



3CR COMMUNITY RADIO ANNUAL REPORT 2019



3CR community radio provides a media space enabling progressive communities to voice ideas and build their power to create social change

When 3CR gained its licence in 1976 it was considered Australia's first community-owned and community-run grassroots radio station. Now in its forties, the station is well-known as a political and social justice broadcaster.

We prioritise the voices of women, First Nations people, workers, refugees, and the many issues and people misrepresented and under-represented in the mass media.

We are governed by our community of volunteers and listeners. Our peak decision making body, the Community Radio Federation (CRF), is made up of representatives of affiliate members, station workers and subscribers.

3CR holds a deeply informed and radical philosophy of what radio and community media can be. Shaped and guided by the volunteers and communities who pass through the station everyday, 3CR remains a vital organisation within the community media landscape.

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COMMITTEE OF MANAGEMENT

The Committee of Management (CoM) is made up of affiliate members as well as elected station and subscriber representatives. The role of the committee is to oversee the direction of 3CR, to ensure that funds and property are effectively managed, and that 3CR abides by its governing documents.

2019 Committee of Management

Chairperson: Pilar Aguilera

Vice-Chairperson: Helen Gwilliam

Vice-Chairperson: Joe Malignaggi

Treasurer: Perambalam Senthoooran

Secretary: Michele Vescio

Directors: Andy Britt, Aoife Cooke, Beth King, Emma Hart, Jacob Grech, James McKenzie, Joe Wally, Therese Virtue

Auditor: Simon Hourigan Partners

SUB COMMITTEES

Finance Sub Committee

Convener: Perambalam Senthoooran

Training Sub Committee

Convener: Leanne McLean

Program Sub Committee

Convener: Michaela Stubbs

Projects Sub Committee

Convener: Juliet Fox

STAFF TEAM

Station Manager: Rachel Kirby

Program Coordinator: Michaela Stubbs

Projects Coordinator: Juliet Fox

Current Affairs Coordinator: Gab Reade

Office and Finance Coordinator: Loretta O'Brien

Volunteer & Training Coordinator: Leanne McLean

CONTRACT STAFF

Technical Coordinator: Greg Segal – GWS
Audiovisual

Technical Assistant: Riah Williams

IT Coordinator: Luke Neeson

CHAIR REPORT

Pilar Aguilera

While I reflect on 2019, I see another year of committed, radical broadcasting. We as a radio station stand proud to be the radical voice of dissent and provide a media space that enables progressive communities to voice ideas and build their power to create social change. Our Committee of Management has a good sense of the history of 3CR and experience to face the challenges that face us.

In 2019 we worked on the renewal of our Australian Communications and Media Authority Licence. The process of preparing this renewal involves much work and I congratulate the work that staff and Committee of Management have done, especially the dedication and vision of our station manager Rachel Kirby.

We completed another successful Radiothon with an increased target this year of \$260,000. It was a fabulous effort from all our programmers, volunteers and the wider 3CR community to achieve this. We are not immune to the hard-economic times that we continue to traverse, and it makes every cent pledged valuable.

Looking forward, 3CR faces many challenges including financial, not just in the current climate but also in the months and years to come. We will continue to monitor sector wide developments including the ACMA. We have started to explore the possibility of building site opportunities and finding ways of being more financially independent and sustainable. We continue to work on the strategic plan for the station and focus our discussions on what we want to achieve in the next five years.

Our Radiothon slogan for 2019 was 'Power Radical Radio' and that is exactly what continue to do. In these challenging times, we stand in solidarity with our community.

I'd like to thank 3CR's extraordinary and committed staff and our dedicated Committee of Management and sub-committees for all their work managing the station in 2019. Thank you to all of you for your support and contribution throughout the year. I'd like to extend a special thank you to Helen Gwilliam, retiring Committee member, for her invaluable contribution to the Committee of Management over the last few years.

STATION MANAGER REPORT

Rachel Kirby

2019 proved to be another busy year with an incredible array of community driven content put to air and some significant changes with the closing of the San Juliano Trust and the station's sale of its shares in Public FM Transmissions.

