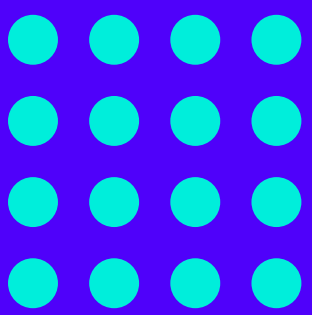
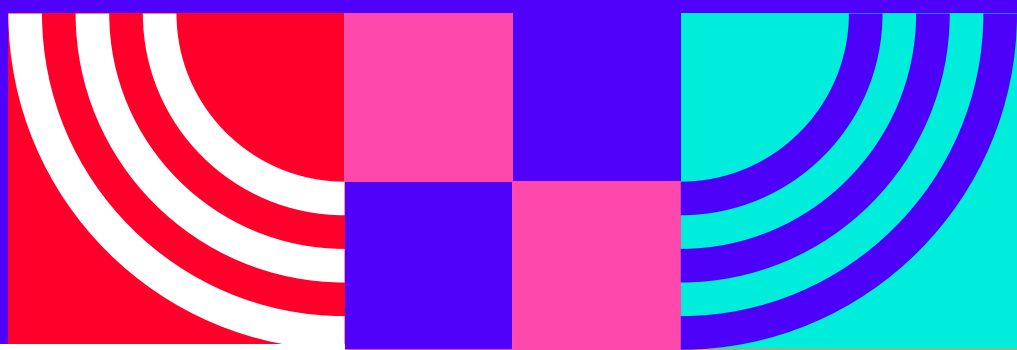


RTRFM's 2022 Radiathon Photo by Daniel Grant



Annual Review 2022 - 23



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



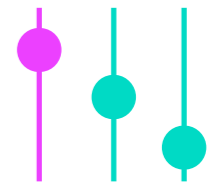
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Floyd Doyle interviews Ernie Dingo live in the CAAMA studio

OVER 500
RADIO SERVICES
ON AM, FM AND DAB+

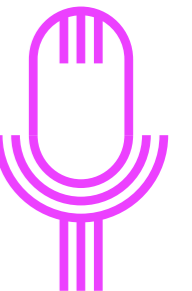


COMMUNITY
RADIO
REACHES



AUSTRALIANS
EVERY WEEK

OVER 80% OF
LICENCES IN ARE IN
REGIONAL/REMOTE AREAS



not including DAB+



LISTENERS SPEND ON AVERAGE
15 HOURS LISTENING
TO COMMUNITY RADIO
EACH WEEK

A message from our President & CEO

We introduce the Annual Report for 2022/23 at the threshold of a new era for community broadcasting in Australia, defined by innovation and collaboration.

In a period of accelerating technological and social change and challenges, the CBAA's strategy to support our sector remains fit for purpose, and we remain dedicated to supporting community broadcasters to be stronger and more successful.

In 2022/23, we drove a proactive agenda for community broadcasters in the context of a new Federal Government with a broad policy platform that aligns with our sector's vision.

In partnership with the Community Broadcasting Foundation, we initiated and sponsored sector-wide collaboration to develop our sector's Roadmap 2033. To do so, we engaged an unprecedented number of sector stakeholders, ensuring that our members' diverse perspectives and collective experiences are represented. This comprehensive roadmap puts our sector on a path to increased impact over the decade and articulates its value and priorities to the broader community.

Alongside this work, we continued to champion the sector in response to Federal Government initiatives to support media diversity, arts and cultural industries, enhanced self-determination for First Nations communities and community disaster resilience.

Our strategy of investing in data analysis paid dividends this year, revealing new insights and trends that have educated our members, informed our priorities and built a sector-wide understanding of challenges and opportunities. This work was critical to the success of the Roadmap 2033 process and will unlock initiatives to strengthen our members' capabilities and increase their impact.

The CBAA continues to deliver quality services to members that amplify content, build audiences and strengthen community connections. We achieved strong results supporting stations to build audiences for new Australian music through our Australian Music Radio Airplay project (AMRAP). 2022/23 saw growth in the use of Amrap.org.au and the diversity of the music and artists it represents and promotes.

At a time where trusted and relevant news has never mattered more, we launched a project for enhanced news collaboration and planning across a broader group of journalists and stations.

We continue to play a vital role, enabling community broadcasters to access DAB+ digital transmission with the support of targeted Federal Government funding. We were pleased to host the launch of

“The Community Broadcasting Roadmap 2033 aims to put the sector on a path to increased impact over the next decade and serves to articulate the sector's value and priorities the broader community.”



digital radio services for three stations on the Gold Coast this year and are progressing future expansion in other regions.

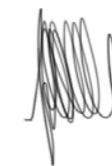
We continued to develop and enhance the Community Radio Plus app to support a seamless experience on Apple CarPlay and Android Auto as well as in-home Amazon Alexa devices and Sonos speakers. We also added station guides to the app and launched an app rating system, to support listener content sharing and increase listenership.

The CBAA remains the first place stations turn to for advice. To enhance our member support, we launched our Online Community platform, a secure space for our members to share knowledge and seek guidance.

Revenue is always a challenge, and the CBAA continued to focus on this, receiving several significant grants from government and philanthropic funders. The Board is grateful for the support for

our sector from the Lionel & Yvonne Spencer Trust, Creative Victoria, the Federal Department of Health, Department of Social Services and the Community Broadcasting Foundation.

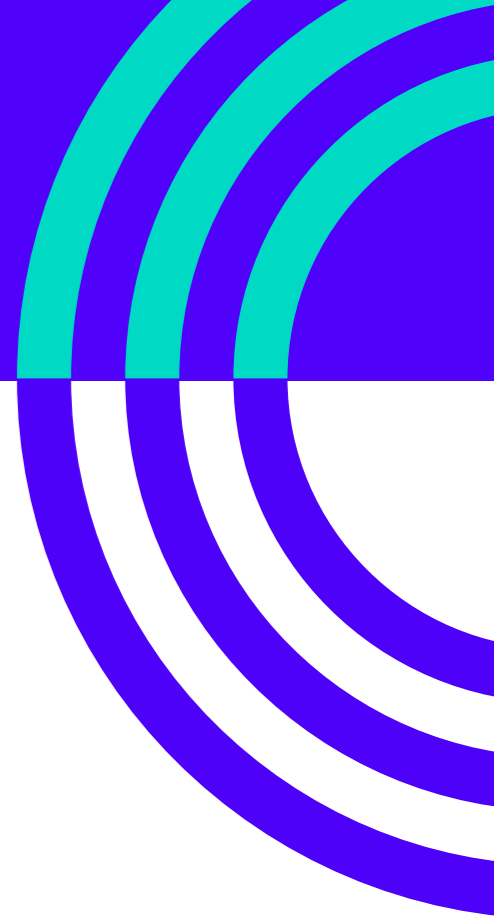
As we reflect on the past year, we are proud to share the exciting new work we have begun and the outcomes we have achieved. We very much look forward to the important work to come.



Jacquie Riddell
CBAA President



Jon Bisset
CBAA Chief Executive Officer





Mere, Chris, Lina, Eleanor from the CBAA and Tony Smythe, Station Manager at Eastside 89.7 FM

The CBAA has
303
Members



Overall Member net
Promoter Score



with **292** licences and **11** aspiring licensees.
88.75% of licensees are members
holding **82.4%** of all community broadcasting licences.

62% agree the
CBAA understands the
needs of their station.



Our Strategy



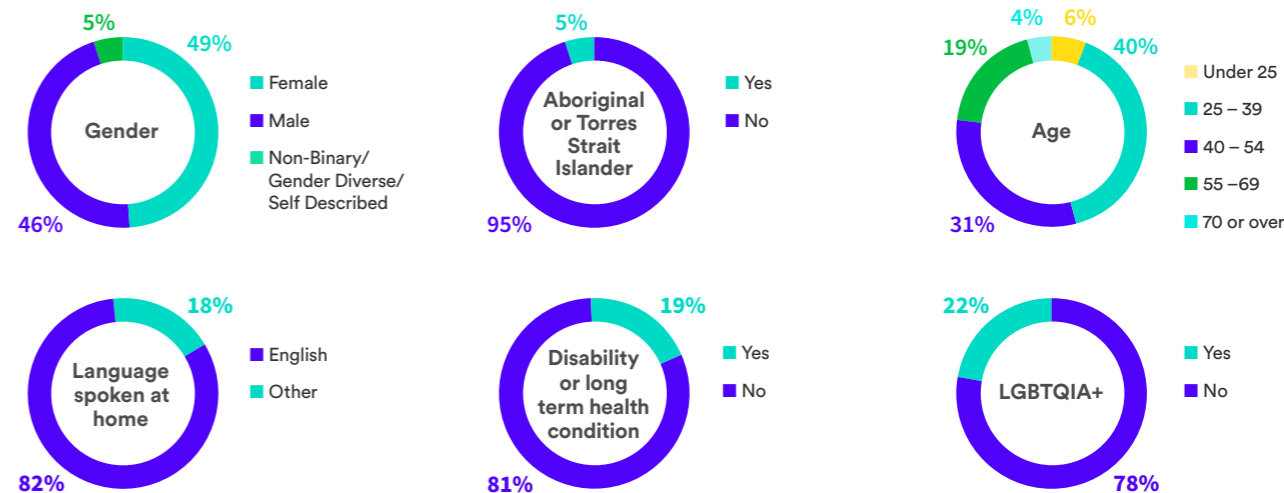
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Leading for purpose

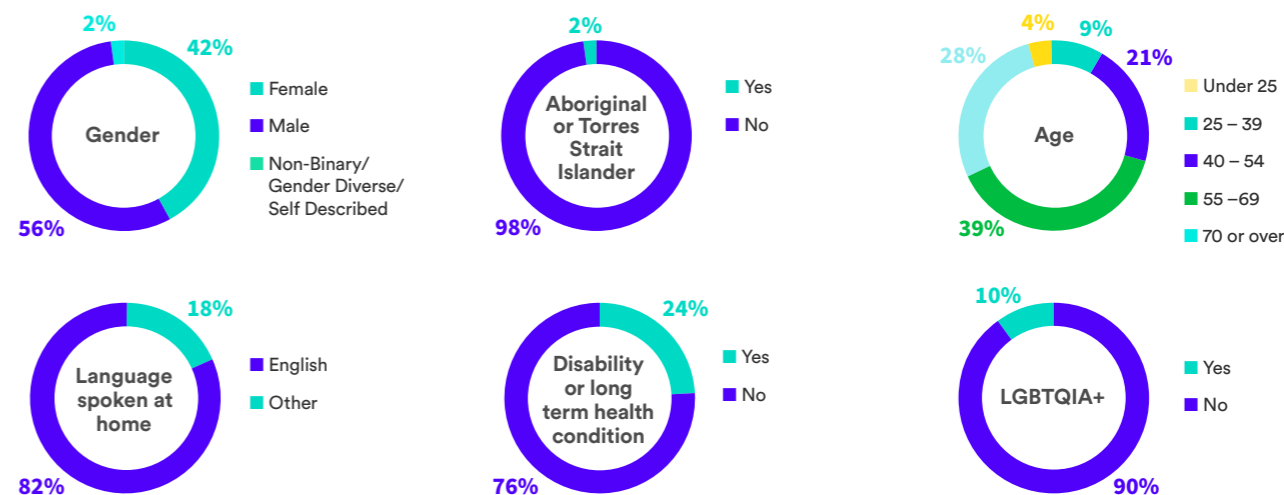
We collaborate with stations and stakeholders to set the strategic agenda for the sector to deliver on its purpose for the audiences it serves.

