

# **Sunraysia Community Radio Association Inc**

ABN: 19 305 406 312

## **106.7 HOT FM**

“PLAYING THE BEST SONGS OF YOUR LIFE”

106.7FM Mildura, 90.7FM Robinvale, Wentworth & Ouyen

# Sunraysia Community Radio Association Inc

**Business Plan:**

**2020**

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### Business Plan Summary

Community Radio HOT FM is now well established in Sunraysia with a loyal listening audience and a loyal sponsor base. In 2017 Sunraysia Community Radio Association Inc (SCRA) revamped the music genre targeting the 35 plus age bracket and to meet with the growing general population of the Sunraysia district. In June 2020 SCRA commenced transmission on 90.7 FM in Ouyen. This inclusion gives SCRA four transmission sites, 6 Byrne Crt for 106.7 HOTFM, 5 Moore Street Robinvale, Beverly Street Wentworth and Britt Street Ouyen all transmitting on 90.7FM. SCRA now transmit across the far Northwest of Victoria and into four municipalities, Mildura Rural City Council, Wentworth Shire Council, Swan Hill Rural City Council and Balranald Shire Council.

106.7 HOTFM provides the Sunraysia Community with an alternative to commercial radio. The keys points for SCRA are they:

1. Broadcast 21 hours of Ethnic radio each week in 8 different languages other than English.
2. Display a huge commitment to local sport, broadcasting 1 football match each week during the Sunraysia Football Netball League season. Other sports include Harness Racing, Lawn bowls, Netball, Basketball, Soccer, Motor Sport (general) and a variety of other local sports.
3. Have built on developed networks with various groups including schools, councils and various forums in the Arts world.
4. have the capacity to conduct Outside Broadcasts (OB's) and in 2019 conducted over 40 OB's which include sport.

With the introduction of Ouyen to the SCRA network, there is still plenty of work on developing the 90.7 signal in the Robinvale, Wentworth and Ouyen communities to provide them with the ability to produce and transmit more local content.

Long term vision for the organisation is that it would like to purchase the current building that houses 106.7 HOTFM. With good planning and financial management, this should be possible within the next 5 years.

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### The Business:

**Business name:** Sunraysia Community Radio Association (SCRA)

**Business structure:** Incorporated Association

**ABN:** 19 305 406 312

**Business location:** 6 Byrne Court Mildura

**Date founded:** 1983

**Licence:** Community Licence granted 1991 and changed to a General Licence 2003.

**Business owner(s):** SCRA is a community owned association

### **Committee of Management:**

Current members of the committee are –

**Bill Sauer** – School teacher and local sports Identity within the local community. Heads up the Football broadcast

**Margaret Burrell** – Secretary

**Jack Thompson** – Committee – Jazz festival

**Clem Carlucci** – Committee – Ethnic Representative

**Victorio Carlucci** – Committee

**Barbra McDonald** – Committee – Fund raising

**Simon Dowdle** – Committee – Program Representative

**Alpay Bakurt** – Committee – Fundraising - Kofta Stall

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### The Market:

**Target market for Membership: New membership Packaged has been developed**

**Non-profit Sector** – The non-profit sector is a very strong membership source. Members of non-profit organisations understand the concept of working together to achieve community goals and working for the wider benefit of the community. The non-profit sector also appreciates the benefits of being able to place information out into the community at a minimum cost. With the positive benefits that community radio offers, membership is attractive.

**Community** – The general community is an important source for members. Building a larger membership base will ensure the long term survival of the organisation as well as building the financial base.

**Ethnic Groups** – There are over 50 ethnic groups in Sunraysia and a number of culture specific organisations, Greek, Turkish, Italian, Sudanese and many others that meet as a group on a regular basis. Community Radio offers an attraction for Ethnic groups as a means of communicating information in native languages over across the Sunraysia region. Membership also offers ethnic groups an opportunity to integrate into the community.

**Business Sector** – The business sector is a potential and important source of membership that can provide skills that are available to assist in maintaining the organisation. The business sector can utilise sponsorship to promote businesses while also offering support to the community by helping operate and maintain a community asset.

