
Community Broadcasting Victoria

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Community Broadcasting Association of Victoria Incorporated

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CBAV Workshop – 14 October at Kew Neighbourhood House

CBAV WORKSHOP TO EXPLORE B66 ISSUES FURTHER - ON SUNDAY 14 OCTOBER

Further to the successful workshops held last year, CBAV has scheduled a follow-on workshop to address the issues associated with the ACMA B66 requirements for licence renewals.

Whether or not your station has a renewal process imminent, you will still receive significant benefit from the workshop as the topics will be relevant to you and your station now; these include:

- business planning and budgeting (ACMA requires a five year plan);
- determining and monitoring community needs;
- governance, structure and risk management;

- policy compliance requirements; and
- criteria for prudent policy making.

CBAV is pleased to announce that these sessions will be facilitated by the Community Media Training Organisation (CMTO) who have identified an experienced trainer well versed in the application of the above topics for a community broadcasting environment.

It is hoped to create templates for use at your station on the above matters and the CMTO will be providing workbooks to assist in retaining the knowledge delivered.

A flyer promoting the workshop will be published shortly.

**Details: 9-30am Sunday
14th October, at the
Kew Neighbourhood
House at 4 Derby Street**

**(off High Street, behind
KFC).**

Travel subsidies (one per station) will be available to those stations situated more than 100 km from the venue.

So lock in the date and register for this important workshop by emailing cbavinc.org.au.

The event is free of charge and with lunch catered for as well.

Annual General Meeting

At the conclusion of the workshop, the annual meeting of CBAV will be held; this is expected to take less than thirty minutes and separate meeting notice and agenda shall be forwarded to stations by email in the near future.

As you may have noticed, CBAV has been extremely active in the past year and the committee encourages all members to consider nominating for election to the committee; new blood is the

key to remaining relevant and fresh with new ideas and activities to support the sector.

Name Change

The CBAV committee recently resolved to use the name **'Community Broadcasting Victoria'** as its promotional name whilst retaining the CBAV brand / logo and the organisation's legal or incorporated name. The proposed name is simpler to express and still captures the essence of what the organisation is about.

'Get The Message' Campaign

A recent competition to produce community service announcements on improved road behaviour and safety has concluded with the judging panel at Swinburne University awarding four entries as follows – two from OKR-FM (Kilmore), one entry from 3GCR (Morwell) and an entry from Joy-FM which also took out the technical excellence award. These four announcements have been sent to the Transport Accident Commission for its endorsement prior to circulation to Victorian community broadcasters for broadcast.

Congratulations to the winning stations and let's hope we can make a difference in our respective communities on road safety and continue to grow our credibility with government agencies as a meaningful value proposition for its publicity campaigns.

Play VIC Week

Early August saw 'Play VIC Week' held across the State with most Victorian community stations participating to differing levels of activity.

The response in some cases was fantastic and Arts Victoria has been impressed by the commitment of community

broadcasters in supporting local artists and composers. The CBAV committee would like to receive further feedback – stories and/or pictures of activities that occurred at your station. This will be useful in seeking funding for next year's event – so please make an effort and respond if your station has a story to tell.

'Be Heard' Project

The 'Be Heard' youth project is not auspiced by the CBAV, however the CBAV has been playing an information sharing role in communicating to all stations on the activities and events being undertaken by the ten stations who were successful in achieving State grant funding for this event.

Such updates will provide each participating station with valuable documentary evidence of its activity – and we've not heard from all stations over the journey.

So keep up the good work and keep us informed of your progress.

'Wingman' Campaign

At the request of the Department of Justice, CBAV has been asked to facilitate the creation of a range of community service announcements on a government initiative to help reduce alcohol related violence.

CBAV is now seeking expressions in interest from Victorian community stations who are prepared to produce short interviews with coaches, officials or players from football and netball teams on how the Wingman concept applies to them.

Participating stations will receive \$200 towards production costs.

