



COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA

# CBAA AWARDS | 2023

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## HOW TO ENTER

1. Read the Terms & Conditions on the back of this booklet.
2. Go to [cbaa.awardsplatform.com](http://cbaa.awardsplatform.com)
3. Register (please note that if you have registered before, your login details will be the same).
4. To begin your entry, click 'Enter', select your Category and provide the information requested. Please address the criteria as specifically as possible. Activities must have occurred between 1 May 2022 - 30 April 2023.
5. Once you've addressed the criteria and uploaded the required attachments and obtained the permission of your station's Manager or President, you can submit your entry. This is important, as only one entry per category per station can be submitted each year.
6. If you need to keep working on it, just click 'Save' and you can return to it later. Submitted entries can be modified up until the closing date. For entries to be counted, you must hit 'Submit Entry' prior to the closing date.

## KEY DATES

- Thursday, 15 June 2023 - Award nominations open.
- Monday, 24 July 2023 - Award nominations close at 11.59pm AEST.
- September 2023 - Finalists announced.
- Saturday, 4 November 2023 - Winners announced at the CBAA Conference in Adelaide







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# THE AWARDS

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## AWARDS FOR STATIONS

- Excellence in Indigenous Engagement • Best Station Production • Best Station Fundraising Campaign: Small Station • Best Station Fundraising Campaign • Excellence in Community Engagement • Excellence in Ethnic and Multicultural Engagement • Excellence in Outside Broadcasting • Best Special Event Broadcast • Outstanding Small Station Award • Tony Staley Award

## AWARDS FOR RADIO PROGRAMS & INITIATIVES

- Best Radio Program – Music • Best Radio Program – Talks • Excellence in Innovative Programming and Content • Best New Radio Program • Contribution to Australian Music – Radio Program • Contribution to Australian Music – Initiative • Excellence in Indigenous Broadcasting • Excellence in Ethnic & Multicultural Broadcasting • Troy Garner Excellence in Sports Programming • Excellence in News & Current Affairs Programming • Excellence in Creative Audio • Excellence in Digital Media • Best Online Content • Excellence in Training

## AWARDS FOR INDIVIDUALS OR TEAMS

- Excellence in Music Presenting • Excellence in Journalism • Excellence in Technical Services • Excellence in Technical Innovation • Outstanding Volunteer Contribution • Outstanding Youth Contribution • Station Leadership Award • Michael Law Award





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## EXCELLENCE IN INDIGENOUS ENGAGEMENT

This award recognises a station that has demonstrated its commitment to Indigenous engagement through the participation of Indigenous people in key production, editorial, broadcast and management roles.

Each entry for this award will be judged on the following criteria:

1. The station has implemented an effective Indigenous engagement strategy and can articulate its significant commitment to Indigenous broadcasting.
2. The station promotes the involvement of Indigenous people in key roles at various levels across the organisation.
3. The station actively incorporates practices supportive of Indigenous culture in all aspects of station activities.

## BEST STATION PRODUCTION

This award recognises a station that has produced and broadcast outstanding short promotions (less than 60 seconds), station IDs, sponsorship announcements or community service announcements.

Each entry for this award will be judged on the following criteria:

1. The production is of a high technical standard.
2. The production is memorable, creative and effectively engages its audience.
3. The production is informative, relevant to and contributes positively to the station's community interest.





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## **BEST STATION FUNDRAISING CAMPAIGN: SMALL STATION**

This award recognises a small station that has run an effective fundraising campaign to support the station's own sustainability (i.e. not raising funds for another organisation). Entry in this category is restricted to stations with annual revenue of less than \$100,000.

Each entry for this award will be judged on the following criteria:

1. The campaign aligns with the station's overall fundraising initiatives and objectives.
2. The campaign's reach and response exceeded expectations.
3. The campaign takes a creative approach to raising funds for the station.

