Music Broadcasting Society of South Australia Inc

Report of the Board of Directors to the Annual General Meeting

24 November 2026

1 Station Management

1.1 Board of Directors

Following the November 2025 Annual General Meeting (AGM), the Board was comprised of:
Chairperson: Frank Seeley AM
Deputy Chairperson: Phillip Virgo
Secretary: Colin Scarlett
Treasurer: Paul Duggan
Ordinary Directors: Kari Seeley, David Baker, Ian Newbery, Steve Foenander.

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 2026 AGM. Returning Officer, David Anthony has supervised the call for nominations for positions on the Board and will formally report the outcomes of this process to the AGM.

1.2 Station Manager

The Station Manager, Mark Aiston, is employed under a Contract for Services which commenced on 7 July 2025 and expires on 2 July 2027. This contract sets out the services to be provided and the remuneration to be paid for an average of fifteen hours of work per week for the term of the agreement. A Variation to the Contract for Services provides for an additional 22.8 hours per week funded under the terms of a Community Broadcasting Foundation Development & Operations Grant, which continues for the duration of the grant period being 10 November 2025 to 6 November 2026. The Board would like to acknowledge the generosity of the Foundation in approving the grant.

In order to take advantage of Mark's marketing skills and industry connections, the Contract for Services placed an emphasis on the identification of new sources of income, in particular, the identification of potential sponsors who align with the station's values, community focus and musical genres who will provide financial support in exchange for promotional benefits. During the course of the reporting period, this strategic re-direction was modified to include the fundraising concepts of the Gala Dinner and Community Radio Raffle. The outcomes of these initiatives are outlined later in this report.

1.3 Co-ordination Committee

The current organisational structure provides for the appointment of co-ordinators to supervise the station's key operational areas - Administration; Membership & Finance; Marketing & Sponsorship; Fundraising Events; Volunteer Co-ordination; Programming & Standards; and Technical & Operations. The coordinators and the Station Manager meet regularly to ensure that activities throughout the station are properly managed, and communications between the Board and the Committee is maintained.

At the time of writing, the co-ordination team consists of:
- Administration - Mary O'Connor
- Membership & Finance - Colin Wright
- Marketing & Sponsorship - David Corkindale
- Fundraising Events - vacant
- Volunteer Co-ordination - Mary Hood
- Programming & Standards – David Brennan
- Technical & Operations - Bill Cowley.

The position of Fundraising Events Co-ordinator has been vacant for a number of years. This is of particular concern and has required the Station Manager to step in and organise fundraising events, thereby diverting focus from other strategic management matters.

1.4 Programming & Standards Committee

The Programming & Standards Committee is responsible for determining adjustments to programs within the existing program grid; ensuring program content aligns with the station's broadcasting license; monitoring the quality of programs, performance of presenters and compliance with program guidelines; monitoring presenter numbers and taking steps to recruit new personnel if and when required. Presenters and/or other individuals with appropriate radio programming expertise are eligible for membership of the committee.

Significant activities undertaken by the Programming & Standards Committee during the reporting period have been:

- ***Maintaining on-air standards***. The Committee monitors the performance of presenters and where necessary has discussions with them to ensure they are being consistent with program guidelines
- ***Training documents***. The Committee has been working on coordinating training documents and ensuring that they are accessible to volunteers and mentors
- ***On-air promotions***. The Committee has discussed the kind and frequency of on-air promos and has developed a protocol that promos should be limited to a maximum of 40 seconds
- ***Monitoring of listener feedback***. The station receives comments from listeners via phone, email and SMS messages. The Committee has been working with the Administration Coordinator to collate and assess these comments
- ***Developing the 2026 Listener Satisfaction Survey.*** The Committee has been consulted during the development of the survey and has been able to make suggestions and contribute to the survey's development
- ***Presenter Meetings***. Regular meetings of classical presenters have re-commenced. Such meetings were regularly held before the Covid pandemic (2021). In 2026, meetings were held in February and September. These have been valuable for the Station Manager and others to communicate with presenters and as a forum for discussion
- ***Replacing 'Live! at the Concertgebouw'***. These two-hour pre-recorded programs were made available to 5MBS through Radio Netherlands and have been broadcast from 10.00pm to midnight on Tuesdays. The commentary is now out of date, thus requiring considerable editing time, plus we are coming to the end of available programs. No similar programs from international broadcasters been found.

