

# HERITAGE FM INCORPORATED

## CHAIRMAN'S REPORT

(For the year 1 July 2015 – 30 June 2016 )

### OPENING

- Welcome to all attendees.
- This AGM is a little overdue but the nature of some of the business to be dealt with is such that we needed to ensure proper notice was given in accordance with the current Constitution.
- I thank all for attending and recognise that there is still a strong interest in the radio station (Heritage FM) that is run by the incorporated association.

### STATE OF THE STATION ADDRESS

#### COMMITTEE OF MANAGEMENT (COM) & SUB –COMMITTEES

- It may seem self-serving to say but I can sincerely say that this year (2015-2016) your Committee of Management has worked very hard to build and improve this 'business'
- It is trite to say that the year has been challenging – I seem to say this every year – but the last financial year was particularly so. This was due to a combination of factors, including:
  - The goals we set ourselves
  - The overall lack of human resources to achieve what we set out to do
  - The fact that all CoM members hold other employment or run their own businesses.
- Nevertheless, your CoM has achieved a lot and continues to strive to do so.
- During the year Neil Haring resigned from the CoM. It was a huge loss but to some extent the CoM had allowed Neil to take on too much (as Treasurer, Scheduler, and as a very active member of the Business Committee) and a very valuable lesson was learnt the hard way.
- Guy Bowra has stepped in as Treasurer on secondment and has been able to bring a greater discipline to the finances of the association. This has been facilitated by his being dedicated to the one role only, that of Treasurer. Guy had previously facilitated the Strategic/Business Plan.
- The lesson for the CoM has been that allowing individuals to take on too many roles is not productive in the long run.
- But the REAL ISSUE is that there are too 'few hands on deck' at present.
- Your CoM is working on a number of projects as well as maintaining the day-to-day running of the station.

- Of the 2 sub- committees, the:

**(i) Business Committee**

- Under the chairmanship of Lisa Griffiths, continues to undertake fundraising events for the station. It has raised nearly \$7000.00 in the financial year from a combination of sausage sizzles and quiz nights.
- The members of this committee are also involved in obtaining sponsorships and helping with outside broadcasts.
- At present the bulk of the members are involved in the reconstituted Scheduling Committee.
- Note that there is a sausage sizzle at Bunnings Armadale on Sunday 5 March and one at Bunnings Kenwick on Mothers Day.
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**(ii) Programming, Scheduling & Technical Committee**

- The Deputy Chairman, Ryan Honschooten undertook the significant workload of this committee over the financial year.
- We have recently reformed the committee due to issues that arose in Scheduling and with the massive impact of the computer project.
- Lisa Griffiths is now chairing this sub-committee and the task of scheduling is now being shared among a roster of volunteers. A number of scheduling related issues are being attended to and resolved in a systematic manner.
- Ryan's efforts in bringing new programmes to the station and facilitating the Live at the Creeks event merits special mention.
- The new sub-committee is now able to attend to matters which were part of a big 'to-do' list that Ryan had.

- I conclude this point by saying a huge thanks to all who have served on the Committee of Management and the sub-committees. The workload has been relentless and has generally been approached in a co-operative manner. It involves significant personal sacrifice for those who volunteer for any committee.
- All positions for the CoM are now vacant and I would urge all present to consider taking on a role.

## **LICENCE, TRANSMITTER, TRANSMITTER SITE**

- Heritage FM's broadcast licence expires in February 2018. It has been 5 years since it was last renewed in 2013. Susan Iwanyk put a huge amount of work into that application and that merits recognition.
- The application to renew has to be completed and lodged by February/March 2017 (yes, soon!) as ACMA requires 12 months to assess any renewal application. To this end much work is required to complete the application. That work needs to commence forthwith if the membership wishes for Heritage FM to continue as a community broadcaster.
- Nevertheless, in order to re-apply for our licence we need more than a handful of people to be involved in the running of the station. This really is decision time. Do we continue or do we say THANKS...and hand the licence back. I say every year that we need more help and this really has become crunch time.
- Our SOUND QUALITY is good and a systematic approach to equipment replacement and repairs has kept us on air. At present we have a small issue with breaks in transmission but it is being attended to.
- We rarely have significant time off air and many of the initiatives of the Scheduling Committee have assisted to reduce problems in this area. John Bouwman and John Morcombe have done a huge job on the technical side of things.
- The TRANSMITTER SITE is working well but we have the problem now that an internet provider (Red Dirt Communications) has attached themselves to our tower. I will foreshadow that this may involve getting legal advice and the sensitive position that we have with respect to the SITE may need to be revisited.