Championing diversity & inclusion

SECTOR STAFF



SECTOR VOLUNTEERS



52% of Community Radio Network programming is either presented or co-presented by women or gender diverse people.

How we're helping



Netta Finney, Dr Eduardo Jordan and Vavineh Jordan at 4EB

Evidence-based decisions

Data collected by the CBAA over recent years now plays a pivotal role in the advancement of the community broadcasting sector. It helps us to improve diversity and inclusion, informs sector strategic planning and establishes a shared understanding with government of the sector's social and economic impact.

The CBAA collects and evaluates data from a range of research streams, both qualitative and quantitative, to ensure decisions and priorities are built on the strongest possible evidence. As our members become more sophisticated and diversified, we must constantly refine our data collection processes to ensure we accurately gauge the impact of community programming through all platforms.

Over the past year, the CBAA made a significant contribution to the government's policy agenda for the community broadcasting sector by sharing data and insights with the Department for Infrastructure, Transport, Regional Development, Communication and Arts (DITRDCA) for its review of community broadcasting sector sustainability, as well as in the development of the Community Broadcasting Roadmap 2033. Through data partnerships and a new research strategy, we have improved efficiency by reducing duplication within the industry and with the regulator and will transition our data infrastructure framework from proof of concept to a data warehouse model.

We use a range of research tools to ensure fresh and timely information to help our members engage with their listeners and plan for the future:

- National Community Radio Listener Survey
- Station Engagement Surveys
- Station Manager Surveys
- Participation Surveys
- IAB standard online measurement
- Product User Surveys
- Station financials

Going forward, the CBAA will continue to build and refine data on sector outcomes and stakeholder engagement while improving collection and targeting methodology. We are also currently streamlining our data collection strategy for diversity representation across the organisation to meet our Justice, Equity, Diversity and Inclusion (JEDI) objectives. These actions will further advance our industry-leading insights.

Culture and Community

As an organisation designed to champion diverse voices from across the Australian cultural landscape, it's essential for the CBAA to constantly improve equity, access and inclusion in community broadcasting. A diverse and inclusive culture within our sector means our members will be better able to answer the needs of our country's diverse audiences. Our Justice, Equity, Diversity and Inclusion (JEDI) action plan, created in line with the CBAA's Diversity, Inclusion, Equity and Access Framework, places inclusivity at the heart of our strategic priorities and operations both within the organisation and for the sector at large.

To support our members to achieve optimal equity and inclusion, we continue to:

Consult: Open conversations to mine the experience and expertise of our members in developing new policies and procedures to promote inclusion.

Resource: Create tools and resources to help stakeholders build effective equity, access and inclusion in community broadcasting.

Monitor outcomes: Collect feedback from audiences and sector participants on attitudes and outcomes on diversity and accessibility in the sector, as well as quantitative data on representation in staffing and programming.

Advise: Identify existing issues around equality and inclusion, and support members to address these for the benefit of the communities they serve

Educate: Create training materials and webinars to increase awareness of the importance of inclusivity and equity in community broadcasting and how to achieve it.

The CBAA's JEDI Action Plan includes both short and long-term goals over the next three years, prioritising the strengthening of Board and workforce awareness through training, embedding JEDI values within policies and procedures and expanding engagement with First Nations, people with disability and culturally and linguistically marginalised communities to better address their needs. This will include development of a clear statement of intent for the CBAA to become a diverse, culturally safe and aware workplace under diverse leadership.

Over 2022/2023, we significantly expanded our diversity data collection in music programming to include not only female identifying artists, but also artists from LGBTQIA+, First Nations, Gender Diverse artists and culturally and linguistically diverse (CALD) communities. Meanwhile, our collaborations with organisations like First Nations Media Australia and Ngaarda Media are facilitating pathways for new Indigenous journalists and artists to ensure First Nations stories are amplified.



Bumma Bipperra Media 98.7 Talk Black with Jason Costigan, 4MW's Silvia Tabui and Uncle Wally Shibasaki, sports presenter at 4MW

Increasing collaboration

The CBAA prioritises engagement and collaboration with our members. We maintain open dialogue with our sector through surveys, meet ups, collaborative projects and increasingly accessible communications platforms, giving us a solid evidence base to understand sector challenges and member concerns. We also collaborate with industry, community organisations, government departments, funding bodies and other stakeholders to ensure our programs are effective and our strategy and advocacy positions are well informed.

Our collaboration with the Community Broadcasting Sector Roundtable, stations, partners and Government has strengthened through prioritised the development of the Sector Roadmap 2033 this year.

We have signed new partnerships with the Centre for Volunteering and Volunteering Australia to increase awareness of volunteering opportunities in the sector and support stations in managing volunteers.

WHAT'S NEXT? ►►

The CBAA is working to integrate information from as many platforms as possible, including phone, email, forms, the website, conferences, community, eLearning etc, into our member management database to ensure seamless communication and easy online access to our services.



Stakeholder Engagement Framework

DATA AND INSIGHTS – UNDERTAKING RESEARCH, COLLECTING AND ANALYSING EVIDENCE AND FEEDBACK UNDERPINS EVERYTHING WE DO.

This includes discussions with members and stakeholders (phone, email, events); our research streams (with members, listeners, participants and product users); academic collaboration; literature reviews; and analysing evidence (e.g., Salesforce data, CBF grants data, ACMA data).

We also publish key findings to share with our members and stakeholders.

STRUCTURED FORMS OF REGULAR ENGAGEMENT

- Bi-annual Sector Roundtable and CEO working group.
- Advisory Groups.
- CBAA Conference, AGM and Open Forum, Youth Forum, Women and Gender Diverse Peoples' Forum.

EXTERNAL STAKEHOLDER ENGAGEMENT

- Member of industry planning groups/committees e.g. technical committees, Australia's Right to Know Coalition, Community Council of Australia.
- Meetings and correspondence with Government, Departments and regulators.
- Consultation on specific issues.

CBAA BOARD AND MANAGEMENT

ACTION

WHAT'S NEXT? >>

The launch of Roadmap 2033 will herald a new approach to our sector leadership work, crystallising common goals for the development of community broadcasting and a clear pathway to realise them. The vision, values and priorities we identified will provide a blueprint to champion the sector in coming years.

The implementation of Roadmap 2033 in 2023/24 will provide strategic and operational focus for the CBAA,

sector organisations, our members and their staff and volunteers.

Over 2022/23 we contributed to the Federal Government's Sustainability Review of the community broadcasting sector. The Government's conclusion of this process in the coming year will result in stronger support and better regulation of community broadcasting.

Sector Roundtable

As the national peak body for community broadcasting, the CBAA convenes the Community Broadcasting Sector Roundtable to liaise with the six community broadcasting peak bodies and the Community Broadcasting Foundation (CBF).

The Roundtable exists to identify and advance issues of mutual interest such as policy positions, funding requirements and advocacy initiatives. As a result, there has been increased collaboration between the partner organisations, reaching a new peak through the development of Roadmap 2033.

The diverse perspectives, ideas and experience shared by the Sector Roundtable members contribute greatly to the CBAA's decision-making, initiative development and strategic priorities, as well as informing government policy-making.

The Roundtable consists of representatives (both Presidents and CEOs) from:

- Community Broadcasting Association of Australia (CBAA)
- The Australian Community Television Alliance (ACTA)
- Christian Media & Arts Australia (CMAA)
- First Nations Media Australia (FNMA)
- The National Ethnic and Multicultural Broadcasters' Council (NEMBC)
- RPH Australia (RPHA), and
- The Community Broadcasting Foundation (CBF)
- The Community Media Training Organisation (CMTO) (invited to attend)

The new Minister for Communications, Michelle Rowland, presented her agenda to the Sector Roundtable at a face-to-face meeting in Sydney in September 2022, as part of our policy engagement with the incoming Government to clarify and confirm election commitments to the sector.



Minster Rowland at the Roundtable with Beyond Broadcasting

Beyond Broadcasting Report

In October 2022, the CBAA released the landmark report *Beyond Broadcasting: Community media response to emergencies*, which we prepared in partnership with the members of the Roundtable and with the support of the CBF.

Beyond Broadcasting features case studies of a range of community media stations and their impact on their local areas, including Braidwood FM, Vision Australia Radio, Umeewarra Radio and 99.9 Live FM. The report has been an important reference to build awareness among Government stakeholders about the important role of community broadcasters in emergencies and their unique ability to engage with communities by leveraging local knowledge and connections.



Spots and Space

Spots and Space is a social enterprise that creates impact by growing Government and non-government advertising for community radio stations. Distributions to community broadcasters doubled in 2021/22. CBAA is a shareholder of Spots and Space and endorses them as Community Radio's Media Sales representatives. Collaboration between CBAA and Spots & Space has grown significantly this year strengthening their purpose of representing and advocating for Community Radio in search of state and national sponsorship campaigns.

As Spots & Space presents a collective buying opportunity for advertisers and agencies, they provide community radio access to national campaigns that would be extremely challenging for many stations to attain on their own.

RPHA

RPH Australia and its Radio Reading Network will continue to be managed by the CBAA until at least 2024 with Jon Bisset serving as CEO for both organisations, supported by Project Director Matt Field.

During 2022/23, the CBAA:

- secured funding from the Department of Social Services to develop and launch a disability-themed and led multimedia platform POWERD, to be launched at the November 2023 CBAA Conference in Adelaide. POWERD will create a new national media voice for people with a disability and ensure increased opportunities for Radio Reading stations to collaborate, broaden audiences and develop partnership and revenue opportunities.
- secured funding for journalist in the Canberra Press Gallery to report for POWERD and other CBAA/RPHA outlets.
- increased opportunities for people with disabilities to participate in community media via internships at community TV Channel 31 Melbourne.
- finalised an extensive update of our online resources for stations and volunteers, with great contributions from around Australia. The resources provide helpful tips on how to create and produce radio for people with print disabilities and are available to our member stations at rph.org.au.



WHAT'S NEXT? ▶▶

- We are developing content for our POWERD website and 24/7 digital audio channel.
- Our Canberra journalist will file content for our news and other outlets.
- We will explore opportunities for more internships and other employment pathways.
- We will continue to represent the media needs of people with print disabilities as well as broadening our services to people with other disabilities.



