



ANNUAL REVIEW

2018/2019



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

The CBAA champions community broadcasting by building stations' capability and creating a healthy environment for the sector to thrive.

Founded in 1974, the Community Broadcasting Association of Australia (CBAA) is a cultural organisation, charity and the national peak body for community radio and community television - representing **90%** of permanently licensed community broadcasters.

The CBAA recognises that community broadcasting is a vital part of the Australian media landscape and we are leaders for the community broadcasting sector. The CBAA philosophy, in accordance with our mission, is to work in the interests of, and for the benefit of the broader community broadcasting sector.

THE CBAA HAS SIX ASPIRATIONS

Our efforts in each of these areas contribute towards achieving the sector's aspiration: that community broadcasting is recognised as excellent, innovative, sustainable, accessible, diverse and trusted. Further, we pride ourselves in being a key pillar in Australian broadcasting, reflecting and contributing to our open society, strong democracy and vibrant culture.

1. High quality, member driven services
2. A credible and influential advocate
3. Financial viability
4. A great place to work
5. Insights used effectively to guide strategy
6. Satisfied customers

A MESSAGE OF APPRECIATION

The CBAA gratefully acknowledges the backing of the organisational partners, sponsors and supporters listed below. Their support makes the CBAA purpose to champion and support community broadcasting for the benefit of sector participants and the audiences they serve possible.



Community radio has more listeners and volunteers than ever



26,000+
volunteers
(20,000 in
2016-2017)



84%

of Australians
listened to any
radio (community,
commercial and
ABC/SBS) per
week

38%

**NORTHERN
TERRITORY**

has the highest
percentage of community
radio listeners to its
population



Average

15.7

hours a week are
spent listening to
community radio



5.97m

listeners per week
(5.3m in July 2017)



30.4%

tune in via DAB+
digital radio

(10.5 hours per
week)

Awareness of
community radio is
also increasing!

Up to **77%** in 2019,
from 74% in 2017/2018



TOP reasons for listening to the community radio:

1 **49%** for local information/
local news
- 70% of this content is also
broadcast live

2 **34%** specialised music/
local voices/local personalities
- 37% of music that goes to air
is by Australian artists

Stations are
active in their
communities,
conducting



3,000

outside
broadcasts
each year.

450+

Community radio services across Australia

- Indigenous Australians
- Ethnic communities
- Educational services
- Religious communities
- People with a print disability
- Music, arts and culture
- Youth and seniors
- LGBTQI+ communities



*CBAA State of the Community Broadcasting Sector March 2019

PRESIDENT & CHIEF EXECUTIVE OFFICER'S REPORT

We are pleased to present the Community Broadcasting Association of Australia's Annual Review and share our progress and achievements over 2018/2019. The sector is well positioned with the support of more than 26,000 volunteers and thousands of donors, members, subscribers and listeners.¹

“In 2018, the sector reached 5.7 million listeners per week. In 2019 this grew to a record 5.9 million listeners per week. This means one in four Australians are tuning in to community radio stations across the country for their local information, news and personalities.”

CBAA National Listener Survey - July 2019

The Community Broadcasting Association of Australia (CBAA) has maintained our 303 member stations (2017: 302 members) and continues to represent 90% of the sector's permanently licensed community broadcasters.² We are proud of the strength of community radio as its celebrated by stations hitting major milestones during 2018/2019. Some of the stations include:

- **2BBB in Bellingen - 35 years;**
- **4YOU - 30 years as a permanent licensee;**
- **Fraser Coast Community Radio - 25 years;**
- **JOY 949 - 25 years and**
- **Dusty Radio - 15 years.**

Congratulations to these stations and others that continue engaging their community.

One of our key values is our focus on sector inclusiveness. Many of our programs and initiatives are enjoyed by community radio stations across Australia, supporting them to build their capability and capacity to service their listeners.

We have been successfully delivering against the CBAA's strategic priorities and look forward to working with the sector as we grow and develop our strategy for the future. As a recap the current strategic plan forms three strategic pillars which are:

- 1. Build a healthy environment in which community broadcasting can thrive**

- 2. Grow the capability and sustainability of stations**

- 3. Strengthen the CBAA's capacity to provide leadership**

We're thankful to our members for being open and honest with their communication and feedback. This dialogue means we can provide the right support and guidance to meet barriers, and continually enhance the work that stations do.