There was an incredible lineup of special broadcasts and events beginning with our local and national coverage of Invasion Day, *Beyond the Bars* during NAIDOC week and in December, our International Day of People with a Disability broadcast brought 24 hours of 'Power from the Margins'.

Around the station we made improvements to our online listening platforms, switched from copper to digital phone lines, upgraded our routers and IT security, increased our subscriber base and pulled together as a community to 'Power Radical Radio' during our Radiothon fundraising drive.

PROGRAMMING

3CR holds a unique space in the media landscape defined by our purpose for programming and the Community Access license that we hold. In 2019 we continued to bring to air a rich diversity of programming, offering our listeners insight and expertise from the lived experience of our community members.

We broadcast 10 hours weekly of First Nations programming led, designed and presented by our First Nations broadcast team. Our community language program teams presented weekly programming in Arabic, Dinka, Tigrinya, Greek, Somali, Turkish, Spanish, Tamil, Armenian, Nepalese, Nuer, Harari and Amharic. Our unique specialist music programs, community access and affiliate member programs, produced content amplifying community activism from housing to disability, environment to workers rights and many more in-between.

BUILDING AND TRANSMITTER

Public FM Transmissions, PFMT

In September 2019, 3CR concluded the sale of its shares held in PFMT back to the remaining members. In the early 1980's 3CR joined with three FM community radio stations to buy shares in an FM transmitter site. At the time, this decision was made to ensure 3CR had options to own its broadcast pathway had AM to FM conversion licenses been issued by the ACMA. Thank you to Greg Segal, who held the role of 3CR director on the PFMT board over these many years.

San Juliano Trust

In late 2019 the property at 21 Smith Street, the site of the station and its broadcast studios, was formally transferred from the San Juliano Trust to the Community Radio Federation. This was the completion of many years of work by many people, tracking down the original share holders to buy back or transfer their units in the trust.

Again in the early 1980's, the Committee of Management and community of 3CR formed a trust to purchase the land and building at 21 Smith Street. Hundreds of community members, supporters and listeners bought units in the trust enabling the purchase of the site we still broadcast from today. Thank you to Holding Redlich for their many years of pro-bono legal assistance, the many staff and volunteers who participated in helping us to reach this outcome and especially, the many community members who purchased shares and donated them back to the Community Radio Federation for their generosity and belief in 3CR.

SECTOR FUNDING AND ENGAGEMENT

Community Broadcasting Association of Australia, CBAA conference

The CBAA conference held in Melbourne in late November was well attended by 3CR staff and programmers. 3CR presented a workshop, 'Taking it to the streets' sharing information on how 3CR manages outside broadcasts with other stations from across Australia. A range of programmers also presented on panels discussing interview techniques and tips on how to write successful grant applications.

Community Broadcasting Foundation

We had successful outcomes from the 2019 Community Broadcasting Foundation content grant and the development and operations grant. We have five national programs funded alongside our community language and Indigenous programs within the content grant and received transmission subsidy and operational support for our funded content in our Development and Operations grant. We also received funding to support the stations development of our strategic plan that will cover the period 2020-2025.

GOVERNANCE

ACMA broadcast license renewal

3CR remains the only Community Access licence holder in Australia and we submitted our licence renewal application to the ACMA in October 2019 for the period 2021-2025. The application required comprehensive reporting on the station's activities and spans broad themes based on the station's licence conditions. These include evidence based reporting on community engagement, programming, training and volunteers, governance and the policies of the station.

Strategic Plan 2020-2025

Staff, Committee of Management and technical contractors of the station began the work of developing the stations 2020-2025 strategic plan in November 2019. This will be the second formal strategic plan the organisation has created. A requirement of the ACMA and funding bodies, the strategic plan supports the purpose of 3CR and our licence conditions and sets priorities for an organisation with the resource constraints of 3CR. The 2020-2025 strategic plan will be completed in the first half of 2020 and available for members to view.

AFFILIATE UPDATE

Save Albert Park

The Save Albert Park affiliate group formally resigned from the Community Radio Federation in March 2019. Joining as a member organisation in 1996 they began programming with the show *Beyond the Barricades*. Thank you to the Save Albert Park team for their many years of programming and support of 3CR.

