King Island Community Radio Incorporated ABN 45183557243

King Island Community Radio Incorporated Annual General Meeting

**Sunday 20th September 2020**

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

**President & Annual Report 2020**

I commence the 2020 President’s Annual Report by thanking board members, presenters, the King Island community and our sponsors. The essential service, the need and the role that Community Radio plays within Australian communities has never been greater. The last quarter of 2019 and through 2020 Australian communities, particularly rural and regional areas have realised the critical infrastructure function that community radio plays. Fortunately King Island has not experienced firsthand the bushfire and drought devastation that filled the commercial and social airwaves and platforms, but is appropriate to acknowledge that as the public broadcaster lost transmission and communication lines dissolved, there were many community radio stations, staffed by volunteers, who maintained their broadcasts. Their local voices communicated, under both emotional and physical duress, the essential critical alerts, updates and information needed in a catastrophic emergency. Some only ceased when their transmitters were destroyed, or their studio had burnt to the ground.

King Island Radio as with other community radio stations have and are still serving our communities with vital information and meaningfully community connection during this COVID19 pandemic.

In a time of information and disinformation overload, King Island Radio has maintained clarity of purpose during confusion, fear and anxiety.

I reported last year that ‘we would not achieve our goals if it were not for the support and encouragement that we receive for our initiatives from the King Island community – residents, visitors, our local government and our island’s small businesses’. During this pandemic, our radio has taken a leadership role in facilitating clear, trusted communications from the King Island Council and authorities. We have clarified, simplified and localised messaging.

While we have not had any known COVID19 positive cases, the island was identified as a highly vulnerable population. We were closed to all inbound travellers from mainland Australia and from the State of Tasmania. We have experienced local, state and federal advice. We have cross border residents, rely on freight to service basic needs at both individual and business levels and as an island travel for healthcare and family connections. We are now only open to Tasmania. Our unique island in Bass Strait position while

protective has been more heavily economically impacted than other larger regional and rural places.

Since March we have broadcasted essential King island customised and localised pandemic information. Due to our vulnerability, the island’s history of self-sufficiency and necessity, our radio was agile in response and understood that trusted community engagement and information share was our best defence. We enacted a COVID Safe plan prior to it being a requirement.

We moved to prerecord in a secure central location at the Town Hall, for which we like to thank the KI Council, and offsite at privately owned Parenna Place studio, to ensure minimisation of risk and controlled space.

Our Mayor contributed during March, April and May interviews at a rate of 3 a week and continues to do so on a needs basis. We continued recording and broadcasting monthly Council Meetings, adapting to online meetings and restrictions.

To address the economic issues faced by our tourism and hospitality operators, we initiated a ‘menu’ and delivery service promotion. With printing assistance from the King Island Council, an island wide letterbox drops and information ‘on air’ campaign was delivered. Food and service organisations were interviewed, and residents were encouraged to not only know restrictions but to become aware of new or changed services and encourage support.

As gathering restrictions were introduced, King island Radio proposed to the island churches and religious organisations that we prerecord their services on a weekly rotation basis, enabling Sunday broadcasts.

This has proven to be so popular and has engaged a wider audience than service attendees, that the broadcast has continued beyond the initial gathering number restrictions.

ANZAC Day is of particular significance on King Island due to the soldier settlement history.

As with the rest of Australia physical gatherings impacted the events and ceremonies.

We have in past years provided the sound and equipment and have broadcasted the dawn and later ANZAC services. These have been recorded and then podcasted for off island listening.

This year we expanded our coverage – interviews and leadup to ANZAC Day, seven hours of programming, timed to fit with the national public broadcaster. King Island Radio received many messages of congratulations from both on and off island podcast listeners.

We have continued to upload all interviews and programs utilising the Mixcloud platform. Listeners on and off island can access through links on our facebook page and many have subscribed to the Mixcloud phone app or email and automatically receive new programs as they are uploaded.

All these and other activities have further consolidated our key position in the island’s infrastructure, solidified community confidence, respect and cooperation.

This has come at a cost.

CBF grants for Content and Organisational Development were received in July.2019. Our partnership with Foundations 2 Flourish increased our community engagement and we were able to not only support a community organisation but also produce positive wellbeing programming content, messages, broadcasts and small events over 6 months. We also supplied data to the University of Tasmania for their study into wellbeing.