**Marketing Strategy** - To achieve a growth in membership we have developed a Community Sponsorship package that supports not for profit organisations with a profile on HOTFM . The package provides a monthly segment of 5 minutes to promote their services or in case of schools their school community. This is slowly developing into a popular vehicle for not for profit community to support HOTFM their community radio station yet be

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affordable for them

Broadcast announcements advising people they can become financial members of SCRA.

### The Future:

#### **Vision Statement:**

To build and maintain a viable community owned and operated community radio station that supports and provides an outlet for non for profit community organizations, small business operators, local youth with options for a range of alternative music genres and multicultural programs in the Sunraysia region.

#### **Goals/Objectives:**

1. Build on existing membership and sponsorship base to a long term sustainable level.
2. Increase income levels to maintain the financial viability of the SCRA.
3. Increase the number of volunteers to ensure long term sustainability of the service.
4. Develop networks with communities where SCRA hold Community licences 90.7FM – Robinvale, Wentworth and Ouyen.
5. Provide ongoing opportunities for training of new presenters.
6. Continue to modernise the station premises, studios and the technology
7. Establish core programs that support sponsorship opportunities.
8. Increase the number of trained presenters.
9. Ensure the membership base has the skills capacity to maintain the station long- term.
10. Increase member numbers from interest in committee membership.
11. Establish annual training programs.
12. Increase program quality.
13. Increase listening audience.
14. Develop our Social Media capacity as well as audience interaction via social media , website, live to air interviews and Outside Broadcasts also to boost our streaming numbers

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### The Finances:

Income for the organisation can be broken down to four categories:

1. Government Grants via the Community Broadcasting Foundation (CBF).  
Funding from the CBF makes up 50% of overall income. This at present is unhealthy for SCRA as funding is not always guaranteed with a change of Government.
2. Sponsorship makes up for 25% of all income. This could be broken down to two areas:
  - a. Long term sponsors who have maintained a long connection with SCRA.
  - b. Sport/ Event sponsors, these sponsors are usually annual sponsors or one off that SCRA engage with. It's short term above priced packages.
3. The shed at the rear of the building is sub leased to a service provider along with 1611 OLD GOLD AM who lease one third of the building. These sub – leased entities make up 15% of the income.
4. Fund raising has become a new source of income for the station and makes up the remaining 10%. Monies raised are set aside, designed for a specific target before spending. Membership drive falls into the section.

Government Funding, particularly Ethnic Funding, has a tight set of rules and regulations regarding how funding must be spent and how that expenditure is authorised.

Ethnic funding requires HOT FM to hold a meeting with Ethnic Presenters at least twice a year so broadcasters know how much the grant is for and can discuss with station management how that funding should be expended.

An Ethnic Broadcasters Representative has been elected and sits on the Board of management it is the job of the elected representative to liaise with station management and the CBF on grant matters.

### **HOT FM would like to achieve the following financial Milestones:**

- 2020 – 21 - Increase sponsorship by 15%
- 2021 – 22 - Increase sponsorship by 15%
- 2022 – 23 – Increase sponsorship by 10%
- 2023 - 24 – Increase sponsorship by 10%

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2024 – 25 – Increase sponsorship by 10%

### The Business:

Business details

**Products/services:** Sunraysia Community Radio Association Inc operate a Community Radio Station supported by business sponsorship.

### Registration details:

**Business name:** Sunraysia Community Radio Association Incorporated

**Trading name(s):** 3HOT FM

**Date registered:** 19th February 1991.

**Location(s) registered:** Mildura Victoria

**Business structure:** Incorporated Association

**ABN:** 19 305 406 312

**GST:** SCRA is registered for GST. **Domain names:** www.hotfm.org.au **Licences & permits:** SL 10093

### Business premises:

**Business Location:** Sunraysia Community Radio Association Inc is located in 6 Byrne Court Mildura, approximately 2 kilometres from the City Centre. SCRA occupies half of the brick building consisting of three studio's, an office, board room with training option and presenters computer and internet access, a kitchen, two toilets, reception space, an equipment room and a small production room.