The passionate CBAA staff have stayed connected with our members, consistently aspiring to ensure that our objectives align with the direct needs of the sector. Through positive engagement with stations over the phone, via email and face-to-face at station visits and events it is clear that governance, financial management and volunteerism continue to be the key challenges that stations face.

Key achievements over the 2018/2019 year included:

- **The Enhanced National News Programming Initiative**
In an effort to maintain relevance in the changing news sector, CBAA advocated on behalf of its Members for the improvement of quality and reliability of news content available to the community broadcasting sector. In March 2019 we were awarded \$2.8 million (over four years) for CBAA's news initiative that will provide audiences with respected, valued and well-utilised alternative news service.



- Increase engagement as part of the music industry**
 The CBAA established the Amrap Advisory Group, consisting of representatives of the diverse music industry as well as the community radio sector. The Amrap Advisory Committee partakes in an open consultation process on Amrap services and recommends opportunities for its maintenance and progression. In addition, the CBAA has consulted widely with music and broadcasting sector stakeholders throughout the year, including industry briefings during key music and broadcasting sector conference and research projects.
- CBAA Community Radio Awards**
 2018 saw the introduction of a number of new award categories, with 34 awards presented across 33 categories we received the highest number of entries ever. Providing recognition across the entire sector shows strength in the local and community broadcasting field. The awards are a fantastic opportunity to reflect on the sector's successes and value.

- Community Radio and the Online Environment**
 We continue to listen to our members about the challenges of the changing online environment. In June 2019, we joined forces with **iHeartRADIO** to provide an online listening platform for listeners to stream their favourite community radio show anywhere in Australia (and overseas).

Over the past 12 months, we have strengthened our capacity to provide leadership to stakeholders in the community broadcasting sector. There is strong support from across the political spectrum for a range of issues. In August 2018, the community broadcasting sector was positively referenced in both the Australian and NSW music inquiry reports, with the NSW inquiry recommending state-specific funding for the sector. We continue to work with Government about the implementation of these recommendations.

We are all excited about how far we have come and where we are heading. Innovation and online services will be making a strong appearance along with the launch of a new CBAA Amrap website that will allow musicians,

producers and stations to easily navigate and transition, with more opportunities for stations to stream via our online services.

Finally, reflecting on the past year is an opportunity to thank everyone involved in the CBAA's activities. Thank you to our dedicated staff, passionate members, other sector organisations, and our partners and sponsors. We look forward to continuing our work together in championing support for community radio in 2019/2020.

Phillip Randall
CBAA President

Jon Bisset
CBAA Chief Executive Officer

1. State of the Sector Report March 2019
2. Lists of Community Broadcasters, Australian Communications & Media Authority, retrieved in November 2018 from <https://www.acma.gov.au/Industry/Broadcast/Community-radio-and-TV/Lists-of-community-broadcasters> and compared with CBAA membership records for the same period.

Pictured left to right:
 Phillip Randall, credit to Hope Media
 Jon Bisset, photo by Clareville Press - Geoff Bagnall



SECTOR ENVIRONMENT OUTCOMES

- **Station successes are celebrated**, and good practice examples promoted.
- High levels of **public awareness of community broadcasting**, particularly its cultural and social benefits.
- Community broadcasting sector **research** and data is used effectively for the purposes of planning, promotion, and program and policy development.
- CBAA positively influences the **policy, legislation and regulatory environment**.
- **Government funding levels** support an environment in which community broadcasting can thrive.

Pictured:
Photo by Luke Stackpoole on Unsplash

SECTOR LEADERSHIP

The sector continues to receive strong support from across the political spectrum for a range of issues relating to funding, policy, regulation and legislation.

The CBAA ran a positive election campaign, highlighting the strengths of the sector, with many stations participating by connecting with their local MPs. As part of the campaign, the CBAA continued its sector leadership efforts to secure long-term digital radio funding beyond what is currently included in the Forward Estimates.

The Codes of Practice review continues with further rounds of consultation having taken place. The purpose of the review is to bring the Codes up to date with current practices. The review process includes

a series of consultations with stations and other stakeholders, researching issues raised in relation to the current Codes, reviewing other sector Codes and guiding documents, and discussions with the Australian Communications and Media Authority (ACMA).

