

King Island Community Radio Incorporated ABN 45183557243

Annual General Meeting: **Saturday 29th September 2019**

**12.00 p.m. Parenna Place Studio 960 Pegarah Rd Naracoopa King Island**

Presidents & Annual Report

I commence the 2019 President’s Annual Report by thanking board members, presenters and the King Island community residents, local government, organisations and our sponsors. While many community radio stations search for ways to engage their communities, every aspect of King Island Radio, from board through broadcast to listener base involves and engages our local community.

We have partnered, sponsored, developed, facilitated and supported most if not all activities, events and island processes. We are fully imbedded within the island at all levels. It is expected that King Island Radio will provide information, entertainment and is considered core island infrastructure.

I wish to acknowledge the CBF – Community Broadcasting Foundation, who’s grant support over the past few years has enabled us to develop new capacity and stability. As activities roll from planning to development and implementation over the financial year, I will include to the September quarter in this AGM report.

As possibly Australia’s smallest station we have continued to punch above our weight. The community has embraced and supported by both being listeners and contributors. For some it’s a willingness to be involved by providing their time and sharing experiences so we can continue to produce and deliver King Island relevant content. For others it’s turning that dial to 100.5 FM when travelling across our island to work, stay or play.

Our pool of local or potential sponsors is not like our mainland counterparts. We are restricted in population and therefore sponsorship growth. This year local loyalty to our station has continued with repeat ongoing and new business. In the 2020 year, it is important that we maintain customer repeat business, but we also look for new opportunities in off island new business. We proactively need to encourage visiting business and service providers to utilize our production and on- air sponsorship campaigns for FIFO promotion.

As we know King Island has one of the highest volunteer contributions in Australia – over 30% of the resident population are active volunteers. This also means that we have an inordinate level of voluntary organizations on the island delivering goods and services that might otherwise be commercial enterprises. We have been particularly successful this year in developing our partnering model within the community.

Many of the larger NFP organisations receive grants and funding. It is our station’s policy that voluntary and service organisations receive free on-air promotions for their small and large scale activities. This includes production and airing of 30 second ‘jingles’, multi week promotion in Friday’s weekly ‘Wots On’ program, interviews and topical coverage. The station has also provided sound & audio services and equipment at events, forums and functions.

It is planned that this will continue as a service to organisations and the broader community and ‘in kind’ in their funding applications. Examining island NFP organisations it is noted that they rarely include in their funding budgets and applications marketing, promotion and radio services.

As part of our financial strategy, during 2020 we will undertake a marketing/education activity with the larger community organisations and request that they include King Island Community Radio in their grant and funding applications and include in project budgets the radio as a service provider. The objective is to convert radio ‘in kind’ to partially or fully to increased radio income.

We still attract off island media placement companies, however with the provisioning model in Tasmanian Health care on island, we have lost traction within the larger health care sector and fragmented the small contracted healthcare provider companies. Additionally, some interlinked government agencies are resistant to payment for airtime when it is provided for free as community service announcements or their budgets are limited to travel costs. However, there has been an increase in the number of small commercial and professionals who have taken small campaign sponsorship, the May 2019 Federal General Election increased revenue and a large advertising production company utilized our studio as a base while filming. These fees were not large, but the radio was their immediate choice.

The online/catchup/repeat listening to program, specials, interviews, and event coverage podcasts, by locals and past island visitors has continued to grow. Feedback and collected statistics show listeners are from around Australia as well as overseas. The ‘MixCloud’ platform allows us to upload complete programs, inclusive of music. Our social media posts are well supported and encourage engagement in links to programs and communicates our activities. We continue to profile and give airplay to new and original Australian music. We consistently receive unsolicited emails and social media messages from island visitors expressing their pleasure in listening to our station. This includes requests from departing visitors and ex residents residing in mainland Australia and Tasmania as to how they can listen to our station online or receive broadcasts. In the coming year we will need to increase our music library to include popular and increase specific genres. As there is no commercial radio reception on island there is listener expectation for content which is readily available elsewhere but not on King Island.

Strategically we have only partially achieved 2 major 2018 – 2019 objectives: To establish outside broadcast capacity and to enable broadcast coverage for the South and Grassy where we have reception difficulties and Naracoopa in the East.

Previous grants purchased essential hardware components for both projects. King Island Council agreed the local small Community Grant funds received for potential content development (history) could be applied to infrastructure to assist with Grassy retransmission costs due to TasWater site changes.

We have been unable to complete both projects as

1. The commissioning of the new Taswater treatment plant at Grassy led to the removal of the old water tower structure where our Grassy antenna had been partially installed. TasWater have agreed that we are able to use their new structure for our retransmission antenna which is to be completed. This may involve antennae changes

2. We did achieve our objective of obtaining a vehicle suitable for outside broadcasting or being used as a second studio if needed. Our live outside broadcast capability is dependent on mobile link communications capacity. The Telstra adsl linkage solution requires trenching and cable infrastructure. The primary studio base location is within the Department of Education owned property and needs to traverse Council owned land. A change of Council personnel has caused the project to halt until alternative methods can been considered. Due to the inability to setup internet and mobile connectivity to our base station, we have not committed to a mobile or internet business plan.

3. Technical availability/ resourcing issues led to delays. It is planned that we are able to solve these issues in the second half of 2020.