6 Byrne Court is a court in an industrial area with very little passing traffic. It is quite isolated from the business and commercial centres of Mildura and would be difficult to find without clear directions.



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The building has now significant signage clearly promoting it as the local community radio station.

**Leased:** The premises at 6 Byrne Court are currently leased by SCRA with a first right of refusal agreement to purchase the property.

**Sublease Agreements:** SCRA subleases a shed at the rear of the 6 Byrne Court property to MADEC who operate a number of their programs from the shed. The other sub tenant is 1611 OLDGOLD AM. There is also a Christian Radio station that has a designated studio and plays religious music, we are still seeking churches within the Local community to utilise this service.

### ORGANISATION CHART:

#### **Management & Ownership**

##### **Names of Owners:**

Sunraysia Community Radio Association Incorporated.

##### **Details of Management & Ownership:**

SCRA has one employee employed on a part time basis, working 27.5 hours/ week. The wages for the position are funded by the CBF. The role entails the responsibility of the day to day operations of the station, other roles involved include producer for number of radio programs, supports for presenters, out of hours contact in the event the station goes of air and to further develop their options on air with the SCRA/HOTFM guidelines.

The SCRA Board plays an active role in overseeing the budget and finances of the organisation ensuring the Committee of Management is well informed.

##### **Experience:**

Members on the SCRA Committee have a range of skills and expertise, ranging from business in areas of farming, technology and retail to others with a back ground

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in education. The most notable skill that each current committee member has, is a sense of Community. This skill compliments the way SCRA conduct business in the Sunraysia Community.

Moving forward the aim is to introduce terms for committee members. Each member to have a maximum of a three year term. This will allow new members and keep fresh ideas coming into the organisation.

As a “not for profit” community group the organisation seeks out committee members who have some very strong ties with the general community. SCRA members are well linked into the local Sunraysia community and have a solid understanding of local community dynamics.

### **Membership:**

There are two levels of membership for Sunraysia Community Radio Association Inc.

*Individual Membership* at a cost of \$25.00 (incl GST) per annum.

*Community Membership* at a cost of \$350.00 (incl GST) per annum.

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### **Programming:**

HOT FM has a set programming format that has been in operation for the last 2 years as a new look HOTFM to meet the demands of the growing demographics of our communities. Although there have been changes in the week day line up the commitment to Ethnic radio is strong providing 21.5 hours of Ethnic radio each week.

### **Week day Programs**

Breakfast 6am to 9am

General Listening 9am till 5pm

Drive 5pm to 7pm

### **Ethnic Programs**

Ethnic Programs are broadcast Sunday to Thursday from 7pm to midnight.

Ethnic Programs broadcast in first language for the following Ethnic communities in Sunraysia: Greek, Tongan, Solomon Island, Italian, Cypriot, Fijian, African and Turkish. There are other communities that have been contacted but are yet to accept the offer.

### **Specialist Programs**

A number of Specialist Programs also air on the station, with all but one program being produced locally. Specialist programs air during the week from 5 to 7 pm and 11:30am to midday Wednesday and Friday and from 11:30 am to 12:30 Saturdays. Friday afternoons are dedicated to the community, allowing them to select the music for four hours from 1 to 5 pm. Fridays evening are a combination of music and talk, Saturdays have a mixture of the Eighties and Nineties Music in the afternoon, and Heavy Metal late Saturday nights. Sunday hosts a variety of shows from Independent artists, Blues, Unique Music, Book/ Novel reviews, vinyl specific, indigenous and Ethnic.

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### **Sport**

HOT FM has a dedicated sports show Saturday Mornings that varies in content during the year. Sport coverage includes information for local and AFL football, cricket, basketball as determined by the season. 106.7 HOTFM has a dedicated show for Harness racing while during the year specialist show covering Football, Lawn Bowls. During the winter months 106.7HOTFM broadcast a game a week from the Sunraysia Football Netball League (SFNL) titled “Match of the Round”. The equipment the station owns allows for the broadcast team to broadcast from any of the 9 clubs that make up the SFNL. This means the broadcast team will travel up to 100km from Mildura to ensure there is fairness throughout the entire League, this has also been very popular and the our streaming figures are extremely high when the local Grand Final is Broadcasted. The McLeod Medal count is included to the football line up.