As a member of the 'Australia's Right to Know Coalition' with other major media organisations, the CBAA has contributed to and co-signed multiple submissions and letters in support of necessary changes to bolster media freedom.

CBAA election campaign 2019

The CBAA ran a positive election campaign, working hard to translate support for community broadcasting amongst sitting members of Parliament and candidates across the major parties, minor parties and independents into better policy settings to allow the sector to thrive.

As part of the campaign, the CBAA continued its sector leadership efforts to secure long-term digital radio funding beyond what is currently included in the Forward Estimates. An ongoing policy position of the CBAA is to ensure that all funding received by the sector is made recurrent, indexed and ongoing, including newer funding earmarked for the enhanced national news service, online streaming services and enhanced national training.

The CBAA also sought a \$5.1m increase to general funding available to all stations, for key infrastructure, operations and personnel. During the campaign, we heard from politicians and candidates across the country about the value of community radio to their local communities. Positive conversations are ongoing with the new Minister, Government, crossbench and the ALP about securing these funding requests.

CBAA Submissions

- **Inquiry into the Music and Arts Economy in New South Wales** - July 2018
- **Inquiry into Charity Fundraising in the 21st Century** - August 2018
- **Inquiry into the Australian Music Industry** - August 2018
- **National Arts and Disability Strategy Consultation** - December 2018
- **ACCC regarding Access Undertakings for Digital Radio Multiplex Transmission Services in Canberra, Darwin and Hobart (submission 1 & 2)** - December 2018 and February 2019
- **2019 Federal Budget process** - May 2019

To see the full list of CBAA's political engagement go to www.cbba.org.au.

RAISING THE VOLUME

Inquiry into the Music and Arts Economy in New South Wales

In July 2018, the CBAA made a submission to the inquiry into music and arts economy in New South Wales. The submission highlighted the unique role of community broadcasting within the broader music and arts ecosystem, its important role in regional communities, and some recent examples of related policy and program success from across the country.

In developing this submission, the CBAA consulted with several NSW stations (regional, metro and suburban) regarding their experiences and proposed recommendations. One of the key recommendations was shaped by these conversations that community radio stations, who are keenly positioned to support music and arts in NSW, would need further financial support from the NSW Government.

The CBAA attended stakeholder forums afterwards run by John Graham, the Chair of the Committee and Shadow Minister for Music and The Night-Time Economy. In early 2019, in the lead up to the NSW election, NSW Labor announced its full music policy, which committed to each of the recommendations relating to community broadcasting, including \$1 million for community radio. The Greens joined Labor in also announcing their policy support for the sector.

From the report: “the committee acknowledges the critical role that community radio plays in supporting new and emerging Australian talent and fostering crucial links between artists and communities. The committee was impressed by the community radio organisations’ ability to provide such an important service with so little funding.”

Pictured:
Photo by Felipe Portella on Unsplash



CELEBRATION OF STATION SUCCESSES

The CBAA Community Radio Awards celebrate excellence and facilitate awareness of sector achievements within community radio circles and beyond.

In 2018, we introduced 33 new award categories with 34 awards being presented at the CBAA Community Radio Awards Gala Dinner held on the Gold Coast in November 2018. The Awards provide recognition across the entire sector and displays strength in the local and community broadcasting.

There was more than 300 entries, which were judged by a group of 100 judges consisting of sector stakeholders, industry leaders and other experts from the community broadcasting sector. The prestigious Tony Staley (2018: 2MFM Muslim Community Radio 92.1), Michael Law (2018: John Maizels) and Station Leadership Award (2018:



Pictured:
2MFM Muslim Community Radio



2MFM Muslim Community Radio is a multicultural and multilingual Islamic radio station that broadcasts to the Sydney community in general, specifically serving the Islamic community of Sydney by representing mainstream Muslims and acting as a voice of cultural diversity.

The station began broadcasting as a 24 hour a day service during the month of Ramadan of 1995. In 1997 the station obtained a temporary community broadcasting licence TBCL.

2MFM now broadcasts 24 hours a day, 365 days a year covering all Islamic events.

2MFM received the 2018 Tony Staley Award for station excellence, and received a prize of \$2,500 thanks to the Community Broadcasting Foundation. 2MFM was awarded the honour for actively promoting the values of community broadcasting in the areas of democracy, diversity, access and independence.

PUBLIC AWARENESS OF THE SECTOR

The CBAA creates and promotes content that demonstrates the importance and power of community radio to its stakeholders, including the media.