Sue Fitch joined the Committee in April 2026 and Terry Ninnes and Matthew Gorgulas were appointed by the Board in June 2026. Committee members are now as follows: Mark Aiston (Station Manager); David Brennan (re-elected as Coordinator at the June meeting); Sue Fitch; Matthew Gorgulas; Dennis Johnson (Classical Coordinator); Ian Newbery; Terry Ninnes; Greg Schultz; Kari Seeley.

2 Technical and Operations

The radio station experienced very few hardware failures during the last twelve months. There were minor scheduled program failures due to software glitches or presenter errors, indicating that a few software applications used in the studios are now dated and should be replaced. This will require some follow-up presenter retraining when these applications are changed.

Several presenters are now using the RadioBoss software for on-air play-out. One of the main advantages RadioBoss offers is the automatic generation of track information (metadata) sent on the 99.9 signal, internet stream and listen-on-demand. RadioBoss, plus custom software, is used for all after-hours broadcasts. The technical team are now in the process of trying to develop a facility that allows the classical presenters to easily make RadioBoss playlists from their Program Plan.

CD ripping and cataloguing is proceeding slowly. An auditing process has started to identify missing classical CDs.

The recent loss of John Ingham's detailed monitoring of program production and broadcast quality is a significant blow to 5MBS. Several of the operational tasks that John carried out have been automated but experienced 5MBS volunteers are now required for the remaining areas.

3 Membership

A membership drive was conducted from Friday 16 to Sunday 18 October 2026. These annual drives make an important contribution to the financial sustainability of the station.

The membership drive resulted in 16 new members and 8 membership renewals, netting $2,055 in revenue. As in previous years, donations from members and listeners are also received during the membership drive. A total of $1,075 was received in donations during the 2026 drive.

At the time of writing, the station has 479 financial members, inclusive of the new members from the recent membership drive.

4 Donation Drive 2026

The Donation Drive Steering Team identified the following projects that would require a donation drive target of $10,000:

- replace soundproofing in studios
- purchase four new microphones for the recording team
- purchase of a new network archive.

The 2026 Donation Drive, held over a weekend during the month of June, raised $9,619. Total donations received for the month of June amounted to $33,899 (including $2,000 for the Young Virtuoso Awards).

These results compare with $90,603 (including an unprecedented one-off $60,000 donation) received in June 2025 and $15,047 received in June 2024, highlighting the unpredictability of donations as a reliable source of income.

A review of the donation drive, by members of the Donation Drive Steering Team, identified the following matters that worked very well:

- dates were entered in the Program Planner and Jazz Roster three months in advance
- the usual Saturday 10am-12 noon pre-recorded programs were replaced with a live Cantabile
- pre-recorded promos (updated from last year) were excellent
- pre-recorded promos started two weeks out, and continued until the end of June
- project-specific ‘live reads’ provided good material for ad lib by announcers
- clear projects and clear fundraising targets were easy to understand and communicate
- clear instructions and support was provided for the call-taking team.

5 Volunteers and Social Gatherings

5MBS has 100 active volunteers on the register, consisting of:

- 28 classical presenters
- 33 jazz and blues presenters
- 12 reception volunteers
- 6 finance and membership volunteers
- 21 technical, IT, music library management and physical repairs & upgrades volunteers.

Fifteen new volunteers have successfully joined 5MBS during the reporting period. Many others have expressed interest but unfortunately find that they do not have the time to allocate to the station, or that the available jobs do not suit.

It was very sad to see the passing of John Ingham OAM in July, who was at the core of the technical operations of the station on air. It was equally sad to see the passing of classical presenter Peter Trevaskis in August who had been with the station for around 10 years. Both will be missed by all at the station.