### **Recruitment Options**

SCRA has a number of options available for the recruitment of members/ volunteers. Being a non-profit organisation SCRA can utilise job placement clients as office staff to fill gaps at little or no cost.

### **Training Programs**

Training programs are conducted yearly by a fully qualified volunteer who has had many years in community radio and has worked on the Community Broadcasting Foundation and in Community Stations around Australia.

There is funding available through CBAA grants for training programs for presenters.

### **Skill Retention Strategies**

There are no current retention strategies to maintain/retain the skill levels of Management and Volunteer presenters.

**Recommendation:** Develop a training program for Volunteers, Staff and Presenters based on the identified needs of the organisation.

In 2019 a training package was delivered to presenters and a welcome package and application form has been developed. We have also updated all policies and procedures in 2020.

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### **Volunteers:**

#### **Recruitment**

Volunteer recruiting is achieved through a number of means.

1. Through personal contact via the existing members.
2. Through on-air announcements encouraging members of the community to become a volunteer.
3. Advertising in local papers seeking volunteers.
4. The handing out of flyers when in attendance at outside broadcasts or when attending a local market with the Kofta stall.

#### **Training Programs**

There is no formal training program in place at this point in time. However supervision and support is available to new presenters and presenters wishing to raise their standard of presentation. SCRA from time to time with support from the Community Media Training Organisation (CMTO) conduct in house training sessions covering topics from presentation to Production.

#### **Retention**

Retention of volunteers is important to maintain the station program standard and continuity. SCRA is careful in selecting presenters and programs with this view in mind. Different programs also require different amounts of commitment. Youth programs tend to have a higher turnover of presenters as circumstances of their lives change, employment, education, relationships, aging etc all have impacts on time and availability. Older volunteers usually commit to their programs for longer terms, often with a supporting group or organisation. The Committee recognises the issues around volunteers and has managed to operate within those confines for the history of the organisation.

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### **Volunteer Positions**

Volunteers fill the positions of:

1. Committee of Management
2. Program Presenters
3. Production
4. Maintenance
5. Fundraising

### **Market Position:**

HOT FM is generally seen as the low budget operator in the radio sector. HOT FM offers a competitive market option due to the sponsorship structure and the lower operating costs of the station.

HOT FM sponsorship is a different product to commercial radio advertising and as such is not comparable.

### **Unique Selling Position:**

SCRA's unique position is based around its Community Licence. Having some legislative restrictions as to how we are able to operate. Restrictions imposed limit Community Licenced Station to 5 minutes of sponsorship messages in any hour. This uniqueness is how the station can capitalise by providing a greater commitment to community. Broadcasting local events such as Sport, Festivals/ Community groups and charities that would otherwise be overlooked by commercial radio. Advertising sales are restricted to sponsorship announcements with each announcement “tagged” with an acknowledgement that the client is a sponsor of HOT FM.

HOT FM is able to offer a very competitive package to sponsors due to lower overheads. Being a community based not profit organisation is also a selling point.

### **Anticipated Demand:**

In the past three years interest business support rose by 20% and SCRA committee of 2020 envisage that growth to continue at the current rate. That will see the

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organisation have a sponsorship account of approximately \$65,000.00.

NOTE: 2020 SCRA sponsorship figures will differ, as like many other business were impacted by COVID – 19. Allowance needs to be made for this impact!

### **Pricing Strategy:**

Government legislation restricts the ability of HOT FM to raise funds through advertising in the form of sponsorships. There is a limit of 5 minutes of sponsor announcements in any given hour.

Sponsorship announcements increased over the 2016 2020 5 year period \$10 (inc GST) for 30 seconds.

A sponsorship rate of \$10 per 30 seconds was chosen as a figure that allows HOT FM to generate enough funds to operate and grow while not being excessive. The low cost of sponsorship encourages support from local businesses.