## **SERVICE AGREEMENTS (CITY OF GOSNELLS / CITY OF ARMADALE)**

- Again the service agreements that we have with both the City of Gosnells and the City of Armadale continue to operate and have fostered a strong relationship between both local governments and Heritage FM.
- We do many community announcements for both councils, interviews with their officers and coverage of specific events (eg ANZAC Day, Australia Day – Armadale, White Ribbon Day – Armadale, Multi – Cultural Food Fair – Gosnells).
- Such relationships are essential to HFM retaining its relevance in the community and to satisfy our licence conditions.
- We are becoming increasingly involved in activities related to the Shire of Serpentine-Jarrahdale.

- We need to investigate further entering into service agreements with the Shire of Serpentine-Jarrahdale and the City of Canning.

## **MEMBERSHIPS / VOLUNTEERS**

- Our membership base has remained relatively stable over the course of the current year and with ordinary/concession members is currently around the 80 mark.
- The number of corporate members has increased which is encouraging.
- Thank you to Keith Morgan and Anne Heuvink who have laboured to keep this list up to date.
- One of the priorities of the incoming Committee of Management needs to be a focus on settling the PROCEDURES around MEMBERSHIPS/VOLUNTEERS.
- VOLUNTEER MANAGEMENT also remains an area that needs more structure and direction.

## **SPONSORSHIPS**

- We have some very loyal long term sponsors who need acknowledging
  - Lewis Blyth & Hooper
  - Grand Cinemas
  - Your Life Clinic
  - Kelvale Medical Practice
- We also have a number of shorter term sponsors as well as CONTRAS
  - Alan Beatty Butchers
  - Irvin Bull Bars
  - Examiner Newspapers (recently renewed)
  - AW Bookkeeping
  - Mission Impossible Cleaners
- During the year we also picked up a significant sponsor with BULK SPORTS MEDIA who broadcast WAFL games in winter. This association may continue in 2017.
- Getting more sponsors continues to be a priority and brings much needed revenue to the station. We are all advertisements for the station so if you see an opportunity “sell the benefits of Heritage FM”.
- We have very competitive rates, a goods sound and an expanding listener base. Nevertheless, the economic conditions of the past 18-24 months have made it very difficult to attract new sponsors.
- Please support all of our sponsors when and where you can. They have taken a chance with us. The loyalty works both ways.

## **PROGRAMMING**

- To all those who present programmes a sincere thank you for your efforts.
- We have had some programmes finish up and some new ones start. This is no doubt part of the evolution of a community radio station.
- We have done a number of outside broadcasts in the past few months and there are more on the horizon;
  - Australia Day –City of Armadale
  - ANZAC Day – Cities of Gosnells and Armadale and Shire of S-J
  - Canning Show
  - SJ Fair
  - Kelmscott Show
- We need volunteers for this year’s Australia Day ob at Armadale and ANZAC Day, which are fast approaching and also for Harmony Day.
- I have referred previously to some ETHNIC/RELIGIOUS divisiveness in world affairs and the need for community radio stations to recognise the need for DIVERSITY and MULTI-CULTURAL opportunities in their programming schedules.
- As I have said previously it would be good to see;
  - A Bollywood show
  - A Movie show (to pick up from Take 2)
  - A world music show
- I know that we are the station that plays the music “THE OTHER STATIONS REFUSE TO PLAY” and I have gone on about getting rid of the ‘Pina Colada” song but I quite like it now ( a case of Stockholm Syndrome?) so please leave it on the playlist.
- Thank you to Neil Haring and Kym Murray who carried the load of scheduling in 2015-2016. The computer upgrade threw up some issues which made their already difficult task a little more so.
- Nevertheless, every cloud has a silver lining and the recently reformed Scheduling Committee has been able to facilitate significant improvements to our on-air presentation and the sharing of workload. The system of having a roster of schedulers is helping immensely.
- Given the significant changes to the Scheduling and infrastructure of the station the need to implement regular ANNOUNCERS MEETINGS has become more apparent and necessary.