Tamil Refugee Council

In November 2019, the Community Radio Federation welcomed its newest affiliate member the Tamil Refugee Council. The Tamil Refugee Council will support for the *Tamil Manifest* program, taking over support of this program from the Eelam Tamil Association.

FINANCIAL SUMMARY

As our annual audited financial report reveals, we had a positive financial result in 2019, due in large part to the transfer of the 21 Smith Street property to the Community Radio Federation and the revaluation building.

After a number of years of small annual financial deficit, we have identified within our strategic plan opportunities to increase our income from funders, subscribers and sponsors in order to meet our operational costs.

Subscriptions

As at 31 December 2019 we had 887 subscribers, a total of 199 new subscribers and an increase of 59 on the previous year. With continued effort we hope to achieve our target of 1,000 subscriptions in 2020.

Radiothon

The 2019 Radiothon 'Power Radical Radio' saw our programmers and volunteers fundraising on-air, in workplaces, and hosting events, all contributing to the station reaching just short of our \$250,000 fundraising goal. We received 3,649 individual donations, making it the largest number of supporters in the past few years. Our online donations continued to increase through GiveNow and we received hundreds of phone calls and drop-ins to the station during the two-weeks of Radiothon.

A special thanks to the many programmers and volunteers for their fundraising efforts and the many listeners and supporters who donated to keep the station on-air.

Affiliate membership

In 2019 the Community Radio Federation consisted of 33 affiliated community organisations and unions. These members provide financial support through annual fees and covering the costs of their studio and on-air production costs.

Political and financial support from our union affiliates continues to play a crucial role in both the governance and financial health of our organisation. A special thank you to our current union affiliates the Australian Manufacturing Workers' Union, CEPU Electrical Division, CEPU Plumbing Division, CFMMEU Construction & General Division, Maritime Union of Australia, National Union of Workers and the Tenants Union of Victoria.

External funding

Funding from the Community Broadcasting Foundation supports some of our core programming allowing us the financial resources to deliver the diverse programming put to air. Additional external project funding supported the 2019 *Beyond the Bars* project, our special International Day of People with Disability broadcast, 'Power from the Margins' and the queer podcast series, *QR Code*. Thank you to our funders for your continued support of 3CR.

Bequests

In 2019, we received a generous legacy bequest from Miriam Schilling. Miriam was an active supporter of 3CR during her lifetime and her bequest will continue to support our work. For information on how you could arrange to leave a gift to 3CR in your will please contact our Station Manager.

2019 PROJECT FUNDING

Community Broadcasting Foundation

Development and Operations	\$71,327
Ethnic Programming	\$29,978
Indigenous Programming	\$60,460
<i>Beyond The Bars</i>	\$23,898
National Program Content Grant	\$89,600

Total **\$275,263**

Local Government

City of Yarra

<i>Beyond The Bars</i>	\$22,688
International Day of People with a Disability Project	\$22,688
Queer health Podcast Series	\$8,000

Total **\$53,376**

State Government

Victorian Department of Justice and Regulation Corrections Victoria and Koori Justice Unit

<i>Beyond The Bars</i>	\$12,000
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Department of Premier and Cabinet

Gender at the Intersections	\$2,200
Text Messaging Service upgrade	\$2,900

Total **\$17,100**

Philanthropic

Inner North Community Foundation

Rapid Response Grant – Router upgrade	\$2,000
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Australian Community Foundation

Rapid Response Grant – Router upgrade	\$1,000
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Total **\$3,000**

Programming

2019

In 2019 3CR broadcast 124 programs in 14 languages. Programming across the year was representative of the community's action and activism on a broad array of social justice concerns. Throughout 2019, people took to the streets in large numbers for rallies and protests, and we were right there with them to broadcast their voices.

PROGRAM HIGHLIGHTS

Invasion Day

Every year 3CR marks Invasion Day with special programming that gives voice to the ongoing struggle for land justice in this country. Our shows cover the real history of Australia, cross to local events and rallies around town, and celebrate the survival and culture of Aboriginal people. Always was, always will be, Aboriginal land – Abolish Australia Day! On Saturday 26 January from 9.30am - 4pm 3CR's First Nations broadcasters Robbie Thorpe (*Blak 'n' Deadly/Fire First*), Viv Malo (*The Black Block*) Kerri Lee Harding (*Blaknoise*) and Gavin Moore (*Billabong Beats*) covered the Invasion Day events and issues across Melbourne and beyond. Highlights included coverage of the Dawn Service, live broadcast of the rally speeches in Melbourne, and live crosses to rallies Brisbane, Perth, Sydney and Canberra.