## **BEST STATION FUNDRAISING CAMPAIGN**

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3. The campaign takes a creative approach to raising funds for the station.





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## **EXCELLENCE IN COMMUNITY ENGAGEMENT**

This award recognises a station that has achieved meaningful engagement with its community interest in its activities, which is fundamental to the role of community radio.

Each entry for this award will be judged on the following criteria:

1. The station's activities and extensive involvement in its community interest reflects the needs of this community.
2. The station has applied initiatives to enhance community engagement.
3. The station has sought feedback from its community interest and this has been reflected in its governance, programming and other activities.

## **EXCELLENCE IN ETHNIC AND MULTICULTURAL ENGAGEMENT**

This award recognises a station that has demonstrated its commitment to ethnic and multicultural engagement through the participation of culturally and linguistically diverse people in key production, editorial, broadcast and management roles. Each entry for this award will be judged on the following criteria:

1. The station has implemented an effective ethnic and multicultural engagement strategy and can articulate its significant commitment to ethnic and multicultural broadcasting.
2. The station promotes the involvement of culturally and linguistically diverse people in key roles at various levels across the organisation.
3. The station actively incorporates practices supportive of the culture or cultures of its community interest in all aspects of station.





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## EXCELLENCE IN OUTSIDE BROADCASTING

This award recognises a station that has served a community need or provided programming relevant to their community interest through an outside broadcast or series of broadcasts.

Each entry for this award will be judged on the following criteria:

1. The programming is informative, entertaining and engaging for their community interest.
2. The programming has high quality production values.
3. Broadcast(s) meet a community need.
4. Broadcast(s) take advantage of opportunities unavailable via traditional in-studio programming.

## BEST SPECIAL EVENT BROADCAST

This award recognises a station that has served a community need or provided programming relevant to their community interest through a special event broadcast.

Each entry for this award will be judged on the following criteria:

1. The programming is informative, entertaining and engaging for their community interest.
2. The programming has high quality production values.
3. The special event took advantage of opportunities unavailable via traditional in-studio programming.
4. The broadcast was creatively relayed involved on-ground activities at the event.
5. The broadcast raised the station/sector's profile.





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## OUTSTANDING SMALL STATION AWARD

This award celebrates the vital role that small stations play in the community broadcasting sector. They face challenges with fewer facilities and people, and levels of initiative and sheer determination tend to be sky-high. Entry in this category is restricted to stations with annual revenue of less than \$100,000.

Each entry for this award will be judged on the following criteria:

1. The station demonstrates a clear vision and strategy.
2. Station management uses good governance practices that contribute to the sustainability of the organisation.
3. The station provides compelling and creative programming that services its community interest.
4. The station's activities have clear benefits for the local community.
5. The station demonstrates a considered approach to its technical operations and maintenance.







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## TONY STALEY AWARD

Tony Staley was instrumental in the development of the community broadcasting sector. The winner of the Tony Staley Award is a community broadcasting organisation or initiative that actively promotes the values of community broadcasting in the areas of democracy, diversity, access and independence.

This award attracts a cash prize of \$2,500 supported by the Community Broadcasting Foundation. Each entry for this award will be judged on the following criteria:

1. The station or initiative demonstrates a clear vision and strategy.
2. Management uses best governance practices to contribute to the station or initiative's sustainability.
3. The station or initiative provides compelling and creative programming that serves its community interest.
4. The station or initiative's activities have clear benefits for the community and the community broadcasting sector as a whole.
5. The station or initiative demonstrates a considered approach to its technical and online operations.





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## **BEST RADIO PROGRAM – MUSIC**

This award recognises an outstanding music program.

Each entry for this award will be judged on the following criteria:

1. The programming is informative, entertaining and engaging for their community interest.
2. The programming has high quality production values.
3. Program content presents a new perspective on the selected genres or style.
4. The programming provides representation and accessibility of music not covered by the wider media.

