

On behalf of Management Committee, thank you for joining us this evening. ***The past 12 months have seen us experience much sadness, face big challenges and discover many opportunities.***

We all remember the cheerful and forthright Margaret Rose Campbell. I used to follow Margaret's show and some days I still expect to see her when I go into the studio for a changeover.

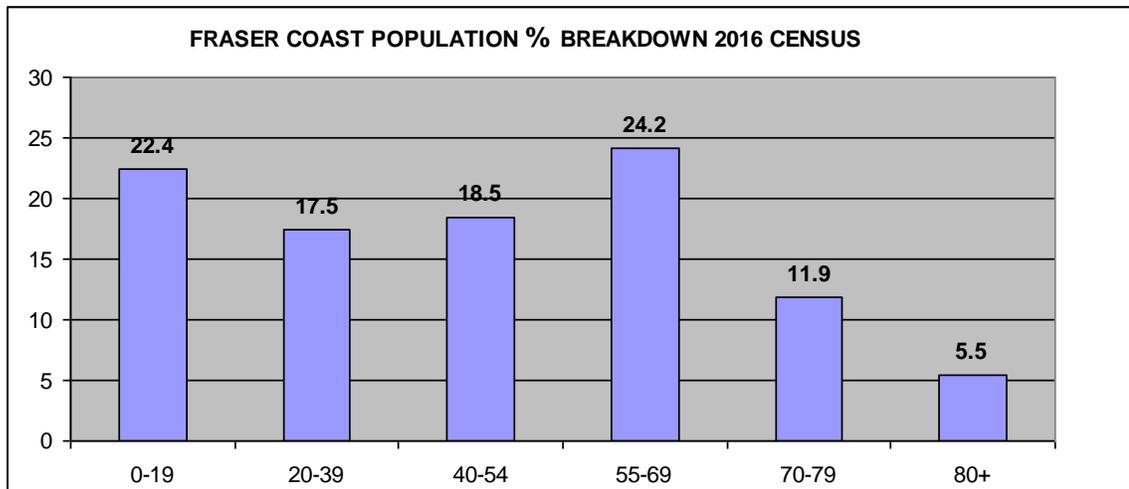
A little like the Bee Gees, Dave Murray and Monica Guth our rock 'n roll juke box king and queen duo, is now down to a one man act and that guest mike now looks very lonely on Saturday afternoons. Still, I reckon Monica might have organised a heavenly rock show of her own by now.

Then Margaret Reakes passed away. I never had the pleasure of meeting her but at the funeral I got a sense that she lived a full and interesting life and that's all anyone can aim for.

Both Margarets and Monica were part of our local community, just like the rest of us and the over 100,000 people who live on the Fraser Coast. ***We exist solely to serve this community, all of this community, to the best of our ability.***

This means recognising the community's diversity, changing ourselves as the community itself changes and integrating ourselves in that community as much as possible. It also means that to assure our ability to continue to serve, we must grow our revenue, improve our skills and abilities, employ modern, reliable equipment and offer programming that reflects our evolving community's needs.

I often hear talk around the station about "we should look after this age group or that part of the community". Well, what does our community look like age wise?



Is this what you thought our population age profile looked like?

As you can see from the graph the population between the ages of 20 and 69 represents 60.2% of the total. It is also the group that earns the most money (equals ability to pay) and which runs most of our local businesses (ability to sponsor).

People whom we might call elderly or perhaps “more senior” at 80+ only represent about 5.5% of the population.

And by the way, the median age is 48 years and 48 year olds grew up with The Romantics, The Pretenders, Vangelis, The Cure, Bryan Adams, etc.

Who did you grow up with?

I GREW UP WITH.....

If I am 80 years old, then I was aged 15 in 1953 and grew up with Dean Martin, Perry Como, Hank Williams, Patty Page.....

If I am 70 years old, then I was aged 15 in 1963 and grew up with The Kinks, Bob Marley, Manfred Mann and then The Beatles, The Stones, Bob Dylan.....

If I am 60 years old, then I was aged 15 in 1973 and grew up with The Beach Boys, Deep Purple, Bee Gees, Elton John, David Bowie.....

What does this mean you say. Well, if we ignore the 0-19 age group for the moment:

- Then the other 77.6% are our potential listening audience or around 75-80,000 people.
- We also have around 4.2% of the population who identify as ATSI.
- Mandarin, Tagalog, German, Italian & Dutch are the main non English languages spoken at home.

We also have a population that is highly mobile, is largely technology literate and becoming even more so. Research released by ACMA (Digital Lives of Older Australians) shows that by July 2015, 73% of people aged 75-79 used the Internet via desktops, laptops, tablets and mobiles and for people 80 and older this was 58%.

Pretty amazing!

The key challenge for Fraser Coast FM from all of these social developments is to remain relevant within our community. All of our community. Management Committee sees “relevant” as meaning that local people know of us, like what we do and how we do it and want us to be part of their changing world.

