of an ongoing insights program to drive strategic decision-making across the organisation as well as a culture of member focus and data-driven decision-making.

Informed by recommendations from a review delivered in August 2019, CBAA has appointed an internal Insights & Analytics Lead to drive the program and invested in internal platforms to enable more targeted and engaging primary research and unlock the value of internal and public datasets.

Key initiatives to follow during 2020/2021:

1

Re-launch National Listener Survey with data delivered via accessible dashboards to maximise value to stations and sector.

2

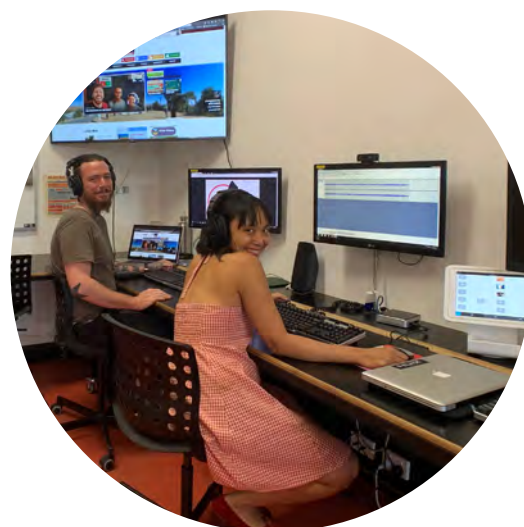
Develop new research products for stations to gain deeper understanding of listener engagement, sponsorship and content.

3

Implement CBAA survey platform and integrate with the CBAA Salesforce system.

4

Review internal data sources and develop KPI reporting and business intelligence framework



Left - Highland FM's Dr Dave Moffat; right - 8CCC's Station Manager Ben Erin and presenter.

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