The Spots and Space team

Fostering Local News Ecosystems

In 2022/23 the CBAА supported the Local & Independent News Association (LINA) to evolve from a concept to a functioning industry association supporting hyperlocal digital news publishers. LINA's vision is a vibrant and diverse local news landscape providing news services to communities across Australia, which includes the development of partnerships across the news media landscape.

This year LINA:

- expanded its Board to 7 Directors;
- developed its membership criteria and associated Editorial Standards;
- welcomed 56 publishers as members between September 2022 and June 2023;
- hosted an inaugural Summit event in Sydney (see story opposite);
- launched an impact tracking pilot group to monitor its members' successes;
- created some meaningful partnerships that are already bringing benefit to local news publishers;
- grew its staff team to 1.6 FTE; and
- secured Commonwealth funding support to continue its work into 2023/24.

Having established a set of policy priorities and consulted broadly with members and potential members on the most-needed support for small news organisations, LINA is focusing its actions on strengthening public interest journalism, capacity building for newsrooms and facilitating networking and shared services to generate economies of scale across independent small businesses.

This includes:

- increasing capability for public interest news reporting
- championing the work done by local independent publishers
- building news publishers' financial sustainability - including revenue generating actions
- growing audience engagement with local and diverse news sources
- facilitating peer to peer engagement, such as fortnightly 'shop-talk' sessions featuring guest speakers
- unlocking discounted access to software tools and insurance business expenses.

While membership of LINA delivers direct benefit to news publishers, feedback in our first year of operation has acknowledged the significant benefits gained from bringing like-minded news reporters together to collaborate and support each other's work in different regions across the country. Those connections are already resulting in stronger news networks and the employment of more journalists in grassroots news services. In addition, digital news publishers have been collectively represented in policy forums for the first time, bringing a different perspective to the shape of media policy for the future.

CASE STUDY LINA Summit 2023

In 2023 LINA held its inaugural Summit at Canva Spaces in Surry Hills, Sydney. Over two days, 86 delegates representing 54 organisations heard from 32 speakers across topics of revenue development, policy, editorial controls, training opportunities, design, audience engagement and shared knowledge and learning from lived experience. View the 2023 program here. The event received excellent feedback, with 100% of attendees describing the event as good or excellent. Here's a little sample of feedback from attendees:

"I found it helpful and reassuring to be in a room full of people all over the country trying to do the same thing as me. Great networking opportunity. Excellent event."

"LINA is a progressive organisation with a fantastic following. I was blown away by the quality speakers and engagement at the Summit and the thoughtful questions from members."

"You guys rock and I am already forever grateful. Being a sole operator and new in the media world, feeling as though you have my back, and I have a network of people I can lean on and learn from is game changing for me."

“ The summit was really useful, very thought-provoking and attracted some great guests. I came home with lots of ideas to consider and found the material about the policy priorities excellent.



2



Amplifying content

The CBAA provides a content hub for stations, enabling them to use content they would otherwise not have access to, including community education, Australian music, the sector's flagship content and news.



OUR SERVICES

Music content & News



4,154

Broadcasters
downloaded music
from amrap.org.au

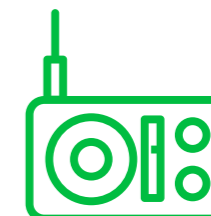


264,860

total downloads
via amrap.org.au

103.5 Programs

on the Community Radio Network
on average every week



146 Subscribers

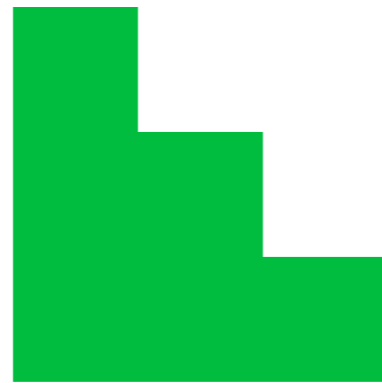
to Community Radio Network

How we're helping

AMRAP

The CBAA's Australian Music Radio Airplay Project (AMRAP) initiative distributes and promotes contemporary Australian music to community radio stations nationwide, with the goal of getting new Australian music played as extensively as possible. AMRAP provides services for signed and unsigned Australian musicians, major and independent record labels, music business enterprises and all Australian community radio stations and program makers.

The amrap.org.au website makes a diverse array of Australian music accessible to community radio stations and broadcasters. In 2022/23, the service exceeded its targets, with 5,317 unique artist uploads for the year, 264,860 aggregate track downloads and 4,153 broadcasters downloading content.



This year saw a 7 per cent increase for unique artists and 14 per cent rise for unique broadcasters using the site. With more artists uploading their work, new Australian music was more discoverable within the sector, with the number of unique artists downloaded by broadcasters growing by 12 per cent.

Community broadcasters can list their programs and playlists and use Airplay Search – which allows anyone to search these playlists, artists or individual tracks.

AMRAP Listening Sessions

In 2022/23, the CBAA again partnered with BIGSOUND to raise awareness of community radio. In September 2022, we delivered AMRAP Listening Sessions, with seven Music Directors from around Australia meeting over 30 artists to discuss their music, engage in industry roundtables, participate in a First Nations yarning session to highlight community radio as a pathway for First Nations artists and present a live community radio music showcase.

We will repeat the collaboration with BIGSOUND in 2023/24 as well as co-hosting *Sounds Like Community Radio* with 4ZZZ.

Community Music Radio: Building the Music-Media Ecosystem

The CBAA is a leading participant in an Australian Research Council Project *Community Music Radio: Building the Music-Media Ecosystem*, partnering with researchers from Monash and Griffith universities, the Community Broadcasting Foundation, Australia Council for the Arts and APRA AMCOS. This research will endeavour to establish the economic and social contributions of community music radio and assess the role of community music stations in discovering and promoting Australian music. It will also generate a series of case studies from community music radio stations and music artists, involving works from diverse genres and locations. The CBAA's the Community Radio Listener Survey and upcoming AMRAP survey will also capture some strategic responses for this research.

Music Programs

The CBAA supports production of two radio shows distributed by the Community Radio Network (CRN).

The AMRAP Radio Program is a weekly wrap-up of what's trending on community radio and highlights of its metro and regional charts.

Australian Music is Bloody Great is a weekly program featuring guest programming and interviews from different, well-known members of the Australian music industry, who share their favourite new Australian music. The online publication *Pilerats* regularly publishes transcripts of *Australian Music Is Bloody Great*.

On The Road Again

The CBAA continued and expanded our partnership with Creative Victoria to deliver *On The Road Again* again in 2022/23. In this second phase of the project, eight metropolitan stations curated 14 live music events featuring 133 performances. Each station involved received \$30,000 from the CBAA to produce the events, with AMRAP acknowledged as a sponsor. The program allowed participating community broadcasters the autonomy and creativity to produce programs aligning Australian music with underrepresented communities of interest.

As well as increasing revenue generation and staff payments for the stations and equipping staff with new skillsets, the program created paid opportunities for 161 artists, as well as for venues, hotels, sound operators, designers and photographers.

Indie-Con

The CBAA curated and moderated an AMRAP-sponsored panel in Adelaide at Indie-Con 2022, Australia's leading independent music conference, and we were invited back to present in 2023.

Tone Deaf

AMRAP collaborated with popular online publication Tone Deaf for a bi-weekly series to have directors and presenters from community radio stations share their best Australian music finds from amrap.org.au.

First Sounds

The CBAA continued its partnership with First Nations Media Australia in 2022/23, producing and distributing volumes 8, 9 and 10 of First Sounds – a collaborative initiative partly funded by the Australia Council for the Arts to broaden the reach of Indigenous cultural content on the airwaves and support the growing First Nations music industry. This series highlighted 42 new and emerging First Nations artists. Five First Sounds documentaries, produced in lieu of planned showcases halted by the pandemic, were completed in 2022 and aired by NITV during NAIDOC Week 2023.

These strategic initiatives have driven increased adoption of the CBAA's new Australian music service, enhancing the profile of amrap.org.au and highlighting the importance of community radio within the music industry.



WHAT'S NEXT? ▶▶

In 2022/23 we held consultations with young people working in community radio and APRA AMCOS about how AMRAP can best serve them and how to improve membership retention. As part of ongoing efforts to attract more broadcasters to the amrap.org.au platform and increase the percentage of Australian music air play, we will be creating a campaign encouraging broadcasters producing non-music programs to play Australian music in between their segments.

With most artists and broadcasters now using digital formats, the CBAA announced it will be discontinuing its AMRAP CD Mailout service towards the end of 2023 and is consulting with members about a new digital delivery service for targeted releases aligned with the latest music uploaded to amrap.org.au.

CASE STUDY:
Find Jen Cloher on AMRAP

Jen Cloher is a performer and songwriter based in Melbourne with strong roots in community radio, whose music is available via amrap.org.au. Speaking to the CBAA about the value and necessity of community radio and Amrap.org.au in helping early career artists to connect with audience, Jen says:

“It can save you a lot of time and put your music in front of the people you need to hear it the most.”

Their recent input was shared in a series of articles distributed by APRA AMCOS, further strengthening connections between community radio and the Australian music industry. Jen has also lent their voice to the AMRAP-produced radio program Australian Music is Bloody Great, distributed through the Community Radio Network (CRN).



Station Manager Adam Stokehold and Secretary Mandy Newman from Highland FM.

CASE STUDY:
Home-grown Music on Highland FM

Serving the Southern Highlands community since 1987, Highland FM engages their community and cultivates local talent and artists through programs such as 100% Homegrown, highlighting unique and locally produced music across its diverse programs.

Before using amrap.org.au, Adam Stokehold, Highland FM's station manager found locating and sourcing independent music challenging, as available content primarily featured well-established artists. For Adam, new Australian music is a strength:

“It diversifies the programming and provides a broader musical experience, catering to various tastes and preferences, representing the cultural diversity and creativity of the nation and enriching the overall listening experience.”

Highland used amrap.org.au to develop its award-winning 100% Homegrown initiative, which has successfully kick-started the careers of local independent artists found through the Amrap.org.au catalogue. Adam believes local music fosters a sense of community pride and involvement:

“Effective music selection plays a pivotal role in Highland FM's broadcasting and amrap.org.au serves as an excellent and readily available resource for this purpose.”



“It can save you a lot of time and put your music in front of the people you need to hear it the most.”

- Jen Cloher

Jen Cloher
Photo by Marcelle Bradbeer

Community Radio Network

The Community Radio Network (CRN) — now in its 30th year — is the CBAA's distribution service, sharing some of the best news, talk, music and entertainment programs from community radio stations 24 hours a day, 7 days a week as well as special broadcasts for major events. It provides stable, cost-effective, broadcast quality audio via either the Digital Delivery Network (DDN) or live satellite audio feed.