This is why Management Committee has embraced an ongoing program of modernisation of our equipment and our web site, what we broadcast and how we broadcast, our financial arrangements and how we interact within the community, among other things.

Over the past 12 months:

- Our programming has been streamlined and adjusted so as to attract a greater percentage of the population and a larger number of sponsors.
- Our web site has been totally rewritten so that it can accommodate eCommerce, blogs, podcasts and multiple streams, among other things.
- Our state-of-the-art outside broadcast equipment is being showcased and used at every opportunity to engage with business and community groups.
- We developed a funded plan to completely renew the studio by the end of January 2019 with modern digital equipment, an announcer & guest friendly layout & a safe work space.
- We have progressed work on our licence renewal application.
- We built relationships with local and other businesses that can provide expert assistance and advice on broadcasting technology and its application.
- We struck a relationship with TAFE East Coast and their efforts to integrate non English speaking migrants into our communities.
- We appointed a member of Management Committee as our Human Resources Manager to look after our volunteers.
- We held the first of what will be annual “volunteer thank you” events to give a little back to those who work so hard.
- We held our 25th Birthday RadioFest that saw us hold the biggest public event the Station has staged in many years.

Going forward, there are opportunities that we need to grasp. Some of these include:

- Committing to more active sponsorship approaches and fund raising efforts to give us a solid, ongoing, financial base.
- Researching and acting on options to increase our accommodation footprint so that our volunteers have a safe and comfortable work place.
- Testing new and different ways of attracting members and rewarding membership so that our membership continues to grow.
- Increasing our visibility in and contribution to the community so that we become a name on everyone’s lips.
- Finding ways of attracting more skilled volunteers and keeping our current volunteers so that we can keep achieving results that matter.
- Continuing to look for and find new and better ways to deliver our content to the community.
- Ensuring our volunteers have the best tools we can afford to help them do their job well.

On behalf of those of us who were on Management Committee at various times during the year, Trevor Franklin, Desley Dixon, Carol Sendall, Peter Carey, Ross McLean, BettJoy Alley, Andrew Wallace, Lin Nemeth, Anne Hopwell, David Mills and myself, ***thank you*** for the opportunity to serve.

Cesare Callioni
President
30 August 2018

ATTACHMENT 1

CORE VALUES	Open and respectful dialogue.
VISION	We are widely recognised as an indispensable part of the community.
MISSION	We are a trusted source of information and music serving our local community.
Management Committee (Current & previous members for 2017/2018)	Cesare Callioni (President), Trevor Franklin (Vice-President), Carol Sendall (Treasurer), Desley Dixon (Secretary), Ross McLean (Programming), BettJoy Alley, David Mills, Ann Hopwell, Andrew Wallace, Lin Nemeth
Technical Advice (IT & Broadcasting)	Cesare Callioni, Detlef Wenzel, Andrew Wallace, Ross McLean, Rob Keith, Pat Edwards
Programming Committee	Ross McLean (Chair), Libby Stanford, Ron Street, Rob Keith, Graham Ellis, Detlef Wenzel, Rob Newman, Lorraine Wallace
Fundraising Advice	Ann Hopwell, Beate Ryan, Janet Newman, Ann Grant, Laurie McLean, Peter Greer
Outside Broadcasts	Ann Hopwell, Trevor Franklin, Rob Keith, Andrew Wallace
Community Engagement	Cesare Callioni, Jeff Mitchell, BettJoy Alley
Training	Ross McLean, Andrew Wallace, Peter Carey, Laurie McLean
Sausage Sizzle Co-ordinator	John McNutt
Website Design & Management	Ross McLean, Laurie McLean
Social Media	Laurie McLean, Desley Dixon
Newsletters	Laurie McLean, Desley Dixon
Music Library	John McNutt, Alan McDonald
Community Announcements	Chrissy Hirst, Rob Newman More than 300 prepared and read out on air
Interviews	Libby Stanford More than 250 community & music interviews
Run Sheets	Andrew Brazier, Laurie McLean, Desley Dixon
Sponsorship	Trevor Franklin, Maggie MacLean
Production	Trevor Franklin, Rob Keith, Rob Newman
Media / Promotions	Ann Hopwell
Policy/Procedures	Desley Dixon
Ordinary Membership	Desley Dixon + Office Assistants
Associate Membership	Desley Dixon, Yvonne Evans
Blue Card	Irene Payne
Office Management	Desley Dixon, Irene Payne, Janet Newman, Rosina Graham,
Fill In Co-ordinator	Lindsay Morris
Patrons	Ted Sorensen, George Seymour

STATISTICS for 2017/2018

Ordinary Members	107
Associate Members	92
Presenters	32
Volunteers (Off Air Assistants)	11
Outside Broadcasts	9