This includes sharing insights from the CBAA's research into the community radio sector and its listenership, which helps to position the sector alongside commercial radio, the ABC and SBS.

The CBAA was well represented at community broadcasting sector conferences, with a presence at other conferences and events including Audiocraft, BIGSOUND Festival and Conference (highlighting Australian music), Associations Forum National

Conference, Australian Society of Association Executives (AuSAE) Conferences, Third Sector and the Connecting Up Conference.

CBAA extended its representation at BIGSOUND with its annual listening sessions at with community radio music directors from Triple R, PBS, 2SER, SYN, 4ZZZ and Edge Radio taking in the sounds of around 30 up-and-coming Australian artists and offering invaluable feedback and advice.

RESEARCH STRATEGY TO BETTER UNDERSTAND AND MEET THE NEEDS OF THE ORGANISATION, STATIONS AND THE SECTOR

2018 Programming and Technology Survey

2018 Programming and Technology Survey was released in September 2018. This survey provides information about the extent and range of community radio programming that is broadcast to specific segments of the community as well as the technical capability of the sector. Some notable findings include:

- Stations produced 62,139 hours of online only content for listeners over 12 months that is up 91% from 2015-16. Four stations reported 365 days (8,736 hours) of online content.
- Nearly half (49%) of all community radio stations indicated that they capture content from the Community Radio Network.

National Listener Survey

The National Listener Survey (NLS) is a survey of the community radio listening habits of Australians. This survey continues to provide stations with a thorough understanding of their listener market, is used for sponsorship drives and clearly monitors monthly and weekly listeners. The CBAA partners with McNair YellowSquares and has two annual waves (July 2018 and January 2019).

2018 Financial Health of Community Radio

2018 Financial Health of Community Radio for the FY 2016/2017 was released in December 2018.

Overall, in 2016/2017, the community radio sector income was down by 7% (\$96,122,119) however this was balanced by expenditure falling by 10% (\$92,847,799).

- Income amongst metropolitan and regional stations fell, smaller suburban and rural and remote stations reported higher revenue in 2016/2017.
- Religious stations reported the highest income per station, representing 31% of income generated across the entire community broadcasting sector.

"The survey has provided significant and important listener feedback including demographics, programming preferences, suggestions for program content and community engagement with the broadcast operations at the station."

Large Station Manager who receives Weekly NLS reports.

KEEPIN' IT ALIVE



Wilcannia River Radio

Wilcannia River Radio's slogan is 'Keepin' it Alive' and for the past 12 months their 'community of all ages' have literally be keeping the locals alive - with water.

Wilcannia is a small town located within the Central Darling Shire in north western New South Wales, with 77% of the population being Aboriginal descent. It is part of Barkandji country, the people who give their name to the Barka (Darling) River. The Barka has long been a source of nourishment and central to the survival of the people who call this country home.

Well before September 2018 the river had stopped flowing through Wilcannia. It didn't take long for Wilcannia River Radio to take on the responsibility of providing fresh water to the community, acting as a meeting point for people wanting to access water as well as transporting water to elders and others who are unable to make the trip to the collection point.

"What we do helps a little for the families; we know how important because we live it every day as well, so every DJ has a personal involvement. It has impacted on us emotionally and I am proud of my team with their dedication. We have community coming to the radio station for water and we help them load and seeing that little relief on their face makes us feel that we are doing good work."

(Brendon Adams, presenter and Team Leader, Wilcannia River Radio)

The impact of Wilcannia River Radio's contribution to the community is a fantastic example of how community radio stations reach into and support their neighbourhood, in times of need.



Pictured top to bottom:
James and Robert from Wilcannia River Radio
Wilcannia River Radio Staff
Brendon Adams delivering water for elders



CAPACITY AND CAPABILITY OUTCOMES

- Community radio stations demonstrate **financial resilience and sustainability**.
- **Improved governance standards** at community radio stations.
- **High levels of Australian music airplay** on community radio.
- **Increased collaboration, content sharing and coordination of activities** between sector organisations and stations.
- Providing stations with programming and with **content development guidance and support**.

Pictured:
Photo by Fernando Lavin on Unsplash

STATION SUPPORT

An established 360-degree approach to communication is at the forefront of effective station engagement.