Some great opportunities occurred throughout the year to get volunteers together. A Sunday afternoon in May brought 38 volunteers together in the courtyard (and due to rain moved inside) and was very much enjoyed by all. Coffee mornings in the Hutt St precinct allow some to congregate once a month. The Gala Dinner also allowed volunteers to socialise at a special event.

The Board thanks all volunteers, a vital and treasured workforce who keep the station sending out great music.

6 On-Air Promotions

A series of on-air promotions were played by the station over the course of the reporting period. These were either paid promotions, contra arrangements to the benefit of both parties, or involved the provision of free tickets and discounts as giveaways to 5MBS listeners. The entities promoted were:

- Ukaria
- Saviour Financial Services
- Melt Pizza Bar
- My Film Story
- Opera Prima Vella
- GuttSA
- No Strings
- Adelaide Symphony Orchestra
- Australian Youth Orchestra Juan
- City of Adelaide Clipper Ship
- China National Symphony Orchestra Chorus
- The Tallis Scholars
- Adelaide Jazz Festival
- Stephen Hough Concert
- Abide and Anchor
- Diego Flórez promotion
- Caceres Music
- Crossman Travel and Associates
- La Trattoria
- IMC Concrete
- Penwood Aged Care Services
- Adelaide City Mahindra.

Maintaining a healthy level of sponsorship support will benefit the future financial sustainability of the radio station.

7 5MBS Community Radio Gala Dinner

The Gala Dinner was conceived as a major fundraising, profile-raising initiative celebrating community radio, music and the station's connection to the Adelaide community. Such an event, with the potential to become a recurring flagship event, is consistent with the station's objectives of financial sustainability, audience engagement and community leadership. It provided the opportunity to attract higher-value sponsors and increase public and corporate awareness of community radio in general, and 5MBS in particular.

The dinner was held on Saturday, 1 August 2026, in The Grand Ballroom, Tapleys Hill Road, Fulham Gardens and was attended by just under 300 guests. The format for the event was a formal seated dinner with a hosted program, live music, a charity auction and the drawing of prizes for the Community Radio Raffle. A Major Sponsor (Penwood Aged Care Services) and Supporting Sponsors were secured for the event.

The dinner generated $33,373 in revenue and incurred total expenses of $14,084, resulting in a net profit of $19,289.

In summary, the Gala Dinner provided an opportunity to strengthen the profile, financial sustainability and community impact of 5MBS.

8 Community Radio Raffle

The Community Radio Raffle, launched in March 2026, was conducted in conjunction with the Gala Dinner. An impressive prize pool was secured, with the major prize being a Mahindra vehicle (XUV3XO), valued at $24,000, generously supplied by Adelaide City Mahindra at a cost to the station of $13,990.

The raffle was conducted using both physical ticket books and an online sales platform. Ticket price was set at $10 to keep the price accessible while still generating strong revenue potential. Station volunteers and other supporters were actively engaged in selling tickets and promoting the raffle to the 5MBS audience. The major prize vehicle was regularly displayed at the Gepps Cross Markets providing strong public exposure and allowing direct raffle ticket sales to market visitors.

The raffle generated $28,381 in revenue and, after deducting expenses (vehicle payment, raffle costs and fee, plus some labour and promotional costs) delivered a net profit of $13,533.

The combined profit from both the Gala Dinner and the Community Radio Raffle was $32,822. This represents a strong fundraising result for 5MBS.

9 Young Virtuoso Awards

The Young Virtuoso Awards program is an initiative of Music Broadcasting Societies across Australia. It is part of the commitment of 5MBS as a community radio station to supporting outstanding young musicians and helping live music flourish in Adelaide.

Eight contestants are chosen from the best of the Adelaide Eisteddfod finalists, who then perform in a formal concert setting for prizes in four categories - piano, string, wind and voice. The overall winner of the SA Young Virtuoso Awards goes into the National Final where winners from all the other states compete to be the overall National Winner.

The 2026 SA Young Virtuoso Awards will be held on Sunday 25 October at St John's Anglican Church, Halifax Street.