## **BEST RADIO PROGRAM – TALKS**

This award recognises an outstanding talks or spoken word program.

Each entry for this award will be judged on the following criteria:

1. The programming is interesting, entertaining and engaging for their community interest.
2. The programming has high quality production values.
3. Program content is informative, relevant and well-researched.
4. Program content presents a new or different perspective on the selected topic.





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## EXCELLENCE IN INNOVATIVE PROGRAMMING AND CONTENT

This award recognises an innovative programming or content initiative that gives platform to music, ideas, or concepts not normally addressed by traditional media outlets and connects deeply with its audience.

Each entry for this award will be judged on the following criteria:

1. The program or content initiative gives a platform for artists, music, ideas, or concepts not adequately represented by other broadcast media.
2. The program or content initiative's presenter(s) has/have high levels of knowledge in chosen area of speciality.
3. The program or programming initiative informs and entertains using a variety of high quality programming elements and content.
4. The program or initiative's production is creatively and/or technically unique for the station or sector.
5. The program has achieved significant engagement with its audience.





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## **BEST NEW RADIO PROGRAM**

This award recognises an outstanding new community radio program. The first episode must have been aired between 1 May 2022 – 30 April 2023.

Each entry for this award will be judged on the following criteria:

1. The programming is interesting, entertaining and engaging for their community interest.
2. The programming has high quality production values.
3. Program content is informative, relevant, unique and well-researched.
4. The programming enhances choices available to the public.
5. The program content presents a new perspective on the selected genres or style or subject matter.





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## **CONTRIBUTION TO AUSTRALIAN MUSIC – RADIO PROGRAM**

This award acknowledges a radio program that has made a significant contribution to supporting local Australian music and helping to develop Australian musicians.

Each entry for this award will be judged on the following criteria:

1. The program enhances access to underrepresented Australian musicians and music communities.
2. The program uses on-air performances, interviews or unique content to promote local artists and music culture.
3. The program is cohesive and comprehensive.
4. The program has high quality audio and spoken word presentation.

## **CONTRIBUTION TO AUSTRALIAN MUSIC – INITIATIVE**

This award acknowledges an initiative that has made a significant contribution to supporting local Australian music and helping to develop Australian musicians.

Each entry for this award will be judged on the following criteria:

1. The initiative has clear objectives and is cohesive and effective in meeting these.
2. The station's initiative curates or supports local artists and music culture through unique events (on and off air).
3. The station's initiative prioritises the professional development and inclusion of Australian musicians in station activities both on and off air to foster local talent and music culture.





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## **EXCELLENCE IN INDIGENOUS BROADCASTING**

This award recognises a program or initiative that has excelled in providing a platform for Indigenous voices.

Each entry for this award will be judged on the following criteria:

1. The program or initiative has provided a platform for Indigenous voices, both in broadcasting and in representation.
2. This program or initiative has led to lasting outcomes at the station.
3. The program or initiative actively incorporates practices supportive of Indigenous culture.

## **EXCELLENCE IN ETHNIC & MULTICULTURAL BROADCASTING**

This award recognises a program or initiative that has excelled in providing a platform for culturally and linguistically diverse voices.

Each entry for this award will be judged on the following criteria:

1. The program or initiative has provided a platform for ethnic and multicultural voices, both in broadcasting and in representation.
2. This program or initiative has led to lasting outcomes at the station.
3. The program or initiative actively incorporates practices supportive of ethnic and multicultural cultures.





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## TROY GARNER EXCELLENCE IN SPORTS PROGRAMMING

In memory of passionate sports broadcaster Troy Garner, this award acknowledges a community radio station's achievement in the creation of sports programming that focuses on community-based sporting activities that receive limited coverage in the wider media.

Each entry for this award will be judged on the following criteria:

1. The station's sports programming contributes to the local community and builds upon local sporting culture.
2. The programming provides representation and accessibility to sports not covered by the wider media including underrepresented sports and community-based sports events and initiatives.
3. The programming is informative, entertaining and engaging.
4. The programming has high quality production values.

