



## ANNUAL REPORT

2015



*Connecting Community*

## **Contents**

1. President's Report
2. HCR Office Bearers 2014-2015
3. Sales and Marketing Report
4. Secretary's Report
5. Treasurer's Report
6. Financials
7. Our Supporters

## 1. Presidents Report – Patricia Harrison

Hepburn Community Radio was born when a small group of people met in the *Red Star* on 14 February, 2014.

Right from the start, our intention was to build an organisation with integrity that met the needs of our Shire community and created social capital to strengthen connections between community members. Our goal was to meet the Australian Communications and Media Authority's licensing requirements as quickly as possible.

Our first actions were to seek incorporation and to develop a market survey. The survey tested community support for the idea of the radio and investigated the kind of radio station that would best meet community needs. The survey indicated strong community support and confirmed our belief that local news, local entertainment and local activities should be the station's focus.

We made a series of presentations to key community organisations and agencies and received their support for our work.

We also made contact with community radio organisations and nearby stations to develop an understanding of the practicalities of obtaining a licence. It became clear to us that the best way to demonstrate the viability of the station was to begin internet broadcasting as soon as possible so that we had a product to attract membership and sponsors.

With this focus and armed with evidence of community support, we began to apply for funding grants for equipment, in which we have been very successful. Daylesford Community Bank (\$500), Hepburn Shire Council (1,650), Central Victorian Group Training (\$1,000), the Daylesford Community Op Shop (\$1,000) and Hepburn Wind (\$1,000) have each made generous grants to HCR.

We have entered into a Memorandum of Understanding with the Daylesford Neighbourhood Centre which provides us with accommodation and support in kind.

I believe we have achieved an enormous amount for a small steering committee, whose membership has been subject to the usual volunteer group vagaries of ill-health, relocation and changing circumstances.

Last week during the *Words in Winter* festival we hosted the Great Debate, the first of what we hope will be many community activities. We recorded the debate and will broadcast it in September.

Which brings us to our next step. Next week we will begin training presenters and setting up the equipment we need to begin broadcasting. We are appealing to existing and would-be members of the station to come forward and participate in the direction and the day-to-day operations of broadcasting. There are roles in governance, programming, research, administration and IT and technical support, less glamorous perhaps than presenting, but vital to the development of the station.

We are very grateful to all our supporters – they have given us confidence and encouragement in our project. We will depend on the support of the whole community: individuals, businesses, organisations and institutions, to become a licensed broadcaster. We believe we will win that support by providing community focussed programs, actively engaging with the interests and concerns of the whole Shire and involving the broadest range of people in our operations. We invite everyone to join us on the journey.

## **2. Hepburn Community Radio Office Bearers 2014-2015**

**President:** Patricia Harrison 2014-2015

**Vice President:** Ross Redwin, 2014. Position currently vacant

**Secretary:** Ian Bailey 2014-2015

**Treasurers:** Len Keynes, Imogen Bailey (2014), Trevor Shard 2015

## **3. Sales & Marketing - Sharon Nicholson**

The focus for this last year has been in building awareness and gathering support in the community which included applying for grants to enable the station to become a reality. I would like to take this opportunity to thank Dan Anderson who put a lot of work in at ground level in setting up the website and social media accounts. He also developed the training manuals for the Presenter Training and drafted the governance policies which will be going through the New Management Committee for approval in the next few months.

The website has been live since December 2014 and attracted 15 unique visitors which by the end of July 2015 has built to 900 unique visitors. With the start of broadcasting the website will be redesigned and more content will be added to the site. The website will be where visitors are driven to listen to the station via various social media platforms. Online listening will also be available through apps such as TuneIn Radio.

Facebook has been the main Social Media channel used in the run up to the launch of the station. Since its inception in October 2014 our Facebook page has grown to attract over 300 Likes and as the station gains momentum and content added on a more consistent basis and by encouraging contributions from the community this figure will grow over the next few months. 65% of our current Facebook fans are female with 40% of them being in the age range of 35-54.

Twitter has not been utilized this year but a following will be developed over the next 12 months as the programmes go live. It is envisaged that eventually each programme will have a social media platform to communicate with their audience.

The stations new presenters are currently about to embark on training with the first session commencing on 15<sup>th</sup> August. The second session will be in late September when the presenters are introduced to the studio equipment and software. The station will initially be streaming over the internet with the intent to apply for a temporary broadcasting license in the next 18 months. Presenters are recruited from the community and all content will be community focused for the Hepburn Shire.

It is hoped that the first 12 broadcasters will be going live over the internet and a second cohort will be trained by the end of the year.

Hepburn Community Radio is about community involvement and therefore there will be a great emphasis on talking about local issues and getting out and about in the local community at local events such as Words in Winter and The Daylesford Community Fair.

Going forward in 2015 / 16 as we prepare to go live a sponsorship plan has been developed and will be vigorously implemented over the coming months to secure the stations first sponsors. This will be a unique opportunity for local companies to reach a number of potential customers at a reasonable price whilst supporting a community organization.

#### **4. Secretary's Report-Ian Bailey**

As founding Secretary of HCR I am proud to bring you the following update on the station's activities.

In early 2014 a small group of us met, under the guidance of Pat Harrison, where her concept of establishing a community radio station for the Hepburn Shire was given life. We realised at the time that we would have a long journey to establish HCR as a community broadcaster and 18 months into our odyssey we are about to start broadcasting via the internet. We believe this is an essential step in preparing our station to apply for a Temporary Community Broadcasting Licence.