The CBAA is the go-to organisation for advice and resources on sector matters such as broadcast law, copyright, training, station management, studio design, acoustics, transmitter considerations, radio frequency hazards, variable conditions, programming, fundraising, sponsorship, and handling complaints.

“The timing of offering this training could not have been better! We have a couple of our broadcasters who had been looking at how best to create podcasts from their programs. Thank you so much for presenting this, the information was incredibly helpful.”

- 103.9HopeFM Webinar: (Making a Podcast from Your Program or a Program From Your Podcast - March 2019)

Strong partnerships with PPCA and All Australian Insurance Solutions (AAIS) provides CBAA savings that are directly passed onto station members.

“Just listening to how another station attacks the problems we all have is worth its weight in gold, especially if there are some ideas that we can use.”

-2REM (Webinar- Finding Skilled Volunteers, August 2018)



CBAA CONFERENCE

CBAA Conference 2018 was held at the Gold Coast Convention Centre, 8 – 10 November with more than 300 sector delegates in attendance.

The Conference provided delegates a range of workshops and presentations along with the opportunity to learn, discover, network and inspire.

Taking an international perspective, the 2018 Conference invited Prison Radio Association's (UK) Chief Executive Phil Maguire to the program. He delivered the keynote address sharing his learning from building an award-winning service that specialises in creating media to transform lives and build community connection.

“I have enjoyed all three, I have not walked away without picking up ideas, information or something new.

I thank the CBAA for these conferences and do not understand how our station never attended them before.

So, thank you to Jon, you and your team for being there for us (small stations). We would be forgotten.”

Station Manager, Small Station (November 2018)

CBAA AUSTRALIAN MUSIC RADIO AIRPLAY PROJECT

The CBAA Australian Music Radio Airplay Project (Amrap) initiative continues to be highly valued and respected by the Australian music industry.

Through the program diverse Australian artists with limited access to mainstream media have been discovered, offering them a pathway for their work and careers. The team regularly takes part in music industry conferences, panels, workshops and advisory groups.



37%

of music currently
broadcasting on
community radio is
Australian, proving
Amrap to be a vital
resource.

In addition to the ongoing services and offerings of the initiative, the CBAA have placed focus on a number of new areas and activities during 2018/2019, such as:

- The conception and realisation of a new CBAA Amrap website designed to facilitate a community that connects musicians and broadcasters.
- The inaugural 'Sounds Like Community Radio' broadcast, produced in collaboration with 4ZZZ, featuring live Australian acts and music directors from around Australia celebrating the work of community radio.
- Participation at key music industry conferences: BIGSOUND, CHANGES, Music NSW's Feedback, providing vital information and listening sessions to musicians and delegates.



Pictured top to bottom:
Photo by Erik Mclean on Unsplash
Recording studio at TSIMA Radio 4MW - Photo by Jon Bisset

AUSTRALIAN MUSIC FOR STATIONS

PBS FM in Melbourne is one of Australia's most popular community radio stations marking 40 years of broadcasting in 2019. While a comparatively well-resourced station with strong direct support from the music industry, PBS highly values what Amrap and its infrastructure provides towards its programming. To date, there are over 59 PBS announcers with diverse programs accessing the service. Many Australian acts discovered on Amrap website by PBS have gone on to receive great support from the station, including Hearts and Rockets.

“So many of the musicians and label managers I deal with speak highly of how Amrap has helped them attain more exposure and airplay. Establishing such direct human relationships is what broadcasting is ultimately all about.”

PBS FM Music Director, Firas Massouh



Pictured left:
Jessica Hermosilla CBAA and Adrian Basso PBS
Background image:
trams on the rooftop, opposite PBS studio, Melbourne



ONLINE SERVICES

The CBAA recognises that every community radio station in Australia needs to be available online in the places that our listeners expect - for live and on-demand, and podcasting.

- Smart speakers (Google Home, Amazon Echo, Sonos, Apple HomePod)
- Apple CarPlay and Android Auto,
- Aggregation and station apps
- Radio station websites
- Digital marketing and fundraising tools, and
- Platforms like iHeartRadio.

The CBAA is exploring ways to help the community radio sector to transition to multiplatform delivery and be available where listeners expect.

The CBAA's online offerings has been under significant review during 2018/19. The CBAA is developing an approach which provides affordable template-based radio station websites with industry-leading functionality using the open-source WordPress Platform hosted by the CBAA. This approach will enable community radio stations to access radio website functionality that previously was affordable to only the well-resourced larger market stations.