## EXCELLENCE IN NEWS & CURRENT AFFAIRS PROGRAMMING

This award acknowledges an excellent program or programming initiative that has excelled in providing news and current affairs stories to its community interest.

Each entry for this award will be judged on the following criteria:

1. The programming is informative, entertaining and engaging.
2. The programming has high quality production values.
3. The programming provides representation of news and current affairs issues not covered by the wider media and/or is created and delivered by people or groups not otherwise adequately represented in the media.
4. The programming content shows an understanding of its target audience/ community interest.







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## EXCELLENCE IN CREATIVE AUDIO

This award acknowledges excellence in creative audio. It is bestowed upon a fiction or nonfiction program, documentary, feature, story or segment that excelled in using innovative audio elements. The entry should be no longer than 2 hours and must have been aired.

The entrant should direct judges to listen to specific sections which best demonstrate achievement of the criteria below:

1. The program is informative, entertaining and engaging, utilising original recordings and audio editing.
2. The content leverages best practice and/or a creative approach to share original and impactful content.
3. The producer's practices support the responsible delivery of their or other people's stories.
4. Technical presentation of the content is of a high quality.
5. The content shows an understanding of its target audience.
6. The radio content is supported by other off-air items (e.g. a website or blog, engaging use of social media, a live event).

## EXCELLENCE IN DIGITAL MEDIA

This award recognises an outstanding digital media initiative implemented in a community radio station. Digital media is defined as station-created content using social media, digital broadcasting, website development, audio streaming, podcasting, blogging, digital video or general digital media content.

Each entry for this award will be judged on the following criteria:

1. The initiative demonstrates creative use of digital platforms to support the station to achieve its objectives.
2. The platform and technology selected is fit for purpose and appropriate for the content, audience and the station's community interest.
3. The content itself is engaging, relevant and appropriate for the audience and the platform.





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The entrant should direct judges to listen to specific sections which best demonstrate achievement of the criteria below:

1. The program is informative, entertaining and engaging, utilising original recordings and audio editing.
2. The content leverages best practice and/or a creative approach to share original and impactful content.
3. The producer's practices support the responsible delivery of their or other people's stories.
4. Technical presentation of the content is of a high quality.
5. The content shows an understanding of its target audience.
6. The radio content is supported by other off-air items (e.g. a website or blog, engaging use of social media, a live event).

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Each entry for this award will be judged on the following criteria:

1. The initiative demonstrates creative use of digital platforms to support the station to achieve its objectives.
2. The platform and technology selected is fit for purpose and appropriate for the content, audience and the station's community interest.
3. The content itself is engaging, relevant and appropriate for the audience and the platform.





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## **BEST ONLINE CONTENT**

This award recognises the most outstanding submitted piece of online content published by a station. This piece of station-created content can be on or via platforms including social media, digital SPIs (Service & Program Information – DAB+), websites, podcasts, blogs, digital video or general digital media content.

Each entry for this award will be judged on the following criteria:

1. The content achieves a clear and measurable objective which is aligned with the station's broader strategy.
2. The content is creative and achieved the highest level of online engagement.
3. The content is appropriate to and maximises the functionality of the chosen platform.

## **EXCELLENCE IN TRAINING**

This award recognises a training initiative that has had significant impact at a station. This can include accredited and non-accredited training.

Each entry for this award will be judged on the following criteria:

1. The training program uses best practice and/or a fresh approach in its content, delivery and/or assessment.
2. The training program has achieved positive results for participants and the station.
3. The station has engaged with other stations to share its training knowledge and experiences.





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## EXCELLENCE IN JOURNALISM

This award acknowledges excellence in journalism. Journalism is recognised as research and investigation that breaks new stories for the first time in the media (as separate from the presentation of news and current affairs). Journalists may regard themselves as trained or self-taught; emerging or established; citizen or professional. This award recognises the success of a journalist (and their team).