Through Community fundraising, station revenue, and in-kind assistance we purchased, modified, insured and registered a bus for mobile station usage. Since acquisition and modification, it has been used and ‘seen’ at all major island events, forums and functions. This has included usage as a prerecording studio with visiting politicians, musicians, businesses, educators and more. We have not received funds at this time to repair, repaint, signage and create advertising space. It is planned that these activities will be completed during 2020 when funds are available. This can be achieved, and we have inkind offers for assistance from community members and radio management. This is a strategically important activity as it expands the radio’s visibility and services within the community. It fulfills a community need when sound and audio is required and tactically assists with our current objective of increasing our production income. The mobile studio is publicly utilised wherever possible. As in previous years our role within Festival of King Island (FOKI), Community events, forums and meetings has continued to expand. It is an intention that in the first quarter of 2020 we will commence selling bus side advertising space as a new revenue stream. There are 17 ‘spots’ and these can be business interchangeable. We have presale indications from businesses who are interested in this radio bus billboard or real estate.

The mobile bus studio took a prime position and had prominence at the Festival of King Island 2019. Leading to the festival all performers were interviewed and broadcast. All performances were recorded and post festival there was festival reflection. This achieved not only support and partnering with FOKI, but strategically familiarised listeners to the acts, provided many hours of content production suitable for broadcast and engagement. The relationship development with the Australia musicians pre and post festival, provided sharable resources for both FOKI and the groups involved.

In the course of the year we have provided production engineering services for visiting politicians, meetings and forums. This has provided audio and equipment services, content production and has increased revenue streams.

Our successful relationship with Ballarat & Clarendon School (BCC) Year 9 Grassy campus is now in its 4th year. Despite principal and staff changes we continue to provide a radio immersion experience for Year 9 students. All programs developed are broadcast and available on Mixcloud for the main school, parents, students to listen and share. The training and radio experience is imbedded into the curriculum. We have been advised that the BCC campus may relocate to a Victorian site during 2021/2022. King Island District High School relationship is developing, and we replicated the BCC experience with a combined Years 8,9 and 10 day.

‘Winterfest’ was moved from July to June this year and the 2nd version was again very successful. This activity specifically targets the older population who’s primary radio listening is the public broadcaster. In partnership with the King Island Club Inc., there were 120 lunch and entertainment tickets sold. The club made money through ticket and bar sales. They increased their Wots On program annual sponsorship fee, provided all local performers and radio staff with meal and drink and the radio was able to provide a platform for local musicians, partner with a local organisation and the radio identified as the primary sponsor.

An aim for the 2019 financial year was to be in a position create a new revenue stream of production services. This required voluntary services to become funded. A CBF Grant application was successful . Funds were received in this new financial year and will enable to pay for part time Production Engineer and/or rent privately owned equipment as needed.

We were awarded a CBF grant in the reporting year to assist with our partnering with Foundations to Flourish. This has commenced and is a short radio series and/or promotion and partnering in F2F events. Foundations to Flourish is a community initiative and positivity program which aims to provide individuals with the skills and strategies they need to improve mental wellbeing within themselves and across the community. Since receiving the funds, there have been interviews, on air broadcasts and ’45 sec ‘jingles reinforcing each month's community workshop over 6 months. By developing content and programming supporting and aligned with F2F aims and intentions we have/will extend their reach, effectiveness through community media.

It is planned there will be two 1 hour broadcasts and podcast highlight program/s. In conjunction University of Tasmania, King Island is the first community application of the program. Podcasts, recorded material will be made available to UTAS research and F2F for evaluation and usage. A Mystery dinner is planned for later in the year and ‘Feel Good Friday’ – a music based program is under discussion for development of additional program content. It is envisaged that there will be future partnering opportunities with F2F in 2020.

As mentioned earlier, King Island Radio has increased it’s profile and has been proactive in creating and sponsoring events. The radio has supported community forums with sound engineering and developed podcasts via recordings and interviews to enable those who cannot attend (both on and off island) to be informed and participate. We have been able to attract musicians to the island, developed relationships in many spheres. Wherever possible sound engineering, production opportunities we have utilized our recording capabilities and capacity, and these have been converted for later programming and content for broadcast. We anticipate increased revenue through the coming year. The radio has been able to consolidate its position a communications platform in times of emergency, information and entertainment which is consistent with its Mission statement.

It is essential that we continue developing a succession plan for all key positions. All board members would be aware that much of our output is performed weekly by one or two volunteers who not only give time and expertise but also equipment and lose wages and external earning ability to volunteer with the station. Due to our small population succession planning and key personnel skilling and replacement is a major challenge over the next 5 years.

In order to be relevant to the King Island experience, with limited presenters, we have delivered specials and extended program times. We have attracted 2 new presenters and introduced two new prerecorded music programs and third in planning (Jeffs Tributes, Country, Feel Good Fridays). As with past years increasing our presenter pool is difficult with our small population. I welcome our new board member Jarred Perryman. A further need in the coming months is to recruit new board members with diverse skillsets to further improve our decision making and growth.

A critical issue which must be addressed this year, is the funding, sourcing and availability of technical resources to undertake works and to support our existing technical area. Our technical implementations have been slow as reliant on volunteer hours and on island availability. In the coming year we will need to replace some computing equipment. Our donated startup studio computers are aged and crashes are becoming more frequent. The bus studio is reliant on ‘borrowed’ equipment. A further critical area is the acquisition of a more robust uninterrupted power supply for transmitters. In times of emergency, the island’s regular loss of mobile networks and telco communications the radio is the primary communications platform. We currently have a studio UPS (3 -4 hours) for local studio power.

I wish to thank Ira Cooke for his consistency, reliability as a presenter, but also in studio reboots when we lose transmission saving a return trip to the Currie studio. I thank Christine for her bookwork, our community contributors, our returning board members and welcome Jarred . All board members have contributed in this past year and we look forward to our new year.



Wade Roskam 29/09/19

President

King Island Community Radio Incorporated