

Volunteer Meeting

Thurs 25 May 2017

5.30 pm

Howling Owl Cinema Place Adelaide

Present

Iain Evans (Chair)
Andrea Michaels
(Vice-Chair)
Nicola Frazer (Treasurer)
Rob Popplestone
Chris Leese
Luke Penman
Christine Brown
John Burke
Tess Coleman
KG Cunningham
Bruce Guerin
Sally Jordan-Peck
Lucy Kingston
Des Lawrence
Bill Lawson
Sarah Martin
Ann Mather
Helen Meyer
Barry Mitchell
John Murch
Sue Reece
PJ Rose
Jo Russell-Clarke
Ewart Shaw
Michelle Smith
Phil Smyth
Steve Sokvari
Peter Trevaskis
Sam Tugwell
Clayton Werner

Welcome

Chairman Iain Evans welcomed all in attendance and thanked them for coming

Chairman's Report

Iain Evans provided an update on a number of issues which have affected governance of the station in recent months.

Legal dispute with the ABC

The dispute with the ABC over use of the name Radio Adelaide was settled out of court after it was determined that the financial risk to the station if it lost the case was too big to warrant proceeding.

Community consultation strategy

One of the conditions imposed by the Australian Communications and Media Authority (ACMA) in transferring Radio Adelaide's broadcasting licence to Educational Broadcasters Adelaide Inc was that EBA Inc invite the five universities within its licence area to become financial members of the station community. Invitations have been made to the University of Adelaide, UniSA, Carnegie Mellon University, Torrens University and Flinders University.

All but Carnegie Mellon have so far declined.

Financial challenges

Financial sustainability remains the biggest challenge facing Radio Adelaide. The funding provided by the University of Adelaide is on a declining scale, requiring significant increases to income generation – around \$600k p.a. by 2019 – to transition from dependence on university funding and resources.

Part of the strategy for increasing income in the short-term will continue to be using high-profile identities in daytime programming to raise the profile of the station and improve sponsorship opportunities.



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Revised strategic plan

Iain presented a revised strategic plan (Appendix 1), developed by the board and management to better articulate to listeners, supporters and sponsors the purpose and objectives of the station.

The aim of the new plan is to concisely and effectively communicate what Radio Adelaide is and why it exists through a revised mission statement, objectives and values.

General Manager's Report

General manager Rob Popplestone presented the areas of growth to be targeted by station management.

Sponsorship

Rob and salespeople Michelle Rice-Murphy, Phil Hodgson and Rocky Butterworth continue to seek sponsorship opportunities and are developing strategies based on the feedback received.

Supporters

Staff have developed a series of supporter packages (formerly subscriptions) designed to provide value relevant to listeners, businesses and music venues in return for their financial support.

Individual

Listeners can now support Radio Adelaide annually or monthly via the online store, or annually if paid over the phone or at reception. Supporter rates will remain at \$75 standard or \$40 concession.

Individual supporters will enjoy a number of benefits, including

- invitations to station events
- a Radio Adelaide key ring
- discounts provided by supporting businesses
- prizes during an annual radiothon
- sign-up to a fortnightly email newsletter, and
- discounted Radio Adelaide merchandise.



Minutes

Business

A business supporter package will be offered to local businesses as an introductory package aimed at building relationships and developing opportunities for sponsorship.

The annual package will cost \$495, or \$395 for non-profit organisations, and include

- the supporter's logo in a supporter directory on the Radio Adelaide website
- production of on 30-second advertisement and a 20-spot (one week) package
- discounted sponsorship rates
- opportunities to offer discounts to individual supporters
- on-air or online calls to listeners to support business supporters, and
- invitations to station events and networking opportunities.

Venue

A venue supporter package will be offered to local music venues to gain their support for the station's commitment to local live music. The package will cost \$495 annually or \$49 per month and include

- a weekly 30-second gig guide aired run-of-station (but particularly on *Local Noise*)
- a weekly gig guide shared on Radio Adelaide social media channels
- opportunities for on-air ticket giveaways (this will be restricted to Venue Supporters going forward)
- the supporter's logo in a supporter directory on the Radio Adelaide website
- discounted sponsorship rates, and
- OB opportunities for annual supporters where appropriate.

Training

Staff are continuing to work on an expanded training model that will equip volunteers with the skills necessary to broadcast on Radio Adelaide and meet the station's objectives.

The station's training offering will also be extended beyond the volunteer community to individuals and organisations seeking media training.

Radiothon

Staff are currently planning a radiothon for the second half of July. Pre-promotion will start at the beginning of July, followed by an intensive on-air and online campaign in the second half of July, calling on listeners to become a supporter or make a donation.



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At the conclusion of the radiothon, all supporters and donors will be invited to a party to celebrate Radio Adelaide's 45th birthday.

Meeting closed 6:50 pm.



Appendix 1: Strategic Plan

Mission Statement

We celebrate South Australia.

A simpler, easier, more accurate description of who and what Radio Adelaide represents and why.

Objectives

Be South Australian focused

Showcasing the rich and real array of music, events, festivals, sport, innovation, food and wine that SA is renowned for.

Story breakers and story tellers

Build a reputation for informing the South Australian public first, of events and announcements that will affect them, and delve into those stories deeper than others.

Challenge and entertain

Have our listeners front of mind when choosing guests on programs, issues to be discussed, music selected and events supported. Confront issues that need to be confronted, always doing so with integrity. Ensure at all times that Radio Adelaide is interesting, honest and entertaining in its offering. Challenge ourselves in the pursuit of excellence.

Training and mentoring

Promote the pathway that Radio Adelaide provides for access to the wider media landscape.

Respect

Without it, we have nothing. End of story.



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Values

Respect

Show it and demand it both internally and externally, to our listeners and even our competitors, by performing with integrity, honesty and transparency.

Courage

Show initiative, creativity and perseverance to the improvement of ourselves, those around us and to the station overall.

Collaborate

Work closely with those within the station and the industry, seek feedback from our listeners, station contributors and stakeholders with a view to continued improvement.

Commitment to excellence

Strive to be better tomorrow than what we were today, strive to assist those around us to be better tomorrow than what they were today.

Champion

Be the champion of worthy causes, diverse voices of the community and all things South Australian.

Areas of Growth

Sponsorship

The strategy in the short term is based on securing South Australian Identities, with whom businesses can identify with, fast-tracking our ability to secure sponsorship income, whilst at the same time improving the quality of our existing programs and also attracting programs that are also likely to attract financial support.

Supporters

Build a broader base of support from individuals and businesses that believe in our passion and want to support our commitment to South Australia.



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Training

Broaden our appeal so that Radio Adelaide's training is beneficial to the operations of our organisation, but also provides the foundation for advancement in the media industry, be it community, the ABC or commercial.

The Future

We are recognised as the station that represents all things South Australian.

Radio Adelaide has successfully transitioned through the most challenging period in its 45-year history.

With a passionate team, we are strong, focused and are a contemporary, progressive, relevant and viable media organisation.