10 5MBS Listener Satisfaction Survey

The Listener Satisfaction Survey was conducted via the 5MBS website using the Survey Monkey platform from 3 July to 31 August 2026.

Rationale for conducting the survey

The Programming & Standards Committee terms of reference set out the responsibilities of the committee. They include a requirement to:

- constantly monitor listener satisfaction with the 5MBS program grid via the feedback mechanisms incorporated in the 5MBS website and social media platforms
- conduct periodical surveys of 5MBS members in relation to program content.

The committee had not undertaken any of these activities since the terms of reference were approved in 2021. In addition, an application to the Australian Communications and Media Authority (ACMA) for renewal of the 5MBS community radio broadcasting licence was lodged in April 2022 (a process that occurs every five years). The licence was renewed, but only after correspondence with ACMA responding to a query about minimal change to the 5MBS program grid over the preceding five years. The program grid still remains relatively unchanged and could have been open to query again by ACMA unless proof of listener satisfaction could be produced justifying its continuance. A survey of similar scale was last conducted eight years ago in mid-2018, again emphasising the need for updated data.

Questionnaire design

A questionnaire was designed and tested so that one survey could be undertaken that asked respondents which genre(s) they listen to, routed them to genre-specific questions and included some common questions for all listeners, under three major headings - General Station Feedback, Genre-Specific Questions and Listener Profile. All programs - Classical, Jazz, Blues, World Music and Charivari - were combined into one overall survey, structured so that responses could be analysed by genre. The genre-specific questions covered topics such as program content, music selection, presenter style, the balance between music and the spoken word and suggestions for improving program content.

The response

A total of 135 completed responses were received. This represents a response rate of 28% using number of responses as a percentage of current financial members as a metric for measurement. This compares favourably to 30% in 2018.

A number of reports were generated by Survey Monkey, along with extra tools prepared by the station's IT support team at Talked About Marketing:

1. Executive Summary (a seven-page summary of the key findings)
2. Visual Report (containing quickly digestible pie charts and tables of findings)
3. Excel Report (a complete set of all survey data - for future analysis/report generation)
4. Infographic (a one page graphic illustration of the key findings with potential use as a marketing tool)
5. Talk Show Summary (a 20 minute podcast style survey commentary).

Key findings
5MBS enjoys a near-unanimous approval rating. An overwhelming 98.5% of respondents who rated overall satisfaction reported being highly pleased with the station, comprising 54.8% who are 'very satisfied' and 43.7% who are 'satisfied'. Only one single respondent expressed dissatisfaction. Listeners rely on the station as a primary fixture in their daily routines, tuning in for long blocks of high-quality programming. The results reveal that station satisfaction is remarkably robust, and listeners hold the on-air presenters in high esteem.

11 Investigation of Alternative Auditors

The Minutes of the 2025 AGM include a resolution that '*the Board must investigate alternative Auditors for the 2026-27 financial year*'.

Consequently, the Board sought interest and quotes from three alternative accounting firms to undertake the 2026-27 financial audit. Following analysis of the information received, the Board is recommending that the current auditors, Gray Perry DFK, should be retained for the 2026-27 audit. This decision is based on the following:

- this year's audited report was delivered in a timely manner with no problems encountered in doing the work
- the current auditors lease the Xero accounting software to the station so have direct access to the accounts, adding an extra layer of complexity should their services no longer be required
- the appointment of a new auditor would require time and effort to familiarise them with the station's accounts
- there are no financial savings to be made by choosing a new auditor.

12 Broadcasting Licence Renewal

The station's broadcasting licence expires on 30 September 2027. In October 2026, the Australian Communications and Media Authority (ACMA) supplied a four page document marked B66A Application for Renewal of Community Radio Broadcasting Licence, indicating that 5MBS is one of a number of community radio stations nationwide being considered for inclusion in a new streamlined renewal application process.

The Board is hopeful that ACMA's apparent confidence in the station will translate into timely licence approval without the need for further detailed submissions.

13 Acknowledgement

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