Pictured:
4MW studio



PARTNERING WITH iHEARTRADIO

4ZZZ Radio Brisbane

In May 2019 CBAA and the Australian Radio Network finalised a partnership agreement to enable community radio stations to access the iHeartRadio Australia platform. iHeartRadio is a free, all-in-one digital radio service that lets users listen to their favourite stations on mobile, desktop and through smart speakers. To date, there have been over two million downloads of the iHeartRadio app in Australia.

The CBAA partnership with iHeartRadio is supplying great learnings into smart speaker technology and the opportunities and challenges this technology poses to community radio stations. The CBAA is working hard towards developing strategies which will assist the community radio sector to navigate the fragmented online audio world so they can continue to serve their listeners.

“The partnership was pretty simple for us to buy into as a station, we don’t have the resources to tackle a project like having our own station app, but it is an incredibly valuable and necessary resource for our listeners to be able to tune in with whatever technology they’re using at the moment. We hope that our listeners can tune in on the go and via smart speakers by finding our stream on iHeartRadio. Being on iHeartRadio makes 4ZZZ more accessible to our existing audience as well as potentially reaching new listeners too.”

Grace Pashley, 4ZZZ Station Manager.



iHeart
RADIO

Pictured:
Photo by Vladislav Nikonov on Unsplash

CBAA DIGITAL RADIO PROJECT



30.4%

tune in via DAB+
digital radio

(10.5 hours per
week)

The CBAA Digital Radio Project (DRP) supports the operation and delivery of

42 live-to-air

community digital radio services across Adelaide, Brisbane, Melbourne, Perth and Sydney.

In 2018/2019 the Digital Radio Project has undertaken planning and infrastructure preparation for the introduction of community digital radio services in Canberra, Darwin and Hobart. Community Digital Representative Companies (DRCs) have been coordinated and established, and station-based digital radio equipment allocated to all eligible community Licensees.

Service and programming data is now being finalised for Canberra, Darwin and Hobart stations as part of text and image data display for digital services, with station training support underway and data systems developed and maintained by the Digital Radio Project.

With the first expansion of digital radio beyond the five capital cities where it was introduced in 2009, CBAA is now planning further expansion to regional areas.

Over the past year the CBAA has continued to manage an extensive program of upgrades and developments across the digital radio network and multiplex systems, which will include next generation station-based equipment changeover for all metropolitan services.

Pictured:
Darwin, NT city map





SECTOR ENGAGEMENT

The Community Broadcasting Sector Roundtable convened twice this year (August 2018 and April 2019) to identify actions on jointly held policy and regulatory concerns and develop and advance shared strategic priorities for the sector (including the development of a shared regulatory framework, planning for future digital and multiplatform sharing of sector content).

Pictured above: Roundtable representatives (August 2019)

The Roundtable consists of representatives from:

- **The Australian Community Television Alliance (ACTA)**
- **Christian Media & Arts Australia (CMAA)**
- **The Community Broadcasting Association of Australia (CBAA)**
- **First Nations Media Australia (previously IRCA)**
- **The National Ethnic and Multicultural Broadcasters' Council (NEMBC)**
- **RPH Australia (RPHA), and**
- **The Community Broadcasting Foundation (CBF)**

COMMUNITY RADIO NETWORK

CBAA's Community Radio Network (CRN) distributes and showcases over 115 regular specialist-talk and music programs culminating in a contemporary overview of Australia through talks, music and special events including festivals, cultural events and sport.

CRN continues its commitment to high quality talk content with the flagship *The Wire* current affairs program broadcast 5 days a week and *Good Morning Country*, a country music breakfast program. These programs attract over 180,000 listeners on average each day. As well as its weekly programmes, CRN creates, produces and distributes National Radio News in partnership with Charles Sturt University – an initiative soon to be expanded by the **Enhanced National News Programming Initiative**.

CRN has taken a proactive approach to programming content this year, identifying areas of need as well as promoting flagship programs throughout the sector to bring into the wider community.



There were
1.9 million
 people tuning into the
 150 CRN subscriber
 stations each week
 during the period of
 2018/2019.