Each entry for this award will be judged on the following criteria:

1. The journalist or team has demonstrated best practice skills in independently researching, investigating and reporting on a story or aspect of a story to responsibly offer new information to audiences.
2. The journalist or team broke the story or a new aspect of the story on community radio, or offered the story an important new firsthand account.
3. The story or perspective has had an impact in the community.







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## EXCELLENCE IN MUSIC PRESENTING

This award recognises an outstanding music presenter (or team) who has informed musical appreciation and provided an avenue for music that might otherwise go unheard or lacks a significant profile in the wider media.

Each entry for this award will be judged on the following criteria:

1. The presenter or team provides a platform for artists or music not adequately represented by other broadcast media.
2. The presenter or team shares highly specialised knowledge of chosen genres, themes, or creative or cultural processes.
3. The presenter or team informs and entertains using a variety of high quality music programming elements and content.







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## EXCELLENCE IN TECHNICAL SERVICES

This award recognises the contribution of an engineer or technologist (or team) to a community radio station or stations.

Each entry for this award will be judged on the following criteria:

1. The individual or team has improved the station's technical facilities.
2. The individual or team has exceeded expectations to support the station in a technical capacity.
3. The individual or team has actively engaged station volunteers, including groups or individuals underrepresented in broadcast technology, in the development of the station's technical facilities.

## EXCELLENCE IN TECHNICAL INNOVATION

This award recognises an engineer or technologist (or team) that has taken an innovative approach to the technology of one or more community radio stations.

Each entry for this award will be judged on the following criteria:

1. The individual or team has utilised creative thinking in using existing technology in an innovative way to address a technical problem for the station.
2. The individual or team has effectively utilised a new or emerging technology to enhance the station's capabilities.
3. The innovation of the individual or team is considered a benchmark for such projects in the community radio sector.





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## OUTSTANDING VOLUNTEER CONTRIBUTION

This award recognises a volunteer who has demonstrated sustained leadership, effectiveness and commitment to their station and community broadcasting in an outstanding way. The award recognises contributions across any area of involvement in community broadcasting.

Each entry for this award will be judged on the following criteria:

1. The volunteer has made a significant contribution to the enhancement of the station's profile over more than two years.
2. The volunteer has encouraged wider community involvement in the station's activities.
3. The volunteer has made a positive contribution to the effective running of the station.

## OUTSTANDING YOUTH CONTRIBUTION

This award recognises a young person who has contributed to their station or the sector in an outstanding way. Entries are open to any person aged under 26 years who has shown strong commitment to the values of community broadcasting in a number of areas.

Each entry for this award will be judged on the following criteria:

1. The entrant demonstrates a significant level of engagement with the station's community interest.
2. The entrant has multifaceted positive involvement at the station, which may extend beyond an on-air role.
3. The entrant has demonstrated support for other young people in their station and/or the sector.







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## STATION LEADERSHIP AWARD

The Station Leadership Award is presented to an individual who has demonstrated sustained exceptional leadership in their station. The recipient has displayed community radio virtues through a specific aspect of broadcasting – cultural, technical, or organisational – on air and/or behind the scenes.

1. The entrant has demonstrated exceptional commitment to the guiding principles of community broadcasting, including pursuing democracy, diversity, development of local arts and music, accessibility, community involvement and independence.
2. The entrant has been involved at the station in a leadership role for more than 2 years.
3. The entrant has exhibited leadership and provided inspiration to others in their station.
4. The entrant has driven the station's growth and made a lasting contribution.





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## MICHAEL LAW AWARD

Michael Law was the inaugural President of the Public Broadcasting Association of Australia (now known as the CBAA) in 1974. He is recognised as one of the key founders of community broadcasting in Australia, presiding over the emergence of our diverse and innovative media sector. The Michael Law Award recognises an individual who has made a sustained and outstanding contribution to the community broadcasting sector (not bound by the current awards period).