Shortly after our initial meeting we incorporated HCR and currently operate under the "model rules". To assess if there may be a demand for a community radio station we conducted surveys across the shire, e.g. at Daylesford, Creswick, Glenlyon and Trentham markets, Vincent Street and Coles. Over 220 Surveys were completed by a wide-cross section of people, both locals and visitors to the area, as well as by local businesses. Over 95% of respondents indicated either "certainly" or "probably" that a community radio station would be good for the shire, with over 90% of respondents indicating either "certainly" or "probably" that they would listen to the station.

Therefore buoyed by the overwhelming response we approached businesses and organisations around the Shire for letters of support. To date we have received letters of support from Clunes, Trentham and Daylesford Neighbourhood Houses, Daylesford Day Spa, All Purpose Mortgages, Glenlyon Progress Association, The Rotary Club of Daylesford, Hepburn Health Service and Wombat

Forest Care. Local Mps Mary-Ann Thomas and Geoff Howard and Federal MP Catherine King have also indicated they will provide us with letters of support.

A critical step in applying for a Temporary Community Broadcasting Licence is to have a substantial membership base. As such we asked our database of contacts if they would consider being foundation members of the station. Again we were delighted with the response and at 30/06/2015 we had 45 members (18 business and 27 individual). We thank the following for their faith in joining us as foundation members and as a token of our appreciation; fees paid will cover their station membership to 30/06/2016.

### **Business Members**

Uncommon Sense Consulting  
Sunrise Coaching  
Gorgeous Gardens  
DDCB (Bendigo Bank)  
Rotary Club of Daylesford  
The Local  
Creswick Aquatic Centre  
Daylesford Community Op-Shop  
Wombat Forest Care  
Thurling Guitars  
The Good Food Store  
Daylesford Family Videoland  
Daylesford Charcoal Chicken  
Daylesford Seafood Bar  
Daylesford Hotel  
Extending the Finishing Line  
Lakefront Daylesford  
Daylesford Neighbourhood Centre

### **Individual Members**

Pat Harrison  
Ian Bailey  
Sharon Nicholson  
Max Primmer  
Trevor Shard  
Dan Anderson  
Kim Murata  
Richard McKay  
Mike Brown

Fran Gray  
Nel Staite  
Dee Briscoombe  
Gillian Trebilcock  
Possum Sullivan  
Joy Durston  
Belinda Bailey  
Fae Wilson  
Georgina Nunn  
Anthony Petrucci  
Chris McClean  
Maureen Andrew  
Vincent Billian  
Robyn Lawrence  
Theodorus Thannhauser  
Mark Dickenson  
Shelley Rowe  
David Ferguson

In recognition of their outstanding levels of support, both financial and in kind we confer Life Membership to:

**Daylesford Neighbourhood Centre** (and particularly thank Denise Hanaphy-Shearer and Robyn Lawrence for the advice provided/faith shown and of course for the provision of space to house our studio and to conduct broadcast training)

**Daylesford Community Op-Shop**, (and particularly thank the manager Michelle and volunteers who agreed to sell donated goods to provide us with a grant of \$1000, again showing a great deal of faith in an embryonic project).

Prior to applying for a Temporary Community Broadcasting Licence we would like to have a minimum membership base of 150. If you would like to become a member of the station please visit our website, [www.hepburnradio.net.au](http://www.hepburnradio.net.au), complete the membership form and payment. Membership fees from July 2015 to June 2016 have been set at:

Individual Membership \$10

Business/Corporate Membership \$50

I would like to thank my colleagues, both past and present for their contribution and energy devoted to the development of the station thus far and look forward to an exciting year ahead.

## **5. Treasurers Report-Trevor Shard**

2014/15 was Hepburn Community Radio's first year of operation.

A bank account was opened in November 2014.

Total receipts for the year were \$4,970, which included grants income of \$4,150, donations of \$250 and membership fees of \$570.

There were 45 members of the association as at 30 June 2015.

Payments were \$275, which was for membership of The Community Broadcasting Association of Australia. In-kind payments and other donations were \$272 and comprised mostly expenses relating to establishment of the association.

The operating surplus for the year and cash at bank at year end was \$4,695."



## 6. Financials

**HEPBURN COMMUNITY RADIO INC  
STATEMENT OF RECEIPTS AND PAYMENTS  
FOR THE PERIOD 1ST JULY, 2014 TO 30TH JUNE, 2015**

<b>RECEIPTS</b>		<b>PAYMENTS</b>	
Grants	4,150.00	CBAA Membership	275.00
Memberships	570.00		
Donations	250.00		
<b>TOTAL RECEIPTS</b>	<b>4,970.00</b>	<b>TOTAL PAYMENTS</b>	<b>275.00</b>
		Add Surplus	4,695.00
<b>TOTAL</b>	<b>4,970.00</b>	<b>TOTAL</b>	<b>4,970.00</b>

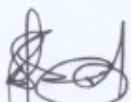
**Bank Reconciliation**

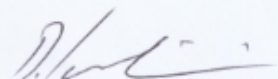
Opening Cash Book	NIL
Add Surplus	4,695.00
Closing Cash book balance 30/6/2015	<u>4,695.00</u>
Balance per Bank Statement 30/6/2015	<u>4,695.00</u>

**Other Off Book / In-Kind Donations**

Incorporation Costs	33.00
Printing	100.00
Survey Fees	10.00
Events	106.00
IT	13.00
Travel	10.00
	<u>272.00</u>

This statement has been prepared using bank statements, cheque butts, deposit slips, advice slips, cashbooks and other information as supplied by the Hepburn Community Radio Inc.  
The Statement provides an accurate assessment of transactions recorded as per the mentioned documents over the period 1st July, 2014 to 30th June, 2015.

  
\_\_\_\_\_  
T. Shard  
Treasurer  
06-Aug-15

  
\_\_\_\_\_  
DL Santurini  
Auditor  
06-Aug-15

## 7. Our Supporters

Hepburn Community Radio receives funding from the following organisations through grants and donations:-