### **Value to Customer:**

HOT FM has a definite “market” and a loyal listener base which provides sponsors and potential sponsor with a degree of assurance that their announcements are affective and will provide the desired returns.

With limited finances HOT FM has not undertaken any listener studies to gauge actual marker share.

### **Growth Potential:**

HOT FM has yet to reach its potential, with annual sponsorship capability of \$100,100.00 if all sponsorship allocations were filled for 13 hours a day every day of the year. If the remaining 11 hours are included, the potential is approximately \$185,000.00

HOT FM currently fills 50% of the allocated sponsorship time of 13 hours with some announcements being discounted or free depending on the subject matter.

In financial terms HOT FM is not reaching a quarter of the sales potential

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that exists as far as time availability within current legislation.

**Recommendation:** *To drive further income growth SCRA may need to employ a sales person or provide some training to existing staff to lift their sales skills level.*

Insurance

### **Workers Compensation:**

HOT FM has a workers compensation cover policy for employed staff.

### **Public Liability Insurance:**

SCRA has \$10 million public liability insurance cover.

### **Professional Indemnity:**

HOT FM has no professional indemnity policy.

### **Voluntary Workers:**

HOT FM is insured through WHK Insurance by CGU Insurance Policy 04V8339178 renewal due 07/10/2011.

Personal Accident Insurance for Voluntary Workers capital benefit \$15,000, Accident weekly \$150.

### **Business Assets:**

Insured through WHK Insurance by CGU Insurance Policy No 15T2867233 renewal date 07/10/2011.

Plant and equipment at 6 Byrne Crt Mildura is insured for \$89,000, Stock \$1000. Glass at 6 Byrne Crt is insured for replacement value. Scout Hall Wentworth transmitter equipment valued at \$14,100. Equipment at Grain Silo Robinvale valued at \$6200



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### **Business Revenue:**

Business Interruption at 6 Byrne Court is insured for 12 months gross income of \$186,100.

12 months is a realistic time line to rebuild HOT FM should the Station be destroyed.

### Risk Management

**Recommendation:** *A risk assessment should be undertaken and acted upon.*

### Legal Considerations

SCRA must abide by the Broadcasting Services Act 1992 and the Associations Incorporation Act (Vic) 1981.

### Operations

#### **Production process**

HOT FM produces its programs from premises at 6 Byrne Court Mildura, a property in the centre of one of Mildura's industrial zones. The site allows the space and zoning overlays for the erection of the 50 metre radio tower.

SCRA is licenced to broadcast from 6 Byrne Court within a set area dictated by licencing restrictions.

### **Technology (Software):**

HOT FM uses the following specialised software packages: SAM Broadcasting System and Blue Gum logging program.

The SAM Broadcasting system manages online programs.

Blue Gum logging is a system that manages sponsorships and links into an accounting package.

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Accounting utilises a MYOB package.

### Trading/Operating Hours:

HOT FM operates 24 hours a day seven days a week.

The SCRA office is open between 7.00am and 1.00pm Monday to Friday.

### Communication Channels:

HOT FM radio programs are broadcast on 106.7FM Mildura and 90.7FM Robinvale, Wentworth, and Ouyen.

**Telephone :** 03 5022 1067, 03 5021 3933

**Email:** radio@hotfm.org.au

**Facs:** 03 5022 1953

**Website:** [www.hotfm.org.au](http://www.hotfm.org.au)

**Post Box:** PO Box 1067 Mildura 3502

### Payment Types Accepted:

Payments can be made by cheque, cash or through internet banking.

### Credit Policy:

Credit is offered on an individual basis and monitored by office staff. Cash flow is important to maintain day to day operations and is the preferred method of payment.

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### Memberships and Affiliations:

SCRA is a member of the Community Broadcasting Association of Australia.

### Sustainability plan

#### Community Impact and Engagement

Given the size of the organisation and the services supplied the environmental impacts are difficult to quantify within a limited budget. However HOT FM is aware of the impact it has on the environment and the need to conserve water and energy as a responsible corporate citizen.

HOT FM plans to install solar power panels on the buildings' when they have the resources to do so, to minimise non-renewable energy consumption.