We thank the CBF for their support and we received a grant to subsidise the payment of a part time Production Manager. This enabled the radio to focus on increasing our Production revenue streams which is important due to our limited island sponsorship base which has little capacity to grow. Our production services revenue streams increased as planned in the 6 months to 1st week of March 2020 through the provision of sound and audio for community forums, politician visits and large group gatherings. King Island Radio provided sound, audio equipment and produced many hours on air showcasing original Australian music, pre and post interviews at The Festival of King Island 2020 (January). As in past years we provided sound for the Christmas market, Australia Day, Winterfest, Imperial 20, Footy Grand Final, KI Show, Queenscliff-Grassy Yacht Race, Long Table Festival, Fashion Parade, School talking to International Space Station, Birthday parties, Wings on King, FOKI online performances, German Choir performance, Foundations to Flourish workshops, KI Show BBQ Battle, KI Club Elvis performance, KI Club The Coachmen and RSL functions. So while we are well on our way of achieving our strategic goal of increasing revenue from alternative sources income was still modest, but growing and the uptake escalated the hours of production commitment, the longer term objective of grant independence and sustainability for this position stopped due to COVID 19.

While were eligible to apply to the King Island Council Community grants in November 2019, the board decided that there were other community organisations who needed support.

The majority of our 2019/2020 sponsorship is derived from the tourism and hospitality sectors and island small businesses. Our 2019/20 strategic plan included increasing our sponsorship revenue streams through increased production, sound and audio services. Our mobile bus studio had presold 17 billboard spaces. Repainting and signage was commenced early January 2020 in readiness for this increase revenue stream. Our CBF grant applications focussed on mobile studio connectivity and external bus finish.

Due to COVID 19 all presold billboard sponsorship was cancelled. CBF Round 1 grant processing was suspended and when reopened changes to original application were not permitted. On air sponsorship tourism and hospitality promotions were removed.

Another strategic intention for 2020 was to actively encourage community organisations to include ‘radio’ campaigns and marketing in their grant application budgets as we do not bill community organisations for airtime jingles or promotions. King Island has one of the largest volunteer bases in Australia (over 30% of population) and many services, events, and activities are volunteer driven when elsewhere these would be delivered by commercial operations. Due to the pandemic economic impact, many grant purposes and/or eligibility

have been modified or activities have been curtailed or cancelled. Many Associations do not qualify for the business focussed stimulus packages. Hence this strategic objective while still in place will not produce the revenue results we desired.

Ballarat & Clarendon College Year 9 King Island campus has closed. This ends our 5 year relationship facilitating student broadcasting. We have been seeking a stronger and active relationship with King Island District high school to ensure our youth voices are heard. The radio has supported on air the school’s ‘Green Team’ projects and are in discussions regarding ‘radio program’ and training.

In this period of crisis, we have ensured we have applied to grants in order to meet our financial shortfall. King Island Radio is grateful to the CBF for their COVID 19 crisis response grants. Due to these, we have been able to replace some sponsorship lost revenue and meet our operating costs. We have also received Tasmanian Government crisis response and a few other small grants. These will be reported by our Treasurer. Grant support will be an ongoing focus over the coming months and CBF support in 2021 will be critical.

Grassy and Naracoopa installations have not been completed and we do not offer streaming services. Studio internet connectivity issues for OB and streaming have been reported in past years and alternative solutions, including studio relocation are under consideration. Prerecording programs at Parenna, event, and football season and event cancellations have decreased the urgency, however these technical limitations need to be resolved.

During the past twelve months we have reviewed our insurance. While there are still some coverage questions, we have stayed with our current provider.

Notwithstanding health and economic impacts, we were/are busier than ever.

‘Winterfest’- a King Island Radio local performers and venue support event was cancelled. However, with eased numbers gathering restrictions, we will be holding ‘Springfest’ in October, supporting the King Island Hotel and featuring local performers.

Our radio is currently working with the King Island Council and King Island Chamber of Commerce and leading to develop a recovery and resilience campaign promoting ‘choose local first’ so wherever possible money is spent on the island.

King Island Radio, whilst possibly the smallest radio station in Australia, continues to punch well above its weight. It is a positive influence in our community, gives local voice to residents and those who come into contact. It reflects our culture, our sense of place and her island population. Out of necessity we need to be agile, innovative and cost effective. King island radio could not function without supporters and importantly our board, presenters and those willing to give their time to ensure we are on air and stay on air.

I specifically wish to thank the board for all you contributed, and we look forward to another ‘never been busier’ year.

Wade Roskam

President

Date 20.09.20