Each entry for this award will be judged on the following criteria:

1. The individual has demonstrated exceptional commitment to the guiding principles of community broadcasting, including pursuing democracy, diversity, development of local arts and music, accessibility, community involvement and independence.
2. The individual has been involved in the community broadcasting sector long term and has made a lasting contribution to community broadcasting.
3. The individual has exhibited leadership and provided inspiration to others in the sector on a national level.



# CBAA Awards - Terms and Conditions

By entering the 2023 CBAA Awards ('Awards'), Awards entrants ('Entrants') agree to be bound by the following terms and conditions, as well as any relevant instructions specific to each Awards category. Failure to abide by these terms and conditions may render an entrant ineligible for the Awards.

1. The CBAA Community Radio Awards are produced by the Community Broadcasting Association of Australia (CBAA) and are only open to CBAA member stations and individuals or groups authorised to represent member stations.
2. Entrants are required to obtain permission of the station's board President or Station Manager before submitting their entry. If the station board President or Station Manager is the individual entering the award, permission will not be required.
3. Entries must be received by 11:59 pm Monday, 24 July 2023 AEST. Entries received after this closing date will not be accepted.
4. All entries must be submitted via the online Awards entry system, Award Force ([www.cbaa.awardsplatform.com](http://www.cbaa.awardsplatform.com)). Entries will not be accepted by other means.
5. All entries must be focused on broadcasts or other station or individual activities occurring between 1 May 2022 and 30 April 2023.
6. Winners from previous years are ineligible from entering the same work in the same category. An entry will be deemed ineligible if the same content has previously won in that category at a previous CBAA Community Radio Awards.
7. Entries are open to organisations with a Permanent Community Broadcaster CBAA Membership or Temporary Community Broadcaster CBAA Membership.
8. A maximum of 1 entry per category per member station will be accepted.
9. Entrants may enter the same work in more than one category if it fits the criteria for each category. A separate entry must be completed for each category.
10. When completing entries, use the name of the nominated station, program, initiative or individual exactly as they would appear on the finalist's certificate or winner's trophy. CBAA will not be responsible for incorrect spelling of names.
11. If your entry requires an audio component, it is the entrant's responsibility to ensure that this content is playable and accessible by judges. The accepted file types are: mp3, m4a and mpeg4. Each 'file upload' field is limited to 100MB per submission.
12. If supporting documentation or audio is required and not provided via the Awards Force system, the relevant entry or entries may not be considered for judging.
13. All supporting material loaded into the Award Force system must be clearly labelled with the station call sign and any program name details.
14. All entries may be reproduced to promote the Awards and to champion the excellent work of the community broadcasting sector. If entrants do not own all copyright or there are restrictions in your right to use, any material included in your entry, it is the entrant's responsibility to obtain permission from all relevant third parties for CBAA to use the entry as described.
15. Where misleading information is supplied within entries, regardless of intention, the CBAA reserves the right to disqualify such entries.
16. By participating, entrants accept that the CBAA may run these awards as it sees fit without right of appeal.
17. All entries related to programs must upload a 30-second byte from the program/event in the attachments tab of the Award Force System.
18. Some case studies may be made available for download from the CBAA website.
19. Awards judges' decisions are final. No correspondence or discussion will be entered into regarding the judging process or any outcomes reached.
20. Award winners may be asked to make themselves available for other CBAA activities outside the awards ceremony such as being involved in media and communications following or in the lead up to the awards.
21. CBAA may extend any deadline or time limit, terminate the Awards or vary the terms of entry at any time and for any reason at its sole discretion. The CBAA may also choose not to present any given award if none of the nominees sufficiently meet the qualifications for that award.
22. The CBAA reserves the right to update these terms and conditions at any time without formal notification. Current terms and conditions are listed on Award Force and in this booklet.