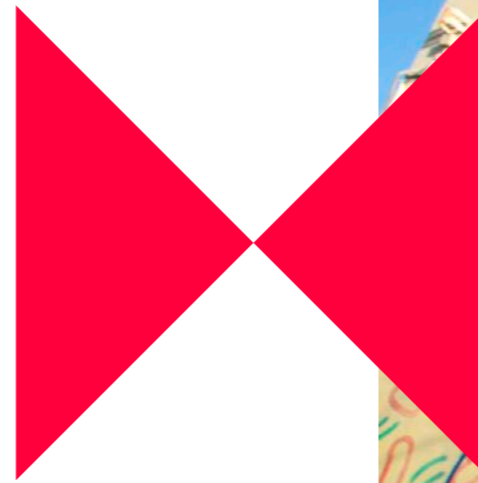
Subscribers can decide what content to use and when, from full programs to short segments that can be inserted into existing programming. The CRN offers access to over 110 talk and music programs and distributes several flagship community radio programs, including National Radio News, The Wire current affairs program and Good Morning Country. All programs on the CRN can be broadcast live or recorded for later re-broadcast.

The CBAA's priority for the 2022/23 financial year was to capture a wider range of insights from members and users. Our survey and the work of the CRN Advisory Group is now informing future planning. CRN subscriptions remained stable over 2022/23, with 146 stations subscribed at the end of the financial year, representing a slight drop of three stations from the previous year. We attribute this to economic factors such as post-pandemic recovery, and cost increases affecting station budgets.

The CRN team's service to our members and subscribing stations continues to be valued, receiving a 4.4/5 customer service rating.

There was a slight decline in the amount of Australian music programmed across CRN: 38.9 per cent against a target of 40 per cent. Our current review of content policy addresses the proportion of Australian music content on the CRN and we expect that our Justice, Equity, Diversity and Inclusion Strategy will also help meet and exceed targets for content diversity.

Our satellite content distribution experienced two significant outages in February and March 2023, affecting the availability of all 24/7 satellite hub services and related on-demand program file delivery. New staff capability and management structures have increased our technical capacity and we have developed a status page to better communicate outages as they happen and improve transparency for stations.



The team behind Arty Facts which aired on C31 and was rebroadcast as audio via the CRN



Three D Radio at WOMADelaide. Presenters: Volunteers Grace Monaghan and Rob McCormack

WHAT'S NEXT? ➤

In 2023/24:

- Phase 2 of the content services recapitalisation plan for the CRN is expected to be completed, updating payout, processing and encoding equipment to support next-generation VAST satellite and Digital Delivery Network (DDN) services, providing opportunities for growth in distribution and production exchange services.
- a new approach to wireless backup technology is due to be completed in the second quarter.
- the rollout of the new DDN will continue, allowing the CBAA to retire the DDN legacy and supplemental systems that have been supporting continuity of delivery.
- a revised CRN content policy will be reviewed and implemented under our new advisory team.
- the CBAA will continue to work to maximise exposure of new Australian music throughout community radio.

CRN completed the first stage of content services recapitalisation in the third quarter of 2022/3, replacing the network's most critical aged and at-risk audio routing and transmission equipment. The new equipment provides a modern, well-supported technology platform as well as significantly enhancing levels of service, fault monitoring and alerts.

The rollout of the Digital Delivery Network (DDN) has also passed significant design and development milestones. In the last quarter of 2022/23, all program makers were migrated to the new DDN lodgement system. Our staged rollout allows for established stations to begin using DDN, while others will be connected once ongoing connectivity issues are resolved by the network provider.



Community education, content projects and innovative solutions and specialist solutions

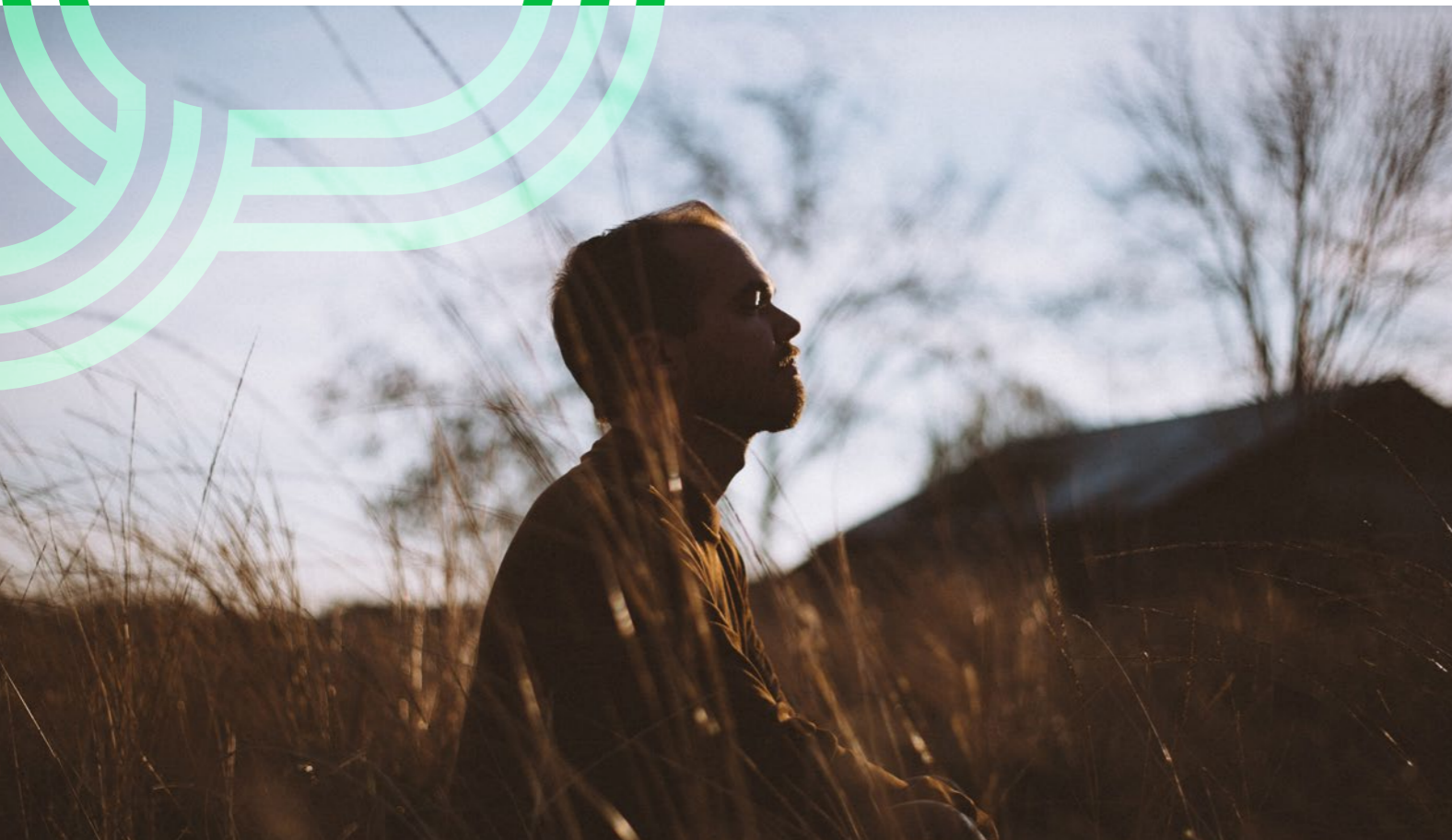
One of the Community Radio Network's most important objectives is to make information available on topics that are important to the wellbeing of communities, such as mental health resources, health information, emergency response procedures and social welfare issues.

We collaborated with partner organisations to create and distribute this content, including:

The national suicide prevention and mental health awareness project developed with the support of the Australian Government Department

of Health. Each month, our project team prepares a series of 20 short radio segments designed to encourage people to seek help with mental health problems and promote positive lifestyle choices.

The segment uses interviews with service providers on new research, resources or insights, as well as profiles of people who have successfully dealt with tough times in their lives. Partner organisations that help produce this content include, among others, ReachOut, YarnUp, Orygen, Mission Australia and R U OK? neurodivergent hub.



News and Journalism

The key priority of the CBAA's ongoing news planning project over the last year has been to grow the collaborative news network and build trust within existing members to develop and share stories that represent their local communities.

A consultant with a background in news planning was appointed in the third quarter of 2022/23 to work on several initiatives to create a more vibrant news environment that:

- captures stories which can feed into National Radio News (NRN) bulletins
- more effectively uses the Federal political reporter
- broadens support to current affairs programmes such as The Wire
- delivers greater output for members of the collaborative news network.

National Radio News

National Radio News (NRN) is a collaboration between the CBAA and Charles Sturt University, founded on the community broadcasting sector's principles

of democracy, independence and access. It has no commercial ties or political agenda, and prides itself on uncovering stories that have been overlooked by larger commercial services, with a particular focus on meeting the needs of people in regional areas.

NRN is a subscription service, available to any radio station connected to the Community Radio Network. Bulletins are produced in Bathurst, NSW, by three full-time journalists, supported by cadets from Charles Sturt University, and broadcast to over 2 million listeners across Australia every week.

In early June 2023, staff from the NRN's Bathurst newsroom took part in a two-day training course to build industry knowledge and skills. The workshops also enabled engagement between Bathurst-based NRN journalists and cadets and the News Project, which is building a network of community radio stations to create and share news and interviews across the country.

The work of NRN's Federal Political Reporter Amanda Copp continues to increase in visibility and she contributed to the planning process for the collaborative news hub. Amanda mentors NRN students and enlisted one internship student and two cadets to work with her on this year's Federal Budget night.

The CBAA continues to identify opportunities to build skills and pathways for emerging radio news journalists.

NRN Federal Political Reporter Amanda Copp with the Minister for Communications the Hon Michelle Rowland MP at 4EB



CASE STUDY:

Elevating local voices through collaboration of news networks

On May 4 2023, National Radio News covered the Northern Territory Government's move to allow mining companies to apply for licences to commence fracking for gas across the Beetaloo Basin. Traditional Owners had previously raised concerns about these types of projects and highlighted that necessary consultation, conditions and safeguards had not been met.

The news network collaborated to ensure a timely and relevant interview with a traditional owner was conducted and broadcast as a lead story on Community Radio Network's feature programs National Radio News and The Wire. Contacts were sourced for Nurrdalindi Native Title Aboriginal Corporation Chair, Johnny Wilson who agreed to an interview with newsroom journalist Amy O'Halloran.

Johnny Wilson, said the original approval of the projects by Elders was granted under false pretences and that there was a lack of consultation between the government and Elders.

"They were not properly consulted or given the right information to make an informed decision when agreements were signed. We never imagine fracking will occur on our country at such a scale."

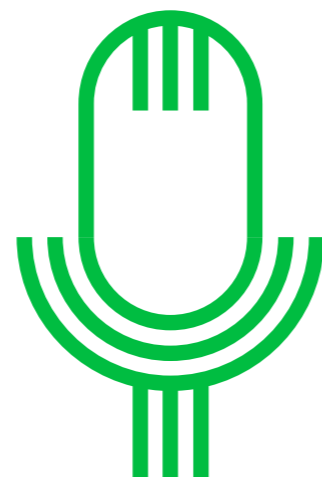
"We will not stand by and let fracking take over our country," he said.