## **INFRASTRUCTURE**

- The repair of existing equipment and its progressive replacement is an ongoing project.
- We continue to apply for grants to replace ageing/obsolete equipment and to acquire new equipment (eg for outside broadcasts).

- At the last AGM I reported on the COMPUTER UPGRADE. This has been a significant project which has taken much longer than expected to complete. Many collateral issues have been thrown up along the way (relating to hardware, computer software and station practices) which has required a lot of additional work.
- John Bouwman and our supplier (Rob from Elan) have done a huge amount of work which has even extended as far as recabling the station.
- The CoM was caught out by the scope of this project and it has evolved as a multi-headed hydra over the course of the year. It has resulted in some frustrations but I can say that this project is now almost at an end. There are still matters to deal with but the bulk of the work has been done.
- Thank you to John Bouwman for the many, many hours he has put into this project.

## **FINANCIALS**

- The financials will be presented by our current Treasurer, Guy Bowra. Guy is on secondment to the CoM and has done an outstanding job in improving our governance in this area.
- This is no criticism of Neil, his predecessor, who was expected to take on too much. The current position reflects that the Association needs a Treasurer who is devoted solely to that role.
- Given the requirements of the new incorporated associations legislation, the more stringent requirements for obtaining grants and the requirements for holding a broadcast licence generally it is essential that we continue to maintain this financial discipline.
- Guy has AUDITED accounts to present. Whilst we are never exactly rolling in money it is important to note that we are solvent as at this AGM.
- At the conclusion I will move to adopt both;
  1. the Financial Report, and
  2. the Audit Report.

## **STRATEGIC/ BUSINESS PLAN**

- this was finalised in the mid-part of the 2014-2015 year.
- It is an important BLUEPRINT for the management of this incorporated association and what needs to be done for the station to build on its current foundations and prosper.
- I believe that you can now view both on our webpage.

## **TRAINING**

- We continue to invest in training and have recently secured grants from the CMTO to
  1. run another Certificate III course in early 2017 (Cynthia)
  2. to run some Pathways courses to be presented by Ian Hill (an ABC employee) in Advanced Presentation and Audio Production.
- We need to continue to provide dedicated, targeted and comprehensive training.
- With all the technological/infrastructure changes in the past 12 months it is again essential that we provide training updates to announcers and station volunteers.
- This area needs renewed focus in 2017.

## **PATRON**

- Dave Faulkner of the Hoodoo Gurus continues to be the station patron. Hopefully we will be able to have some more involvement from him in 2017.

## **WEBPAGE**

- We now have a new WEBPAGE which was commissioned in the first half of 2016.
- Thanks to Jay Antunovich who built this product in exchange for a combination of payment and contra.
- As with all webpages it requires continuous servicing/updating. Jay has willingly undertaken these tasks for a very small remuneration indeed.
- The webpage allows us, among other things, to promote events and is also another avenue to raise awareness of our sponsors and corporate members.
- No doubt more could be done but it is a good product and adds a much needed tool to our community presence.

## **CONCLUSION/ THE FUTURE**

- I have said a number of times that Heritage FM is a great community asset and as its members we all the custodians of that asset. These words remain true.
- The radio station has a great sound, a broad range of programmes and is a voice for its community. We engage in many community events and overall with the community on many levels.
- I could say more but really what you have had is a snapshot of what the business has been doing over the past 12 months.

- The past 5 years have been a solid period of consolidation and rebuilding. Now with a pending licence renewal and entirely new grants structure we need to build the business to the next level. It is well placed to go to the next level.
- This is a business and we are running it as volunteers. In order for it to survive and thrive we need MORE hands-on assistance.
  
- As I have said in the past we have;
  - An increasing number of external relationships
  - An expanding listener base
  - An expanding presence in the community
  - A relevance to the community
- It is now time to engage TEAMWORK to keep the show going.
- Best wishes for the current year of 2017, to you and your families. THANK YOU FOR YOUR SUPPORT.

**Ivan Miles**

**Chairman**

**Committee of Management**

**16 January 2017**