The station grounds will eventually be landscaped in a manner that minimises water usage while still maintaining a pleasing vista.

#### Risks/Constraints

There are a number of risks that have the potential to seriously damage HOT FM.

**Human Risks:** Need to build more volunteers to promote more widely.

**Mechanical Risks:** Lightning strikes pose the biggest risk for the mechanical side of business. A lightning strike on the tower has the potential to fuse transmitters and in the worst case destroy them.

**Power Disruption:** Losing power immediately puts the station off the air. We now have a UPS system that we are waiting to be installed, once this is functional, we should have around 6 hours of power to run the station. Increasing

**Power Costs:** Rising costs for electricity is a risk to ongoing viability. The effect of increasing power costs may be minimised by monitoring our costs with our current supplier and looking at different companies every 12 months.

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### Strategies

HOT FM plans to monitor power usage and minimise consumption through modern low consumption equipment and the long term plan to install solar power panels to offset power costs. We have gained permission from the landlord, but we have decided to wait as it is a large expense and due to Covid19, we need to ensure financial stability through these times. We will certainly look at this again in the future.

## The Market

### Market Research

Hot FM has not undertaken any specific market research but does receive feedback from sponsors who relay the success or otherwise of their exposure on the station.

The loyalty of sponsors is an indicator that their sponsorship pays dividends.

The Community Broadcasting Association of Australia commissioned McNair Ingenuity Research to undertake an Australia wide radio survey in 2019. The results for Victoria showed the following results for Regional populations over 15 years of age:

- 16% listened to Community Radio in an average week.

Breakfast (6-9am), Mid-morning (9 to Midday), Afternoon (12-5) and Evening (5-7) programs were the most popular with an average of 50% of the listening audience tuning in.

Local news and information was the most popular reason for people (52%) listening. Local announcers and personalities were the next highest reasons at 36%.

25% liked the independent voice of Community Radio.

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### Your Customers

#### **Sponsorship Customer Demographics**

Sponsorship customers are mainly local business houses, community groups and individual business owners. There are occasions when sponsors may be based outside the region and have a need to publicise an event, occasion or product.

Sponsors are generally based within the radio broadcast area. Many of the sponsors are community focused or community minded.

HOT FM is recognised as a provider of a wide range of music focussed on matching an audience demographic. Sponsors understand they are targeting a section of the community that are regular listeners to the programs aired on the station. There are also specialised programs that attract their own listening audience that sponsors support.

#### **Customer Management**

Any business rises or falls on the back of their customer base. The reality is no different for a community based radio station.

At present HOT FM is developing “A Customer management policy” as too maintain a strong working relationship with station sponsors. The processes to include regular phone contact but may also include personal visits, invitations to HOT FM functions and/or a combination of all. The process to provide an indicator of customer satisfaction, continuing in building the strength of the relationship.

It is important that a sponsor contact file be maintained to record contact times, issues raised, important feedback, negative and positive and any other notable pieces of information that may assist in maintaining the relationship and retaining the sponsorship.

#### **ADDRESSING WEAKNESSES**

Marketing – A marketing strategy has been developed

Communication among all participants – Committee is establishing skilled sub-committees that will address communication issues. Training – Training

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course to be organised and operating

Volunteer coordination – Committee is establishing sub-committees that will address volunteer coordination.

Committee has made positive moves to become more involved with volunteers and presenters. Committee has established a sub-committee that addresses station programming.

Condition of the building, cleanliness etc – Committee is addressing the condition of the building with the Landlord and is committed to renovating the interior.

Condition of equipment – Committee has established a sub-committee that will address equipment maintenance.

Committee has established a sub-committee that will address OH&S.

### Addressing Threats

Finances – The Committee is working on a plan to increase sponsorship to ensure future financial viability and security.

Economic climate – Committee will not make any uncalculated decisions that may jeopardise the finances of the organisation. Loss of key volunteers – Committee considering ways to increase volunteer expertise base to cover any key losses.

Licence to be renewed for a multiple year period.

Committee working to address the need for increased technical support volunteers.

