

Music Broadcasting Society of South Australia Inc

Report of the Board of Directors to the Annual General Meeting

28 November 2022

1 Station Management

1.1 Board of Directors

Following the November 2021 Annual General Meeting (AGM), the Board was comprised of:

Chairperson: Frank Seeley AM

Deputy Chairperson: Phillip Virgo

Secretary: Ian Newbery

Treasurer: vacant

Ordinary Directors: Peter Davis, Helen Ayres, Emily Sutherland, Meg Alexander.

Colin Scarlett was appointed to the position of Treasurer in May 2022. Helen Ayres resigned in August 2022. Under the Rules, the Board may appoint any member to fill a casual vacancy, to serve in that capacity until the AGM next occurring. Stephen Davis was appointed as an Ordinary Director in September 2022.

As a consequence, the Board reporting to the November 2022 AGM is comprised of:

Chairperson: Frank Seeley AM

Deputy Chairperson: Phillip Virgo

Secretary: Ian Newbery

Treasurer: Colin Scarlett

Ordinary Directors: Peter Davis, Emily Sutherland, Meg Alexander, Stephen Davis.

The Board meets monthly to conduct the business of the station. Minutes of Board meetings may be perused by contacting either the Secretary or Station Manager. A monthly newsletter, 'In Touch In Tune', continues to be published to keep members regularly informed of newsworthy activities.

A new Board will be confirmed at the November 2022 AGM. Returning Officer, John Pederson, has supervised the call for nominations for positions on the Board. He will formally report the outcomes of this process to the AGM.

1.2 Station Manager

Barry Horwood was appointed Station Manager in July 2021 and resigned in February 2022. Claire Baker was appointed Station Manager in March 2022 and resigned in July 2022. Colin Scarlett was appointed as Interim Station Administrator in August 2022, to undertake temporary supervision of the station's day-to-day operations, while a search continues for a permanent station manager.

1.3 Coordination Committee

The current organisational structure provides for the appointment of Coordinators to supervise the station's key operational areas. The Coordinators and the Station Manager should meet regularly to ensure that activities throughout the station are properly coordinated, and two-way communication between the Board and the Committee is maintained. This process has been somewhat disrupted during the reporting period due to multiple changes in the station manager position and the resignation of previous coordinators. The current coordinators are Dave Anthony (Membership & Finance), Dave Wiffen (Programming & Standards) and Bill Lawson (Volunteer Coordination). Three coordinator positions are vacant at the time of writing - Marketing & Sponsorship, Fundraising Events and Technical & Operations. The Board is keen to hear from anyone interested in filling these positions

1.4 Programming & Standards Committee

New terms of reference for this committee were approved in 2021, clarifying and updating the committee's responsibilities and specifying details regarding committee composition and the method of making appointments. The new ToR provide for members to be appointed for a term of two years, with half retiring each year.

At the commencement of the reporting period, the Committee was comprised of Dave Wiffen (Coordinator), Yvonne Schwerdt, Sue Fitch, Bill Lawson, Tony Ogier and Dennis Johnson.

Following the mid-year call for nominations, the current Committee is comprised of Dave Wiffen (Coordinator), Yvonne Schwerdt, Sue Fitch, Bill Lawson, Dennis Johnson and Greg Schultz. This is a well-balanced and highly respected lineup containing many years of experience in presenting classical and jazz music on radio.

2 Membership

As at 30 June 2022, the total number of members was 579. At the time COVID19 arrived in Australia in early 2020, 5MBS had 696 members. During the two and a half years since the beginning of the pandemic, 5MBS has experienced a downturn in membership. At a broad level, these losses do not seem to be attributable to the quality and variety of the programming, as the station receives many calls and messages of satisfaction with the broadcasts from listeners.

The Board recognises that increasing the membership post-COVID is now a key priority if the station is to remain sustainable. To this end, it has been resolved that the following initiatives in relation to membership be implemented:

- review and tighten the continuous on-air call arrangements for new members and membership renewal
- conduct a concentrated membership drive each quarter, with major prize incentives, utilising the format trialled in June 2022
- pro-actively follow-up lapsed memberships
- review the quantum of the membership fees
- investigate use of the website to facilitate increased member/listener engagement.