So if you are interested, please make sure your expression of interest is registered with CBAV soon.

'End Of The Line' Project

CBAV is also working on a graffiti prevention activity and hopes to receive grant funding for this in the new year. We will keep you informed and how you can participate in the coming months.

Again, it is anticipated that funding will go to those stations that wish to produce content for this project.

Open House Melbourne

Recently, CBAV was involved in the promotion of Open House Melbourne which saw a number of famous or iconic buildings open to the general public. Whilst the event was covered in media news, the promotion and subsequent stories about the event were largely covered only by community broadcasters.

CBAV would like to hear from any members who have feedback to offer on the event (stories and / or pictures) to assist in the promotion of the event next year.

Funding Alternatives

Recently one of our CBAV committee members attended a presentation where the concept of 'crowd fundraising' utilising the internet was mooted as a successful model in achieving financial targets. In the event that budgetary pressures reduce availability of funding through government grants, it is apparent that alternative funding options such as this are going to become much more important.

Income Diversity

by Ken Thompson

It seems obvious that any organisation should have a diverse income base in order to reduce the risk of financial failure. Without telling you how to suck eggs, it is clear that having only one or two major sources of income places any

organisation at risk if those income streams are reduced or threatened. However, often it is not that simple for community broadcasters to build a diverse income base to insulate against failure if one of the key income streams is reduced.

The first issue is to recognise whether or not you have a problem – when was the last time you looked at the percentage components of your income base? How have these changed over time? What new or emerging trends can you determine? What does your forward planning and budgeting show? Are there known changes to future income streams and how does this change the income spectrum – is it more concentrated around a couple of items or more diverse in the future?

In the day to day grind of managing a community broadcaster, it is often easy to overlook the strategic issues and the analysis required to evaluate the situation. It is also easy to jump into solution mode before you understand the problem – if there is one.

But, once you have a clear understanding of your income status, then it is far easier to identify objectives to pursue and the timeframes required. This translates into business planning and a vehicle to achieve consensus and then commitment to the goals identified.

I have been involved at my station for 36 years – I can remember the days where we only had one or two items of income – subscriptions and ethnic grants. It took us a long time to appreciate the risks of a limited income base and to identify meaningful alternative income sources.

Eventually, one of the key objectives included in our business plan in the mid 1990's was to establish a more diverse income base. But once the

objective was agreed, station management then had to address the matter; it took a lot of hard work, brainstorming, and trial and error to find a sustainable model for the station to operate within.

The key was ensuring that the station understood its community and was seen to be meeting its needs. That did not happen overnight – but credibility within the community has been a catalyst to building our sponsorship base and the responses we have achieved in other fundraising activities.

An important transformation for us was not seeing ourselves as a charity case, but realising that we had a role to play in supporting our community. Last week, we made a donation of over \$3,600 to the local hospital from a 24 hour deejay marathon which brought in around \$13,000. For a relatively small regional community, we think this has been a great outcome. Partnering with other community groups can provide leverage for your fundraising and build enduring linkages that just may help diversify that income base.

CBAV NEWSLETTER

CBAV NewsLetter is distributed by email and appears on our website.

We always welcome news items from **you** ! - from your station or from individuals.

CBAV NEWSLETTER ON DISPLAY

CBAV asks stations to put this NewsLetter on **display** so that all volunteers have the opportunity of seeing it!

We also hope the NewsLetter gets emailed on to Committee members as soon as it arrives and not delayed pending “next Committee meeting”.

CAN WE HAVE YOUR EMAIL ADDRESS?

CBAV has a database of an email address for each station and group.

CBAV is keen to add a second database - covering individuals active in community broadcasting.

You don't need to be a member of your station's Committee of Management but might be a staff member or a volunteer.

We can then distribute notices and newsletters directly to you.

Please send your email address to
cbavinc@yahoo.com.au

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This Newsletter has been prepared by Ken Thompson.

News items are always appreciated - please send them to

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