## The Future

### Vision Statement

To build and maintain a viable community owned and operated radio station that supports and provides an outlet for all music genres and multicultural programs in the Sunraysia region.

### Mission Statement

To operate and maintain an informative, entertaining, socially connected community radio station that offers the community the

# Sunraysia Community Radio Association Inc

ABN: 19 305 406 312

## 106.7 HOT FM

“PLAYING THE BEST SONGS OF YOUR LIFE”

106.7FM Mildura, 90.7FM Robinvale, Wentworth & Ouyen

opportunity to access programs not available through other sources. HOT FM is committed to providing training and access opportunities for members of the public to be trained in all aspects of the radio industry.

### Goals/Objectives

- Purchase a building for the station to be housed permanently
- Review staff requirements
- Refurbish building to cater for the needs of the station
- Establish skilled subcommittees
- Develop a training course for Radio Presenters and run the course
- Build on community partnerships with the intent of entering into new partnership/s
- Increase sponsorship income on an annual basis in line with the 5 year plan.

## The Finances

### Key Objectives and Financial Review

#### Financial Objectives

To build a sponsorship base that will provide long term financial security for HOT FM. To increase funding grants income.

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### **Finance Required**

HOT FM currently requires an income of approximately \$150,000 per annum to sustain the operation of the station.

Being a non-profit community organisation there is the option of seeking grants for a solar panel installation.

### **Finance Sources**

Sponsorship and Government grants are the two major income sources that HOT FM relies on to keep the station operating. In recent years the organisation incorporated a fundraising committee. From this a Kofta Stall was developed attending local markets and events. Apart from fundraising was also the advantage that SCRA could promote the HOTFM when attending such events. This proved to be advantageous as many people who attended such events became aware of the station, prompting interest from many community members.



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### Observations with Recommendations

#### **Occupation Health and Safety Risks:**

There are a number of issues the Committee of Management should address as soon as possible. The lack of security around the radio mast represents a major risk potential. There is a large amount of materials and equipment lying around the property, inside and out, that presents a risk to staff and visitors.

#### **IT Plan**

HOT FM is constantly increasing its use of, and reliance on, computer systems. With music now being widely available through the internet and easily downloaded legally it is important that there is an IT Plan in place with a set of rules that ensures legal compliance by all users for all purposes.

Incorporation: Government rules regarding Incorporated Associations change from time to time. The Incorporation document should be reviewed at regular intervals to ensure it is up to date and that the accepted rules best meet the needs of the organisation.

#### **Committee of Management**

The Committee of Management are moving into a phase where the need for volunteer man-hours is greater than what can be reasonably expected from the Committee members. To manage and progress the radio station to where the committee desires to be in five years time there is a need to develop skilled subcommittees of volunteers.

*Programming - Ethnic, general, quality control, equipment*

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### Supporting Documentation

#### **Relevant Web Sites:**

Community

Broadcasting

Association of

Australia

[http://www.cbf.com.a](http://www.cbf.com.au/cbf_home.asp)

[u/cbf\\_home.asp](http://www.cbf.com.au/cbf_home.asp)

Associations Incorporations Act

[http://www.austlii.edu.au/au/legis/vic/consol\\_act/aia1981307/](http://www.austlii.edu.au/au/legis/vic/consol_act/aia1981307/)

#### **Products/Services:**

HOT FM provides a community radio station that is an affordable outlet for community information, a training ground for members of the community who have an interest in radio presentation, we are also providing professional training to those interested in developing their own on air skills, the next round of training will commence sometime in October 2020 and will be offered on a yearly basis. We also offer an outlet for alternative and cultural music styles, a localised live radio outlet and a low cost alternative for sponsors to promote their services and products.

HOT FM has a track record of providing a vital point of communication and entertainment for the 52 ethnic groups, and for the 35,000 ethnic population that live in the Sunraysia region. The ethnic communities are able to broadcast music and information in first language that greatly assists them in building their lives and social networks in the local community.

With the Covid-19 pandemic, it is now more than ever before, so important that our listeners are provided all the information provided by Government Authorities and relayed throughout the local Community.