International Women's Day

IWD 2019 featured activists, storytellers, musicians and songwriters for 24 hours on Friday 8 March. Women and gender queer broadcasters took over the airwaves with coverage of the ongoing struggle for gender equality, a cross section of issues, campaigns and activities, specialist music shows in many genres, as well as coverage of the IWD rally in the city. There was a strong presence of First Nations voices, with recordings from the Women's Health West International Women's Day 2019 Breakfast with Antoinette Braybrook (CEO of Djirra), Celeste Liddle (writer, journalist, activist and unionist) and Lidia Thorpe (former Greens MP for the Victorian seat of Northcote), together with working women's voices from the Union Women's Conference and Migrant Workers Centre event.



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Projects

2019

In 2019 the station ran projects ranging from media skills training for young Muslim women to podcast training for Pasifika youth. Our annual projects *Beyond the Bars* and Disability Day grew in strength and delivered unique and compelling content for NAIDOC Week and International Day of People with a Disability respectively. We also collaborated on a Trans Day of Visibility event, and trained a group of queer broadcasters in podcast production.

PROJECT HIGHLIGHTS

2019 Disability Day

On Disability Day 2019 the community were able to hear from Black People, Indigenous People, and People of Colour (BIPOC) with various kinds of disabilities across 12 hours of dedicated programming. On 3 December from 7am-7pm 'Power from the Margins' covered BIPOC perspectives, live music, artists and discussion. Coordinated by Pauline Vetuna, the day addressed issues such as climate change, parenting, disability justice, Aboriginal voices, chronic illness, children with Downs Syndrome, living with Lupus on Newstart, healing through art, intersections of black / queer / disabled, Africans with disabilities and much more. The content was a stunning contribution to raising awareness around the whiteness of disability representation, and provided a critical body of work driven by, for and about BIPOC with disabilities. The project received funding from the City of Yarra.

QR code

QR Code is an LGBTIQ+ health podcast made by queers. Across eight episodes, producers Anya Saravanan, George Maxwell, James McKenzie, and Michele Vescio engaged with their communities discussing diverse and intersecting topics. The series kicked off with an exploration of cisheteropatriarchy and moved on to unpack the term neuroqueer, discuss health access for trans and gender diverse folks, give voice to queer sex workers and much more. The project also provided upskilling and support to the team of producers, increasing their knowledge and expertise in podcast production. All episodes were distributed nationally to community broadcasters, and are available universally across podcast platforms. The project received funding from the City of Yarra.

R FROM THE MARGINS



Power from the Margins poster for International Day of People with a Disability, designed by Rukaya Springle (aka clitories)

3CR ONLINE



3CR broadcasts on 855AM, 3CRDigital and offers streaming, audio on demand and podcasts to our listening audience. We have a steadily increasing online media presence and engage with our community of listeners through our website, e-news and social media platforms.



@3crmelbourne

Nearly 2,500 follow the station on Instagram, with many more shows curating their own accounts and thereby providing a great visual insight into programming at the station.



@3CR

Our Twitter account is an important way to connect with our communities and to promote upcoming content as well as share audio that people have missed. In 2019 we have 7,700 followers.



www.3cr.org.au

Engagement with the community via our website has swelled to over 19,500 site visits per month, while our monthly eNewsletter is distributed to nearly 3,000 inboxes.



facebook/3crmelbourne

Facebook remains an important platform for connecting and communicating with people online, and in 2019 we had over 9,200 page likes and nearly 10,000 followers.



Audio on demand

The ability to listen anytime is growing in appeal across the 3CR community, with a monthly audience of nearly 4,500 accessing our audio on demand.



Podcast

3CR's weekly contribution to the world of podcasting grew to over 60 regular shows – increasing our station content's accessibility and reach via a range of podcast platforms.