Pictured:
 Andrew McLellan from the CBAA CRN team

GOOGLE NEWS INITIATIVE INNOVATION CHALLENGE

In March 2019, the CBAA was named one of 23 winners in the Google News Initiative (GNI) Asia Pacific Innovation Challenge.

The CBAA's pitch for the Google News Initiative Challenge focused on developing station fundraising revenue through digital philanthropy. Selected from 215 applicants across the region, the CBAA was one of only five Australian winners.

Despite over 20% of sector income being raised through fundraising, 6 in 10 community radio station websites do not have a donate function. With online giving growing rapidly across Australia, digital donations are a key growth area for income generation in community broadcasting.

As part of their Google News Initiative win, the CBAA has developed a digital fundraising platform for the community broadcasting sector in partnership with Australian fundraising experts GiveEasy. To find out more about the CBAA's fundraising support, contact support@cbaa.org.au

The GNI Innovation Challenge is Google's global effort to work with the news industry to help journalism thrive in the digital age. Through rounds of regional funding, the GNI Innovation Challenges empowers news innovators from around the world to demonstrate new thinking in online journalism and the development of new publishing business models.

GNI Innovation Challenge:
newsinitiative.withgoogle.com/innovation-challenges/

Google News Initiative



Pictured:
Photo by Jon Tyson on Unsplash

TUNE IN

Service Voices

Service Voices broadcasts the stories of ex-Service personnel from the Army, Navy, Air Force or Merchant Navy. Produced by Helen Meyer from Radio Adelaide, *Service Voices* has conducted over 350 individual interviews since 2016 and around 133 hours of broadcast on CBA's Community Radio Network (CRN).

Service Voices catalogues stories that could be lost to time - of heroic actions, tragedy and triumph, of a nation at war and the very different society servicemen and women often return to following service.

The enduring value of *Service Voices* is legacy. As ex-service personnel get older, these stories could be lost to time, but through Helen and the Radio Adelaide team, and then broadcast via CRN, these trusted memories from veterans who have never spoken publicly about aspects of their service can be heard and kept as a form of historic memorial.

Pictured:
Helen Meyer at the SACBA Awards August 2019

“Both my military service and my involvement in community radio have given me opportunities that I could have only dreamt of. None of this (Service Voices) would have occurred without the amazing opportunities given for young and not-so-young to participate in the wonderful world of community broadcasting. It opens doors, encourages creativity and fulfils dreams.”

Helen Meyer, Producer, Service Voices



THRIVING ORGANISATION OUTCOMES

- The CBAA is an enterprising and sustainable organisation with **diverse and sustainable income streams**.
- The CBAA maintains a **positive working environment which drives success**, high quality standards for our work and clear accountability and governance of our activities.
- The CBAA **works proactively with influential political stakeholders** to strengthen knowledge, understand and **support of community broadcasting sector policies and programs**.

“Trusted, innovative, authentic, diverse, sustainable, accessible..... we are community radio”

CBAA CEO and Board of Directors values the dedicated work by its staff and continues to grow the team as it shapes itself to ensure future proofing of the community broadcasting sector. The high quality standards of work is evident through improved accountability and governance structure that is also mirrored in CBAA members good governance processes.

CBAA offices were re-refreshed in their current Alexandria location that presents a positive and sustainable working environment.

FINANCE SUMMARY 2018/2019

Building the CBAA’s future sustainability continues to be a key priority for the Board, and the CBAA is committed to building sustainable financial model, aligning the CBAA resources, structure and processes to support the organisation’s strategic direction and continually building an engaged, vibrant, well-informed, effective and well-supported workforce.

The operating result for the year ended 30th June 2019 was \$504,240 compared to \$484,212 recorded in 2018. Total assets at the 30 June 2019 totalled \$6.7m, a 19.8% increase on the previous year,

attributable primarily to the timing of the payments required for major CBAA initiatives. Cash assets totalled \$5.52m (2017/2018: \$4.2m).

Total liabilities at 30 June 2019 totalled \$4.53m, a 15% increase on the previous year.

CBAA is well position to continue to champion community broadcasting by building stations’ capability and creating a healthy environment for the sector to thrive.

For more information you can view CBAA’s [Annual Financial Report 2018/2019 online.](#)

Pictured:
4ZZZ Station wall



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

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44-54 Botany Road
Alexandria NSW 2015

www.cbaa.org.au

www.facebook.com/communitybroadcasting

twitter.com/CBAA_

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