3 Fund Raising Events & Membership Drive

The following events occurred during the reporting period:

- 5MBS Film Night, Capri Theatre, May 2022
- No Strings/5MBS 'Christmas in June' Fundraiser, Woodville Town Hall, June 2022
- Donation Drive, June 2022
- On-Air Membership Drive (carried out in a new format over two weeks plus weekends), June 2022
- SA Young Virtuoso Awards, St John's Church, October 2022.

The Board congratulates and thanks those volunteers involved in the planning and execution of these events. Thanks also to the 5MBS recording team of Jean-Christophe Xerri and Michael Robertson who recorded the Young Virtuoso performances.

4 Transmitter Relocation

A major project, over the course of 2021 and 2022, has been the relocation the 5MBS transmitter from the old location at South Terrace to a new location at 461 Belair Road, Belair. The new transmitter is now fully functioning. Made operational in January 2022, the final adjustments occurred later in the year via the installation of improved software. The old Adelaide CBD transmission site on South Terrace has been decommissioned. Relocation was necessary to avoid much reduced coverage as proposed buildings would encroach close to the old transmission antenna.

The shift to Belair provides the following advantages:

- improved signal quality and coverage as the new site is 300m higher than the old site
- provision of a more secure link from the studio to the transmitter
- more secure tenure at the new transmitter site
- less power consumption as a result of the higher location (the old site required a 2,500W amplifier but the new one only 500W)
- improved reliability via the purchase of more modern equipment (the new transmitter can be controlled remotely providing better backup solutions)
- a more satisfied listening audience in relation to reception quality (a listener survey returned a 95% positive response with very few adverse comments).

Total expenditure on new transmission equipment amounted to \$26,490. This was offset by the Community Broadcasting Foundation (CBF) grant of \$21,551 received in June 2021. The Board wishes to acknowledge this assistance, which was made possible with support from the Commonwealth Department of Communications and the Arts via the CBF. The Board also wishes to acknowledge the efforts of Board

member Peter Davis who has driven the relocation process with great energy and has carried out much of the work at no cost to the station.

5 Broadcasting Licence Renewal

In March 2022, the Board applied to the Australian Communications and Media Authority (ACMA) for renewal of the 5MBS community radio broadcasting licence (a process that occurs every five years). The licence entitles 5MBS to provide a 'community broadcasting service'. Community broadcasting services are defined as services that:

- are provided for community purposes and are not operated for profit
- provide programs that are able to be received by commonly available equipment
- provide programs that are made available free to the general public.

The information contained in the application enabled ACMA to assess whether the station should continue to provide a community broadcasting service. In order to secure the licence, 5MBS was required to satisfy ACMA in relation to the following matters:

- how we are meeting the existing and perceived future needs of the community in our licence area
- how do we provide material of local significance
- do we have the capacity to continue to provide the service
- what are the major challenges facing the station in the next five years.

ACMA has advised that 5MBS's licence under the Broadcasting Services Act 1992 has been renewed for another five years. The assessment process was swift and non-problematic, with the application for licence renewal submitted on 23 March 2022 and notice of approval received on 26 April 2022. ACMA noted that 5MBS identified future challenges at the planning day held in 2021 and has recommended that these be addressed and overcome.

Preparation of material for inclusion in the application was coordinated by Mary Peterson and Barry Horwood. A number of presenters and other volunteers were invited to provide input into application preparation. The Board wishes to acknowledge all those who made valuable contributions to this process.

6 Rules of the Music Broadcasting Association of South Australia

At the November 2021 AGM, amendments to the rules of the association were unanimously approved. The station had previously acted to introduce a ballot of all members for the election of office bearers. This innovation was extended to cover changes to the rules, proactively applying the principle that every member should have access to important decision-making opportunities. In addition, electronic voting now replaces postal voting as the primary means of voting. An amended version of the rules was lodged with the SA Office of Business and Consumer Affairs by the station's Public Officer, Mary Beale. In April 2022, the station was advised that the Corporate Affairs Commission is satisfied the alterations conform with the requirements of the Associations Incorporation Act 1985 and have therefore been registered.