The interview was shared across the network and used for grabs within National Radio News bulletins and a longer cut of the interview featured on the next issue of the current affairs show, The Wire.

"One of the aims of National Radio News is to include the voices of the people who are affected by news stories, particularly those who are not adequately represented in other media. Directly interviewing Traditional Owner and Chair of the Nurrdalindi Native Title Aboriginal Corporation, Johnny Wilson, brought to light concerns about the lack of consultation with Indigenous people and the future impacts of the NT fracking project on Indigenous communities," said Rebecca Wotzko, Manager, NRN.

[See the story here.](#)

“One of the aims of National Radio News is to include the voices of the people who are affected by news stories, particularly those who are not adequately represented in other media. Johnny Wilson’s interview brought to light concerns about the lack of consultation with Indigenous people and the future impacts of the NT fracking project on Indigenous communities.”



CASE STUDY:

Community Radio Collaborative News Network

During 2022/23, the focus of CRN's stakeholders was the role of planning and news coordination for 2023/24. The CBAA's ongoing news review process worked to reinforce the community sector's values of providing an independent and alternative voice, sharing resources and creating a community news agenda.

Consultant to the News Project, Martin Davies, held meetings with each of the stations in the collaboration to capture their workflows and the barriers to sharing content.

These conversations also helped participating stations better understand how sharing resources can create more time to develop targeted stories to meet the needs of their local audiences. Stories created in the NRN style, to precise specifications, can then be expanded to fit the current affairs format of individual stations. This contributes to a shared community radio network agenda, while maintaining editorial independence. This increased collaboration and resource pooling, along with a greater engagement with The Wire contributors, led to an increase in stories shared.

Contributors include:

1. National Radio News (NRN)
2. First Nations Media Australia (FNMA)
3. NIRS
4. 4ZZZ
5. 2UNE
6. Hope Media
7. Curtin FM
8. Ngaarda Media
9. Bay FM
10. 8CCC
11. 4EB (The Wire)
12. RTR (The Wire)
13. 2SER (The Wire)
14. Radio Adelaide (The Wire)

"The collaboration between NRN, community radio stations, and The Wire has been productive and has been beneficial for us in representing the issues affecting the diverse communities across Australia."

- Dr Eduardo Jordan
Executive Producer, The Wire

"As a regional outlet in WA, this process is so beneficial to us. It keeps us across national stories and First Nations stories from other parts of Australia. Because we know there is a wealth of content in the shared Google Drive, we can jump in and access it and it gives us access to more talent. We are a news family room now; we offer more diverse voices and a place where listeners can get their news from because its unique and encourages grass roots story telling."

- Tangiora Hinaki
CEO of Ngaarda Media

3

Connecting audiences

We help community radio stations build their communities and be available in the places that listeners expect – live and on-demand, and on a free-to-air basis.



Sara Berki performing for 100% Home-Grown

How we're helping



Digital Radio

Currently, more than 70 per cent of the Australian population across the eight capital cities and the Gold Coast, are able to access DAB+ digital radio services.

The primary aim of the CBAA's Digital Radio Project is to ensure that community services can access the digital radio platform on an affordable basis. With the support of government funding, all community radio licensees, in areas where digital radio is available, are now broadcasting on the DAB+ system.

The CBAA provides a single national coordination point for planning, providing infrastructure, implementing, and operating free-to-air DAB+ digital broadcast services for designated community radio licensees. As well as handling transmission access fees on behalf of community licensees, the CBAA offers technical support for community digital radio services, and manages platform infrastructure, transmission arrangements and data systems for DAB+ service delivery.

Representing a 10.5 per cent increase over the previous year, there are now 63 full-time free-to-air DAB+ digital radio services broadcast by 53 designated community radio licensees across Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Darwin, Hobart and the Gold Coast. Audiences are increasingly adopting digital radio broadcasts, which now average over 30 per cent of all radio listening. More than 80 per cent of new vehicles sold in Australia are now equipped with DAB+ digital radio receivers.

The increasing take-up of digital radio listening in recent years coincides with changes in commuting and work patterns accelerated by the pandemic, as well as corresponding shifts in urban and regional populations, creating a need for capacity building

in metropolitan and regional areas. In 2022/23, the CBAA collaborated on projects for multiplex systems and upgrades, service ID management, metropolitan transmitter replacement, in-fill transmission improvements including road tunnels, and upgrade work for Brisbane transmission infrastructure. This work, as well as service linking and telco equipment upgrades, was undertaken in conjunction with the JVC transmission multiplex licensees, facility providers and other stakeholders.

In early 2023, the CBAA established Free Digital Radio Pty Ltd as a separate company to meet the requirements for digital radio multiplex licensing to acquire trial licences for research on service and technical outcomes in locations targeted for expanded permanent digital broadcasting. The company was granted a Scientific Assigned Apparatus License by the ACMA to conduct a trial in Launceston in Northern Tasmania, which began in cooperation with the ABC.

Work also progressed for a Scientific Assigned Apparatus licence in Sydney to use a digital radio channel for research on limited coverage implementations, reuse of adjacent channels, service number behaviour with real world receivers, transmission parameters and capacity for extra service delivery.

In February 2023, the CBAA submitted a proposal requesting that ACMA consider the licensing of an additional digital radio multiplex transmitter for Adelaide. We noted that community broadcasting in the city was lacking several service types to be expected in major cities, including an Indigenous radio service. Capacity and service number limitations in the Adelaide network are constraining diversity and development in Adelaide community radio, with stations struggling to find workarounds.



Gold Coast Digital Radio Launch - Juice's Susie Holt, CBAA Vice President Peter Rohweder, Hon Karen Andrews MP, Radio Metro's Justin Smart, Mayor of the City of Gold Coast Tom Tate, and 4CRB's Colin Balewski

CASE STUDY Gold Coast goes live on DAB+

In September 2022, the three eligible Gold Coast community licensees 4CAB Juice Media, 4CRB and 4MET Radio Metro began broadcasting DAB+ services, after implementation work was completed in the previous financial year. The launch event held in early 2023 included a video message from the Minister for Communications Michelle Rowland, and speeches from station representatives, local members and the Gold Coast mayor.

WHAT'S NEXT ▶▶

- DAB+ will soon be trialled across northern Tasmania.
- The ACMA has approved another Scientific Assigned Apparatus licence to research solutions for extra capacity for broadcasters in Sydney, and to establish a pathway for digital transmission of sub-metropolitan services under or alongside the existing digital radio broadcast framework. The key transmitter equipment is due to arrive in October or November, with a start date of late 2023 to early 2024. Community stations 2RPH, 2RES Eastside and 2RSR Skid Row have agreed to participate in the trial.
- We are following up Service Agreements for stations in Hobart, Darwin, Canberra and the Gold Coast that have been experiencing delays, with hopes that they will be complete and the services active by the end of the current financial year.

Online Solutions

The CBAA is constantly working to innovate and expand its online services to help member stations keep up in an increasingly digital, multimodal world. From facilitating DAB+ digital broadcasting to online training webinars and podcast distribution, the CBAA offers a range of solutions for community radio broadcasters to maximise audience reach and manage their operations.

In 2022/23, the CBAA released our integrated station program guide, a 7-day guide for 111 stations which allows listeners to set program notification reminders. We continue to work with our app developer All In Media (AIM) and member stations on further integration with the most common electronic program guides (EPG), including AMRAP Pages, MetaRadio and AIM Rapid. We also launched our radio website e-learning course Building Your Radio Website in May 2023, which was developed in-house.

Online solutions offered by CBAA include:

- Radio Website services
- Station metadata collection
- Audio streaming
- AMRAP pages
- Podcasting, catch-up and on-demand services
- Multiplatform Distribution
- Community Radio Plus - our one-stop listening app
- Online training and education, and webinars

We received very positive station feedback on Online Services' products and services and will be conducting an additional user rating survey to cover all products in the 2023/24 financial year.

Radio Website Services

The CBAA creates modern, affordable and user-friendly radio-specific websites that can be put in place within six to eight weeks.

Strong, integrated websites are essential for community radio broadcasters, serving as repositories of information on programming and identity, access points for streaming and podcasting, portals for listener interaction and to distribute multimedia content. The CBAA-built radio websites also allow seamless access to AMRAP pages and facilitate fundraising efforts with integrated listener email databases and best practice online donation and membership forms.

In 2022/23, the CBAA conducted a comprehensive review of Radio Website Services and relaunched them in partnership with our technology services partner Media Realm with a new business model. These services are now offered as a two-tier subscription service, standard or premium, with ongoing website support.

Currently, 48 stations subscribe to the CBAA's Radio Website Services. Though we did not hit our target of 53 stations for the 2022/23 financial year (due to a hiatus in onboarding new stations until the launch of the new business model), we expect additional growth in 2023/24.

WHAT'S NEXT? ▶▶

The CBAA will partner with Christian Media & Arts Australia (CMAA) to provide radio websites and streaming solutions to Christian stations currently using the outgoing CMAA platform. This is also expected to boost website service user numbers.

Audio Streaming, podcasting and on demand

The CBAA offers member stations affordable access to high quality audio streaming, as well as podcast, catch-up and on-demand audio, through our partnership with Triton Digital and its podcast management platform Omny Studio, which also provides tools for promotion and analytics.

With unlimited listener capacity, the ability to encode up to eight different stations streams and ongoing technical support, this package works in tandem with our Community Radio Plus app and Smart Speaker initiatives to future-proof our member stations as technology advances.

As listeners increasingly opt to access radio through the internet or smart, digital audio devices, it's vital

68 stations use our Streaming Solution

49 stations use our Podcast & On-Demand Solution

that community broadcasters have secure streams.

Currently, 67 per cent of our stations have a secure stream, short of our ambitious 75 per cent target. To address this, in July 2023 the CBAA ran a targeted promotion offering discounted subscriptions to all stations with insecure streams, and we are ensuring that stations signing up for Radio Website Solutions have secure streams.



CASE STUDY: A new dawn online for 2BBB

2BBB Bellingen's website was not ideal for its purposes: it was difficult to use, lacked functionality and housed a streaming service that wasn't working. The station sought to revamp its online presence, with clear goals of improving streaming and on-demand services and highlighting its diverse and unique programming.

Using the CBAA's Radio Website Services, the new encapsulates the spirit and identity of the station. It was highly customised to 2BBB's community, without the need for an in-house web developer. By allowing the community to submit local events and activities, the new website has positioned 2BBB as a central hub for community news and events.

“It definitely feels like our station's site. It doesn't feel like it's just out-of-the-box.”

Kristen Collier, the Marketing Coordinator at 2BBB, loves all the functionality and customisation opportunities: “It definitely feels like our station's site. It doesn't feel like it's just out-of-the-box.”