Training 2019

Many community radio stations train new broadcasters in an informal way, mostly one-on-one. 3CR differs somewhat by fostering a robust collaborative learning environment where radio skills are shared in a structured training program. Volunteer trainers who share their skills and time freely are at the heart of this and the reason the station can sustain the vast range of programs we put to air. In this sense our trainers really do enable the community to participate in 3CR.

Each year the station runs five in-house radio training courses for sixty (or more) new volunteers who plan to join existing broadcasting teams or create their own new shows. The training involves the delivery of eight, three hour jam-packed modules. The content covers all aspects of making radio from learning about the philosophy and culture of the station, to the use of a vast range of technical equipment, media law and presentation skills. We have a pool of thirty experienced programmers who deliver the training as volunteers. Each year we train a new group of ten trainers to sustain the trainers group. All trainers must attend a Train the Trainer Workshop designed and delivered by experienced 3CR trainers where they learn the course content and best practice in adult learning. Resourcing the development of training skills and facilitation in our volunteers is a fantastic transferable skill to a vast range of working, activist and social environments.

Specialist training

3CR is often asked to deliver specialised training to particular groups or organisations, and we are able to tailor the delivery of radio skills to a great variety of needs.

Radio Expressions Training

In partnership with the St Vincent's Complex Care Unit 3CR delivered training to a group of people with complex needs, providing a flexible learning environment to accommodate health needs and learning styles. Participants enjoyed the training and the experience of coming into the station to meet with people and broaden their skills. 3CR trainers Kelly Whitworth and MV were incredible offering flexibility and creating a warm and welcoming training space.

"Just wanted to say a massive thank you for all your great work and for the great successes that came out of the radio program. It really was life changing for some of the participants and a huge part of that was down to your hard work and relaxed, flexible attitudes."

—Catherine Harrison, St Vincent's Senior Complex Care Clinician

Podcast training

Ultimately podcasting involves a key range of radio skills, and 3CR receives an ever-expanding range of requests to deliver 'podcast training' for individuals, community organisations, businesses and government institutions.

Professional Historians Association

In September 2019 trainers Nicky Stott and Teishan Ahearn delivered podcasting training to a group of very enthusiastic historians, members of the Professional Historians Association. The group ranged from senior curators at the Melbourne Museum to staff from the Bendigo Historical Society. The training was tailored to the diverse needs and interests of the group and ran over two Saturdays. Many participants were specialists in oral histories, others had audio they wanted to craft into a podcast series. The training was greatly enjoyed by all and a new group of 12 participants will be returning in 2020.

"Thanks @PHAVicTas and our fab trainers Nicky and Teishan at @3CR for an excellent day of podcast knowledge and sharing. Can't wait for part two next month and to put our new skills into practice." —@WBWhistorians

AFFILIFATE MEMBERS

COMMUNITY RADIO FEDERATION

3CR prides itself on being actively run by our community members, providing a high level of media access and participation to the communities we represent. One way we do this is this through our operating structure.

3CR is governed by the Community Radio Federation (CRF). The CRF is made up of representatives of affiliated member organisations and twenty elected representatives who serve the interests of the stations member organisations, volunteers and subscriber members.

We currently have 33 affiliated member organisations spanning an array of community language groups, unions and communities of interest.

The CRF are the peak decision making body at 3CR, setting the over-arching direction and purpose of the station's broadcasting. This structural engagement ensures that the station is responsive to the needs of our diverse communities and also accountable to them.

A special thank you to all of the station affiliate organisations, your political and financial support keeps us strong and independent.

AFFILIFATE MEMBERS 2019

AMIDA, Action for More Independence & Dignity in Accommodation

Anarchist Media Institute

Armenian General Benevolent Union

Australia Asia Worker Links

Australian Manufacturing Workers' Union

Australian Saay Harari Association Inc.