7 Website Redesign

In order to capitalise on the benefits expected to arise from relocation of the 5MBS transmitter, website redesign was designated as a high priority in the reporting period. A new website, designed in association with marketing firm Talked About Marketing, was unveiled for public use in April 2022. This is a particularly exciting new development. It is a very visible change and is designed to make the website more user-friendly for members, along with the prospect of the site generating interest in the station from a much wider audience than is currently the case. A priority now is to populate the new website with intriguing content to attract new users to the site - thus enhancing the prospects for membership growth, increased sponsorship and access to Google advertising grants to not-for-profit organisations. The Board encourages all presenters (and any other interested members) to join in and submit articles that are share worthy and reflect the wisdom and passion of our volunteers. Mary Peterson has been appointed Webmaster to drive this process.

The new 5MBS website has undergone a change in the process of creating podcasts, to remove the current unsustainable level of manual work involved in posting these programs. To this end, 'podcasts' and 'listen again' services will be delivered via a CBAA platform rather than Podbean. This will mean the process of generating podcasts will be automatic and can include all, or a selection of programs. The Board has determined that, initially, the CBAA application be used in relation to programs that are 'weekly' rather than 'daily' in nature and that, when this is working satisfactorily, discussions take place about expansion to other (daily) programs or to all programs. Moving to the CBAA environment provides the benefit of being seen by

many more people and actively participating in our 'natural' community space. It also mitigates the risk of action being taken against the station for breaching copyright.

8 Volunteer Coordinator

In July 2022, the position of Volunteer Coordinator was created to replace the former Human Resources Coordinator position. Bill Lawson has been appointed as the initial Volunteer Coordinator. The main function of the position is to actively recruit new volunteers, manage the induction of applicants into the organisation and maintain a register of volunteers. The station's success relies on the successful ongoing recruitment of new volunteers to replace those departing for whatever reasons. Presenter numbers are presently in decline and there is a pressing need to attract potential classical and jazz presenters to the station. It is anticipated that the creation of this new position, with its sharpened focus on volunteer management, will provide an efficient means of developing recruitment strategies, streamlining interview procedures and promptly and empathetically dealing with new applicants.

Around 110 5MBS members are active volunteers, working in a variety of capacities at and for the station. In August 2022, a three-pronged campaign, coordinated by Phillip Virgo and Bill Lawson, was launched in relation to volunteer recruitment. This included a message from the Chairperson, Frank Seeley AM, inviting other members to think about volunteering. For some this may be an opportunity to put hard-earned skills to use - for others it may be an opportunity to learn new skills. In both cases, new recruits would be joining a welcoming community of like minded people. On-air promos calling for new presenters and technical volunteers were also actioned. Presenters are the public face of the station. No experience is necessary, and free comprehensive training and ongoing mentoring is provided. A recruitment brochure (for insertion inside the general 5MBS brochure) has also been designed - for distribution to targeted organisations and individuals over time.

9 Studio Equipment Audit

In view of ongoing maintenance and repair requirements in relation to existing studio equipment, a new focus is now required on upgrading studio equipment. For example, replacement of CD players is foreshadowed as a major problem in future as they become rare and expensive. Given that transmitter relocation is complete, the Board is seeking to conduct a studio equipment and software acquisition audit to help inform future decisions about studio usage - subject to the ability to fund improvements through the maintenance and capital expenditure allocations in the budget.

10 Vale - Al Seaman and Jon Watts

The Board notes with sadness the passing of 5MBS stalwarts Al Seaman and Jon Watts. Both will be remembered for their unwavering faith in the purpose of 5MBS, and for the breadth of their contributions to the station over an extended period of time.

11 Acknowledgement

The Board acknowledges with gratitude the contributions made by all volunteers - presenters, reception staff, finance controllers, recording personnel and the technical and maintenance crew - to the successful operations of the radio station.