The website also serves as a strategic tool for sponsorship opportunities. 2BBB has already seen an uptick in engagement, nearing 1,000 unique visitors a day, as well as an increase in on-demand and streaming access. With community engagement being key to driving sponsorships, they are also seeing an influx of sponsorship inquiries, setting the station up for success now and in future.

Community Radio Plus

Since its launch in March 2022, the CBAA's Community Radio Plus app has made significant progress in bringing the local to the global, making community radio stations' rich and diverse content accessible to listeners wherever they are located.

At present, 96 per cent of community radio station streams are published on Community Radio Plus, slightly exceeding the app target of 95 per cent. In March 2023, the CBAA carried out a significant outreach program to station managers and in June 2023 began a paid digital marketing campaign focusing on app downloads, which will continue through to November 2023.

The integration of Apple CarPlay and Android Auto through the app has enabled a seamless listening experience for drivers, offering live streams, podcasts and news through a direct connection between smartphones and car infotainment screens.

Other 2022/23 app enhancements include deep linking, which enables users to share station streams, podcasts and individual episodes on their mobile devices. This will generate excellent marketing opportunities to amplify content and promote the app.



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WHAT'S NEXT? ▶▶

In 2023/24, the CBAA aims to complete work on the Community Radio Plus project, which has been delayed in preference to separately launching discrete features to benefit our members.

This will include:

- building and releasing optional app user login (under development)
- building and launching promoted content curation (under development)
- tweaking design and user content personalisation (under development)
- building and releasing an app content management solution.

The CBAA is also working with stations, Triton Digital and All In Media (AIM) to develop monetisation opportunities for Community Radio Plus through the Triton Digital and Omny Studio platforms and to complete the rollout of the Triton Advertising Platform (TAP) to stations eligible members.

We are in discussions with Commercial Radio & Audio (CRA), one of Google's five global audio partners, to join their existing collaboration after Google discontinued its smart speaker skills in June 2023. Community radio is now only accessible on Google smart speakers via TuneIn Radio or iHeartRadio Australia. This partnership aims to provide us with comparable advantages to the Amazon Radio Skill Kit (RSK).

In 2022/23 we increased our efforts on paid and organic social media to promote in-app listening to stations. This campaign is beginning to pay off, with an average increase in app downloads of 25% per month.

WHAT ELSE? ▶▶

We have worked with award-winning audio advertising agency Eardrum to develop a strategy and campaign for stations to promote Community Radio Plus, from August 2023.



CMTO Training Manager Jason Velleley, with CBAA CEO Jon Bisett, Declan Kelly and Andrew Morris



CASE STUDY:
2MIA FM's streaming is no longer missing-in-action

Established in 1987, 2MIA FM is a regional community radio station based in Griffith, New South Wales, which broadcasts across the Murrumbidgee Irrigation Area (MIA). The station has undergone an online transformation, thanks in part to the CBAA's help in implementing Audio Streaming with Triton Digital in response to a range of technical challenges, including outdated technology and storm damage to its transmitter.

While the station had a streaming solution in place before the transmitter's collapse, it was unreliable. 2MIA FM say the upgrade to Triton Digital has been a key part of the station's response to the transmitter damage and that listeners and sponsors have noticed the improvement to the station's stream quality:

“ Triton Digital has increased our streaming quality off the charts. It was easy to change over and we cannot believe the positive difference it has made to improve the quality of our stream.

Education for listeners was a key part of the process, with listeners needing guidance on how to access streams while repairs were made to the station's transmitter. Despite this challenge, the station is happy with uptake and made sure listeners were aware of options including streaming directly via the website, iHeartRADIO or the CBAA's Community Radio Plus app.

2MIA FM praised the CBAA's Online Services team, saying they were a pleasure to work with and responsive throughout the implementation.

AMRAP pages

AMRAP pages is a powerful and easy-to-use tool for stations to showcase and refresh their program content. It allows broadcasters to create programming timetables, add or remove broadcasts and quickly update playlists for different shows in real time.

The pages can function as a standalone site, or as an embedded feature of station websites or Facebook pages, automatically highlighting on-air programs. To increase awareness of featured artists, program playlists can link individually logged tracks to YouTube platforms, Wikipedia profiles or social media accounts.

Community broadcasters can customise the colour and design of their searchable, mobile-friendly station program guides, and create multiple guides for different services. Unique links are generated for each program page, episodes and tracks on a playlist and can be shared to take visitors directly to content. Music industry stakeholders such as APRA AMCOS use radio program playlists as a key source of data to assist in reporting and determining payments for songwriters.

WHAT'S NEXT? ▶▶

Over the last year, the CBAA has consulted with stakeholders as part of a review of AMRAP pages and concluded that there is a need for a new, larger technology solution covering Electronic Program Guides, audio recognition services and dynamic metadata. We have prioritised this area for 2023/24.

4

Advocating for a stronger future

We advocate for funding, regulation and legislation that enables a strong future for the sector. We understand future trends so that we can equip the sector with insights and stories to help them adapt and thrive.

How we're helping

Identify a sustainable funding base to support a vibrant, resilient sector

In 2022/23, the CBAA saw the delivery of pre-election policy commitments which we secured from the ALP in the previous financial year, including budget commitments of \$12 million for community radio (\$4 million a year over three years) and maintaining the minimum base level of annual funding at just over \$20 million for the Community Broadcasting Program.

The CBAA has been asking for indexing reform for several years, and it is now part of ongoing budget policy. The Federal Budget handed down in May 2023 showed the allocation to the Community Broadcasting Program had increased in dollar amount by more than \$600,000 over the next three years after indexing to offset rising costs.

The Government's policy agenda for community broadcasting has centred around the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) review of community broadcasting sector sustainability, launched at the October 2022 CBAA Conference by the Minister, Michelle Rowland. The CBAA has been involved at all stages of the review process, contributing terms of reference and sharing data, analysis and resources, as well as facilitating engagement with community broadcasters and other stakeholders in the sector.

The CBAA has also been working with the CBF to create a robust long-term planning model for community broadcasting through Roadmap 2033. This process has run in parallel to the Government's Review, with the participation of DITRDCA officials and the National Indigenous Australians Agency (NIAA).



Prime Minister The Hon Anthony Albanese MP at 2DRYFM in Broken Hill

Policy Submissions

2023-2024 Pre-Budget Submission

The CBAA requested that the community broadcasting sector's annual allocation through the Government's Community Broadcasting Program be increased to \$25.97 million to address a shortfall for allocated CBF Development and Operations funding and requests by community broadcasting stations.

Select Committee on Australia's Disaster Resilience submission

The CBAA made a submission to the Select Committee on Australia's Disaster Resilience, highlighting the vital role of community media in protecting public safety during disaster responses and raising awareness of disaster prevention and supporting community recovery. We called for a national approach for the certification of community radio stations as official emergency broadcasters, highlighting survey findings that 1.7 million people in non-metro Australia listen to community broadcasters each week.

Submission to the National Cultural Policy: Revive

In a submission to the Federal Government's August 2022 consultation, the CBAA highlighted the work of community radio stations in championing local arts and artists and giving them an avenue to new audiences. We outlined how community broadcasting supported outcomes against each pillar of the proposed new policy, and featured examples from AMRAP, Christian Media and Arts, 4EB, Vision Australia, Joy 94.9 and First Nations media.

In January 2023, the Prime Minister and Minister for the Arts launched the new national cultural policy – *Revive: a place for every story, a story for every place*, which includes acknowledgment of the important roles of community broadcasting and a recommendation to 'Increase support for community broadcasting to deliver local news, tell local stories, and provide a platform for diverse voices and Australian music.'

This is a win for the community broadcasters that have not previously been acknowledged in cultural policy, and it demonstrates the increased recognition of the community broadcasting sector's critical role in supporting the vibrancy of Australian arts and culture.

Treasury Proposal to Measure What Matters

In January 2023, the CBAA made a submission to the Australian Government Treasury regarding its plans to establish an Australian framework to measure progress and well-being as a foundation for efforts to lift living standards, boost intergenerational mobilities and create more opportunities for more people. We provided examples, insights and data demonstrating community broadcasting's impact on artistic and cultural engagement, volunteerism, community participation and connection, and social cohesion and trust.

ACMA proposal for a New Framework for Measuring Media Diversity in Australia

In March 2023, the CBAA made a detailed submission supporting the ACMA's efforts to establish a framework for measuring diversity in the Australian news market. While being broadly supportive of the ACMA's draft framework, we identified the need for the contribution of community broadcasting to Australian media diversity to be accurately measured, including news and information content produced by community broadcasters, and news production by unpaid journalists and content creators.

We stressed that community broadcasting is a key contributor to each of the ACMA framework's proposed new measurement indicators source diversity, content diversity, consumption diversity, level of connection (to a locality), level of originality and level of civic journalism. We also participated in ACMA's industry consultations on the proposal.

Modernising the regulatory and legislative environment for community broadcasters

In 2022, we worked closely with the Department of Communications (DTRDICA) to ensure our sector's views were considered in the drafting of the Broadcasting Services Amendment (Community Radio) Act, which was passed on 1 December 2022 with bi-partisan support.

In a positive outcome after our lobbying efforts, the amendments to the Act made it easier for existing community radio stations to renew their licences, providing greater certainty for stations by ensuring it is a non-competitive process, and enhancing sustainability in community broadcasting.

Keeping community radio prominent on audio devices

In November 2022, the CBAA wrote to the Minister for Communications as part of a free-to-air radio industry group including Commercial Radio and Audio, ABC and SBS, proposing a regulatory regime to ensure that free-to-air radio, including community stations, remained free, visible and accessible on internet-connected devices, including home devices and car audio systems ("prominence").

The Minister advised that the Government was planning to address regulation for television prominence first, in line with a pre-election commitment, before addressing radio prominence.

In February 2023, the CBAA affirmed our position in a submission to the Federal Government's consultation on comparable provisions for connected televisions, which may guide future radio prominence regulation. We supported "must promote" and "must carry" provisions that require manufacturers to include community stations and their apps visibly and free of charge on device interfaces and for regulation to ensure that broadcasts cannot be altered without the broadcaster's consent.

CASE STUDY

Review of the Community Radio Broadcasting Codes of Practice ("Codes")

Alongside our member and public consultations, held between October and December 2022, the CBAA liaised with ACMA on our Codes review, to ensure the revised industry Codes will be up to date with changing community standards, remain relevant in the contemporary media environment and are clearer, more flexible and less onerous for stations to comply with.

We received 71 submissions to the public consultation, with general agreement in the feedback that the Codes were clearer and easier to implement. We developed an updated draft in response.

Key issues raised in the consultation feedback included: publishing financial statements online, concern about balancing protection against discrimination/ vilification with freedom of expression, and concern about the use of 'impartiality' in the news Code.

The Codes review is due to be finalised in 2023/24, with a further phase of consultation taking place in late 2023.