Beyond Zero Emissions

Borderlands Cooperative

Campaign for International Cooperation and Disarmament

CEPU Electrical Division

CEPU Plumbing Division

CFMMEU Construction & General Division

Council for the Defence of Government schools

Prosper Australia

Ceylon Tamil Association Victoria

Ethiopian Community Association

Federation of Community Legal Centres

Friends of the Earth

Friendship Australian Egyptian Association

Green Left Weekly

Housing for the Aged Action Group

Latin American Info Centre

Maritime Union of Australia

Melbourne Unitarian Peace Memorial Church

National Union of Workers

Unison

Squatters and Unwaged Workers Airwaves

Tenants Union of Victoria

The Boite

Victorian Jazz Club

Voice of West Papua

Wellways Australia

Tamil Refugee Council

FINANCIAL REPORT



THE FULL FINANCIAL REPORT IS AVAILABLE UPON REQUEST

Community Radio Federation Limited
Statement of Profit or Loss and Other Comprehensive Income
For the year ended 31 December 2019

	Note	2019 \$	2018 \$
Revenue and other income	2	872,029	941,601
Expenses			
Employer expenses		574,151	556,132
Depreciation and amortization		16,926	18,414
Project and Program expenses		168,346	158,074
Operational and building expenses		106,727	151,121
Other Administrative expenses		42,600	34,892
Total Expenditure		<u>908,750</u>	<u>918,633</u>
Surplus (deficit) before income tax		<u>(36,721)</u>	<u>22,968</u>
Income tax expense	1(k)	-	-
Net current year surplus (deficit)		<u>(36,721)</u>	<u>22,968</u>
Other comprehensive income:			
Fair value remeasurement gain on financial assets		447,251	-
Transfer from Patrick Downey Reserve		-	27,490
Total other comprehensive income		<u>447,251</u>	<u>27,490</u>
Total comprehensive income		<u>410,530</u>	<u>50,458</u>

The accompanying notes form part of these financial statements.

Community Radio Federation Limited
Statement of Financial Position
As at 31 December 2019

	Note	2019 \$	2018 \$
Assets			
Current Assets			
Cash and cash equivalents	4	534,522	498,006
Trade and other receivables	5	19,704	17,481
Other current assets	6	4,290	-
Total Current Assets		<u>558,516</u>	<u>515,487</u>
Non-Current Assets			
Financial assets	7	-	2,044,559
Property, plant & equipment	8	10,531,343	8,091,579
Total Non-Current Assets		<u>10,531,343</u>	<u>10,136,138</u>
Total Assets		<u>11,089,859</u>	<u>10,651,625</u>
Liabilities			
Current Liabilities			
Trade and other payables	9	139,098	124,087
Employee benefits	10	27,786	23,881
Total Current Liabilities		<u>166,884</u>	<u>147,968</u>
Non-Current Liabilities			
Employee benefits	10	44,704	35,916
Total Non-Current Liabilities		<u>44,704</u>	<u>35,916</u>
Total Liabilities		<u>211,588</u>	<u>183,884</u>
Net Assets		<u>10,878,271</u>	<u>10,467,741</u>
Equity			
Retained surpluses	11	1,744,572	1,781,293
Reserves	12	9,133,699	8,686,448
Total Equity		<u>10,878,271</u>	<u>10,467,741</u>

The accompanying notes form part of these financial statements.

THANK YOU



Thank you to everyone involved in keeping 3CR on air.

Thank you to the subscribers and funders and a special thank you to all of the volunteers who donate their time, skills and knowledge. The station wouldn't exist without you.

Thank you to our 2019 funders, sponsors and supporters:

- | | |
|---|--|
| Australian Communities Foundation | La Mama Theatre |
| Australian Muslim Women's Centre for Human Rights | Leisure Options |
| Bress Winery | Lomond Hotel |
| City of Yarra | Media Insights |
| Community Broadcasting Foundation | Melbourne Aboriginal Youth Sport & Recreation (MAYSAR) |
| Connecting Home | Miller Fund, a sub-fund of Australian Communities Foundation |
| Corner Hotel | New International Bookshop |
| Corrections Victoria (Victorian Government) | Paris Cat |
| Department of Justice and Community Safety (Victorian Government) | Smallpatch Wine Store, Hawthorn |
| Department of Premier and Cabinet (Victorian Government) | St Vincent's Foundation |
| Holding Redlich | The Old Bar |
| Inner North Community Foundation | The University of Melbourne |
| Internode | Wellways |
| Koori Justice Unit (Victorian Government) | |



Premier and Cabinet