Other advocacy activities

During 2022/23, the CBAA's CEO and Head of Advocacy met with the Minister, members of Parliament from various parties and independents, as well as Departmental representatives to advocate for the sector's policy positions and funding. The CBAA was invited to join the Federal Government's Future of Television Working Group, which is moved towards a broader broadcasting focus, and attended a meeting in early 2023.

The CBAA's submissions are available at www.cbaa.org.au/sector-leadership/submissions

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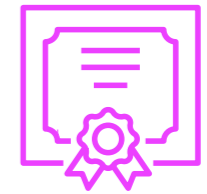
Championing Community Broadcasting

We champion the community broadcasting movement by building awareness of the sector, and broadening understanding and appreciation.



Increasing Sector Awareness ONLINE & IN COMMUNITY

304 entries in 2022 CBAA Awards



Over
340,000
pages viewed on
our website



from over
104,000
users

Reach of

58,000 +

on social media in the leadup to and during
the 2022 CBAA Conference

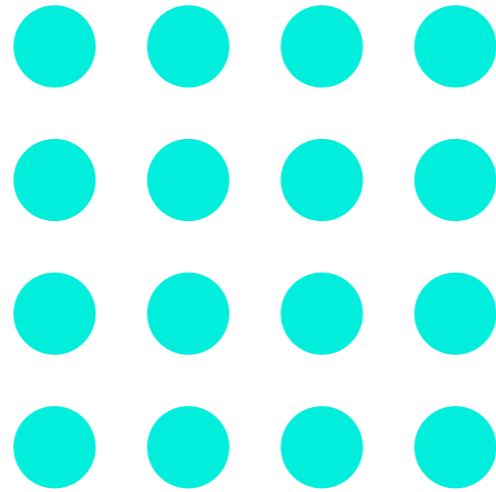
449

new followers (Facebook growth)

with **6,873** followers overall



How we're helping



The 2022 CBAA Conference was held on 27-29 October 2022 in Cairns, bringing together around 300 community broadcaster and sector representatives.

Featuring a program of over 30 sessions across 3 days, it was an excellent opportunity for attendees to reconnect with each other face to face following the COVID-19 pandemic. We trialled a hybrid format that allowed virtual delegates to participate alongside those attending in person.

Conference highlights included Angela Stengel's keynote speech: 'Innovation: Why it is more critical than ever.' An alumnus of FBi Radio and head of ABC's Innovation Lab, Angela talked about the thrill of being involved in radio and technological factors that could have an impact in future, including AI, the creator economy and connected devices. A key theme of Angela's speech and the conference was the

challenge of ensuring the ongoing relevance of our sector.

ABC broadcaster, author and arts journalist, Namila Benson, who began her career in community radio, delivered the second keynote: an insightful and personal session on navigating expectations of diversity from community to public broadcasting. Namila spoke of how she navigates these expectations on her terms and shared insights on how the community broadcasting sector can support diversity and inclusion in a meaningful way, while avoiding tokenism, harmful and reductive terms.

The 2022 CBAA Community Radio Awards saw over 300 entries from stations around the country, showcasing outstanding work from across our sector.

The 2022 CBAA Conference was well received by participants and a welcome return after 2021's virtual conference, and we look forward to the 2023 conference in Adelaide.



Lina and Keynote Speaker Namila Benson at 2022 CBAA Conference



2022 CBAA Conference

The 2022 CBAA Community Radio Awards saw over 300 entries from stations around the country and were an outstanding showcase of the best the sector has to offer.

Tangiora Hinaki, CEO of Ngaarda Media, with the Station Leadership Award



3CR Station Manager Rachel Kirby receiving Best Radio Program - Talks award for Yeah Nah Pasarani!

Vale Tony Staley

On a sadder note, the CBAA mourned the passing of fierce community radio advocate Tony Staley, for whom our most prestigious award is named. Mr Staley was a former Liberal Party president, MP for the Victorian seat of Chisholm and Officer of the Order of Australia. The Tony Staley award recognises a community broadcasting organisation or initiative that actively promotes the values of community broadcasting in the areas of democracy, diversity, access, and independence.

In recent years, Tony was unable to attend our conference in person. He continued to make the effort to send video messages, including his final announcement of Bay FM 99.9 as the 2022 Tony Staley Award winners.



Vale Tony Staley - Tony at the 2014 Community Radio Awards



Mia Armitage, Station President Ange Kent and Kate Payne from Bay FM 99.9

“Winning the prestigious Tony Staley Award meant even more to us as it was an acknowledgement of the ongoing work undertaken by the entire station besides the newsroom in helping our community recover and cope with the unfolding disaster.

Bay FM 99.9 Station President Ange Kent on the importance of winning the Tony Staley award following flooding that affected Byron Bay in 2022. CBAA supported work to recognise Tony's achievements for community broadcasting in The Age and [Sydney Morning Herald](#).

Our Partnerships

Insurance

In response to member feedback, the CBAA has gone through an evaluation process to find a new insurance provider for our members. We have appointed KBI Group and look forward to working with them to address the growing need for more robust media insurances and providing affordable property insurances to suit member needs.

Centre for Volunteering

In March 2023, the CBAA entered into a formal partnership with the Centre for Volunteering to give members:

- services and education to support community broadcasters to manage their volunteers
- access to a Volunteer Manager Helpdesk providing free 30-minute consultations with volunteer experts.

The CBAA will also work with the Centre for Volunteering to develop a streamlined solution for police checks and volunteer management software.

Volunteering Australia

The CBAA has entered into a partnership with Volunteering Australia where we will work together and engage corporate and philanthropic bodies and government to improve the experience and public perception of volunteering, encourage the development of a comprehensive “whole of government” volunteering strategy and celebrate the invaluable contribution of volunteers.

6

Building Capability

We champion the community broadcasting movement by building awareness of the sector, and broadening understanding and appreciation.



How we're helping



External Shot of 3CR

CBAA SUPPORT MODEL



The CBAA unveiled several new initiatives in 2022/23 to support community broadcasters through access to resources, knowledge sharing and mentoring.

We continue to implement the support model developed in the previous financial year, with its five elements: Access, Engage, Learn, Refer, Assist. Our support programs offer layered opportunities for online, self-driven learning through our eLearning hub, focussed mentoring, small group networking and group events such as the CBAA conference.

The CBAA's member support activities in 2022/23 included:

- launching an online community platform to provide a secure, safe space for our members to share knowledge and seek guidance. This forum is designed to harness the collective wisdom and experience of our community. It hosted discussions on diverse subjects, including station operations, technology and volunteer management.

- increasing the number of webinars we delivered to 11 (from 10 in 2021/22). Webinars are available on-demand from the CBAA Learning website
- expanding our calendar of Manager Meet Ups from one per quarter to one week for smaller groups of stations (every six weeks per group) and broadening the catch-up program to other key station roles including Program Directors, Music Directors, Trainers, Online Managers and Sponsorship staff. Over 129 stations were represented at these events over the year.

An overwhelming majority of community radio stations turn first to the CBAA for advice and solutions, with over 1,340 inquiries in 2022/23.

We saw a drop in our Net Promoter Score (NPS) from 46 in 2021/22 to 30 in 2022/23. We have attributed this change to a higher-than-normal turnover in staff and free COVID offerings expiring.



Webinar Topics

- Policies and documents you need for volunteers with The Centre for Volunteering
- Complaints Handling, with Strategic Australia Communications (SAC)
- Reporting on Suicide, Drugs and Alcohol, with Mindframe
- Volunteering through a different lens, with The Centre for Volunteering
- Setting your spot rate
- Getting started with current affairs programming, with AFTRS
- Developing Brand Consistency, with The Creative Works
- Charity Status Opportunities and Obligations, with Mills Oakley
- Grow your listener audience online, with Brett Nossier (iHeart Radio) and Richard Palmer (Triton Digital)
- Promoting online safety for young people
- Community Radio Broadcasting Codes of Practice Review

WHAT'S NEXT? ▶▶

- Building on our 30 per cent increase in 2022/3, the CBAA will continue to increase its webinar offerings, aiming for 20 new webinars in 2023/24.
- To address the decline in NPS rating from 46 in 2021/22 to 30 in 2022/23, we will assign staff to act as key account managers for stations, scheduling regular proactive check-ins to make sure we respond to members' evolving needs.
- To create a reliable 360-degree view of member engagement, the CBAA will work to integrate as many of the communication systems currently used as possible (phone, email, forms, website, awards, conference, community, eLearning etc) into our Salesforce CRM.



Indonesian Program Presenter Saudah Gable at 5EBI

Our People



Reece Declan and Holly at 8CCC via 8CCC FB Converse 2022



Our Board

Jacquie Riddell President



Jacquie is an experienced executive currently working as CEO of global environmental movement Take 3 for the Sea. Jacquie was previously the Director of Public Engagement at the Art Gallery of NSW, where she oversaw all the public operations and functions. She has held leadership roles at Barangaroo, SBS, Foxtel and the Triple J network. Experienced in not-for-profit governance, she has worked both as a Board Director and alongside high-profile boards throughout her career and is a graduate of the Australian Institute of Company Directors.

Quinn Glasson Chair, Audit, Risk & Compliance Committee



Quinn Glasson has been the General Manager of Curtin Radio in Perth since 2005. Quinn is a qualified accountant and worked in the fields of financial management in the tertiary sector before commencing at Curtin Radio. He was elected to the CBAA Board in November 2018 where he is also Chair of the Audit and Risk Committee. Quinn believes in the difference that community radio makes to the broader Australian community and is committed to assisting the sector to improve ongoing financial sustainability. He is also Chair of the Perth Digital Radio Company.

Peter Rohweder Vice President Member Audit, Risk & Compliance Committee



Peter is the Manager of the 4MBS Silver Memories service. Peter has a Bachelor of Business (Management), a Graduate Certificate in Professional Accounting and over 25 years' experience within the community media sector including more than 20 years in station management. He also provides governance and strategic planning advice to community organisations. He was the Station Manager at Radio 4EB (2002-2018) and at 4ZZZ (1999-2002).

Gavin Brett



Gavin has been involved in community radio for over 12 years and has held several senior roles in community radio governance. He is currently a board member on 4 regional community stations. He started his community radio career at Hope Media Ltd as Group Sales Manager and established the national sponsorship platform Media Sales Australia. Serving as its Executive Officer for approximately 5 years. Gavin is now the CEO of the Christian Media Hub, which partners with and currently manages 6 community stations across regional Australia. He has also served on the CBAA Audience Research Advisory Group for two years. Gavin is committed to local community radio that is relevant, sustainable and professional.

Hannah Rogers



Hannah holds a BA Hons English and Journalism, and a Masters in Social Work. She has been Station Manager of Hobart's Edge Radio for four years, volunteered in community radio since 2014 and has been a radio producer at ABC for two years. Hannah also creates media as a disability support tutor and content producer.

Louisa Graham Member Audit, Risk & Compliance Committee



Louisa Graham has extensive experience in not-for-profit management and governance and is a graduate of the Australian Institute of Company Directors. She is currently CEO of the Australian Scholarships Foundation and was most recently Chief Executive Officer of The Walkley Foundation for Journalism. Louisa worked in community broadcasting at 2XX and 2SER and began her career in journalism at Network Ten. She has worked in senior leadership roles for the Australian Institute of International Affairs, the Sydney Writers' Festival and UN Women and has led awareness campaigns for White Ribbon Day and the Australian Public Movement. She also served on the boards of the Alliance for Journalists' Freedom, Media Diversity Australia, Taikoz and the Copyright Council.

Megan Williams Women and Gender Diverse People's Representative



Megan is the Station Manager at 2DRY FM in Broken Hill overseeing operations, training, volunteer support and sitting on the programming committee. Megan began broadcasting in 2018 at 3CR In Melbourne and they now host *Out in the Outback* and *Water Watch* on 2DRY FM and *Earth Matters* on the Community Radio Network. Megan strongly identifies with the struggles of both women and gender diverse people and is passionate about understanding and addressing the barriers to participation for all members of our community.

Sewar Mitanis



Sewar has over ten years' experience in community radio and is currently a member of the Aramaic Language Group at Radio 4EB FM, Brisbane's ethnic community radio station. Sewar served on the Board of Directors and the Governance Sub-Committee at Radio 4EB for over three years. Having migrated to Australia over 17 years ago, Sewar is committed to empowering diverse communities through community broadcasting and engagement. She is also an active supporter of the Ethnic Communities Council of Queensland. Through her experience and background, Sewar has established a rapport with diverse language groups and has acquired a strong knowledge of the community broadcasting sector and various local communities' cultures and values, gaining a reputation as a committed and approachable community member.

Gabrielle Andolfatto Youth Representative



At 18, Gabrielle joined Edge Radio 99.3FM as a presenter for *The Ripple Effect* program, focusing on Tasmanian volunteers' stories, earning respect and a following in Australia and internationally. Starting in 2017 as a production assistant, she worked as Production Coordinator, Volunteer Coordinator, Events Manager and Programs Coordinator for the station. Gabrielle is an undergrad in Media and Communications (Advertising) at Swinburne Online. She works with Edge Radio as a Youth Engagement Coordinator and received the 2022 Tasmanian Young Achievers Award for her commitment to volunteering and community broadcasting. Gabrielle aims to highlight the importance of youth media and is passionate about having young people's voices heard.

Our Executive Team

Jon Bisset
Chief Executive Officer



Jon has spent more than 30 years as a Chief Executive and non-executive Director of non-profit organisations, covering health and ageing, media, technology and fundraising. He is a graduate of the Australian Institute of Company Directors, the Harvard Business School Strategic Perspectives of NFP Management Program and the Sydney Adaptive Leadership Program. Jon is also the CEO of RPH Australia, a Non-Executive Director of Infoxchange Ltd, the Community Council for Australia Ltd and Spots and Space Pty Ltd and the Chair of the Local and Independent News Association.

Heidi Martin
Head of Strategy and Insights



Heidi has been leading the CBAA's strategy and insights work since February 2021, leveraging her 20 years experience working in senior roles at SBS and Yahoo7 and consulting to organisations including the ABC, Art Gallery of NSW, NSW Government and more, helping these organisations grow through better understanding of their audiences and data-driven decision making.

Jana Gibson
Head of Member Services



Jana joined CBAA in 2022 as the organisation's first Head of Program Delivery. Prior to joining CBAA, Jana worked for APRA AMCOS for 18 years, where she made a significant contribution to the public profile of the company and its membership. Alongside her executive roles, Jana has previously held Board positions with MusicNSW and the Australian Music Centre, and currently sits on the Board of Nordoff-Robbins Music Therapy.

Jerome Fink
Head of Finance



Jerome joined the CBAA as the Head of Finance in 2021. He brings extensive experience in the not-for-profit sector including 11 years in member organisations. Jerome's recent roles were in Finance for The Funding Network Australia and previously for the Trustees of Sisters of the Good Samaritan where he currently chairs a Finance Committee. He is a CPA and a Member of the Australian Institute of Company Directors.

Declan Kelly
Head of Development

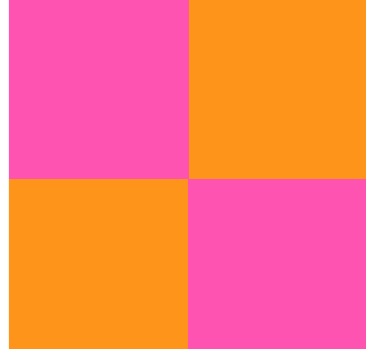
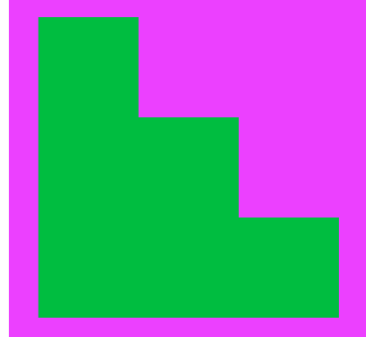
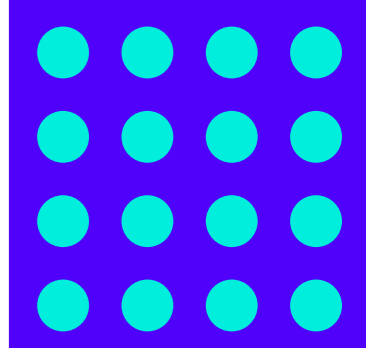


Declan is the Head of Development for the CBAA. He is a media professional and sector leader with expertise in sales, sponsorship and fundraising. Before joining the CBAA in 2021, Declan worked across community and commercial media at SEN, ARN, JOY, 2XX, 3MBS and SYN. A strong believer in the power of community media, he has won two ACRA's for his work in sales at SEN.

Reece Kinnane
Head of Advocacy and Communications



Reece is Head of Advocacy and Communications for the Community Broadcasting Association of Australia, leading public affairs for the community broadcasting sector. He is a strong advocate for community-owned enterprise and diverse and independent broadcast media. His career has involved working in roles in South Australian Government and Federal Parliament and as an advocate for leading NGOs and socially responsible business groups. Reece has experience working in the fields of international development, climate change, co-operative enterprise, small business innovation and industry policy.



Our Finances

CBAA continues to remain in a strong financial position and continues to invest in people and infrastructure to support the community broadcasting sector.

At \$12m, total revenue was higher than last year due to higher income across all lines. Our services income increased by 34%, reflecting increased services to members and related organisations. Our overall costs increase by 7%. This is much lower than the increase in income and reflects the fact that we received grant income in advance.

Our total equity is \$9.3M of which \$7.1M is in restricted or project reserves.

These accounts are an extract from our audited financial statements for the year ended 30 June 2023, which are available on request or from the ACNC website. The numbers here are for CBAA, not the consolidated accounts for the CBAA group.

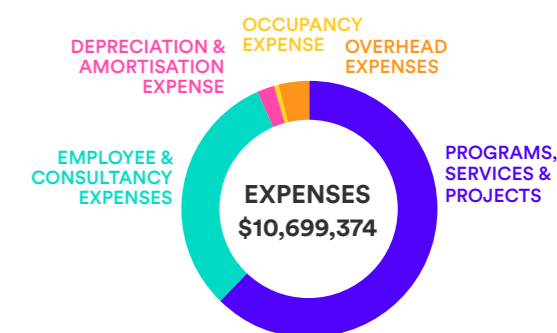
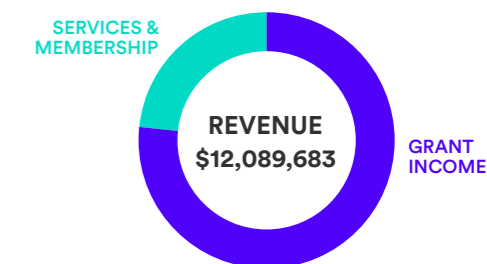
	2023 (\$)	2022 (\$)
REVENUE		
Grant Income	9,008,559	8,107,201
Services and Membership	2,730,223	2,035,782
Investment Income/(Loss)	350,901	(42,287)
Total Revenue	12,089,683	10,100,695

EXPENSES		
Programs, services and projects	6,683,010	6,545,946
Employee and consultancy expenses	3,315,854	2,899,439
Depreciation and amortisation expense	237,238	54,533
Occupancy expense	74,861	250,215
Overhead expenses	388,410	245,049
Total Outgoings	10,699,374	9,995,183
Surplus¹	1,390,310	105,512

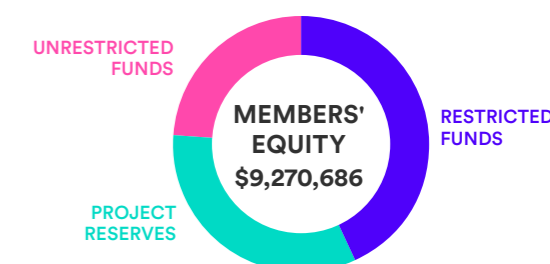
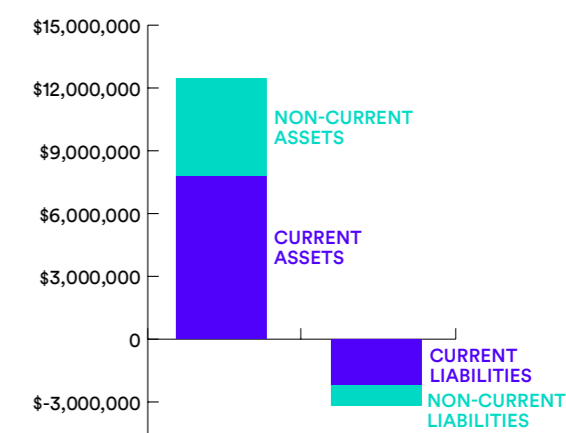
ASSETS AND LIABILITIES		
Current Assets	7,771,970	6,867,101
Non-Current Assets	4,665,438	3,301,310
Total Assets	12,437,408	10,168,411
Current Liabilities	2,173,600	2,247,065
Non-Current Liabilities	993,123	40,969
Total Liabilities	3,166,723	2,288,034
Net Assets / Members' Equity	9,270,686	7,880,377

BREAKDOWN OF MEMBERS' EQUITY		
Restricted Funds ¹	4,010,005	3,178,589
Project Reserves ²	3,053,087	2,598,211
Unrestricted Funds ³	2,207,594	2,103,577
Total Equity	9,270,686	7,880,377

2023



ASSETS & LIABILITIES



¹ Includes surpluses from unfinished projects where accounting standards require us to recognise the income before we incur related expenses.

² Project Reserves are surpluses on projects kept in reserve to fund future delivery of those projects.

³ CBAA has a policy that Unrestricted Funds should be two to five months of standard operating expenses as a contingency and to fund future initiatives.

Our Supporters



The CBAA is supported by:





Thank you

We acknowledge the traditional custodians of the land on which we work, particularly the Gadigal people of the Eora Nation where this document was created, and pay respect to elders past and present.



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