

MUSIC BROADCASTING SOCIETY OF SOUTH AUSTRALIA
REPORT OF THE BOARD OF DIRECTORS FOR THE YEAR ENDED 30TH JUNE 2017

As required by the Rules of Association, this report covers the activities of the Society for the period 1 July 2016 to 30 June 2017 and is submitted to members for approval at the Annual General Meeting to be held on 20th November 2017.

Patron

The Board acknowledges the ongoing support of Barbara Hardy OA as Patron of the Music Broadcasting Society of SA

The Board of Directors

As at the 1st July 2016, the members of the Board of Directors were:

President: Sam Tolley

Vice President: Denis Wall

Secretary: John Pederson

Treasurer: David Anthony

Ordinary Directors: Barry Horwood, Tom Doran, Merle Reed and Robert Knight.

At the 2016 AGM, the positions of Vice President, Secretary and two Ordinary Directors (Tom Doran and Barry Horwood) became vacant. The Vice President was not eligible to stand for re-election, whereas the other Directors were. The call for nominations resulted in the following appointments:

Vice President: Tom Doran (for a term of office until the 2018 AGM)

Secretary: John Pederson (for a term of office until the 2018 AGM)

Ordinary Directors: Barry Horwood & Jill Kirby (for a term of office until the 2018 AGM).

Otherwise the Board positions were unchanged.

In May 2017, the Board accepted the resignation of John Pederson as Secretary and appointed Christopher Stone to fill the casual vacancy thereby arising until the 2017 AGM. The Board is indebted to John for his contribution as Secretary, in particular the preparation of the station's licence renewal application, lodged in November 2016, and for his ongoing contributions as volunteer and presenter.

The Board held 10 meetings during the reporting period.

Membership

As at 30th June 2017, there were 714 Members of the Association including one Life Member and two Honorary Life Members. This represented an increase of 24 compared with the last reporting period. In January 2017 the Board agreed to create a Student Member category of membership, with an annual fee of \$20.

As at 30th June 2017 there were 43 Arts Diary and Jazz Diary supporters, a decrease of 7. There were 136 members registered as Volunteers, an increase of 4.

Station Management

The term of appointment of George Gatenby as Station Manager was due to expire on 30th June 2017 and was extended to 30th June 2018. On 1st March 2017, however, the Board accepted George's resignation and recognised his valuable contribution to the station. The Station Manager's position was advertised and on 8th May 2017 the Board appointed Denis Wall as Station Manager for

a term of 2 years. In the interim period of 1st March to 8th May 2017, the role of Acting Station Manager was filled by Barry Horwood, for which the Board records its gratitude.

The Station Manager is assisted by the Coordination Committee which meets monthly, chaired by the Station Manager. The Coordination Committee reports to the Board of Directors through the Station Manager.

The Coordinators for the reporting period were:

Programming and Standards – Yvonne Schwerdt (1/7/16 - 8/5/17); Emily Sutherland (14/6/17 - 30/6/17)

Technical and Operational Support – Peter Davis

Marketing and Sponsorship – Peter Bleby

Human Resources – Barry Horwood

Finances and Membership – David Anthony

Administration (formerly House Management) – Christopher Millington (as from February 2017)

Communication with members and listeners

During the reporting period a new look Newsletter to volunteers was launched under the editorship of volunteer Mia Guerreri. The fresh, modern design of the Newsletter proved popular and has enabled the Manager and others to provide volunteers with regular information about the station. All volunteers have been encouraged to consider contributing material to the Newsletter.

The station web site and Facebook page have been the major links with members, the listening audience and the wider community. On the website, the Home Page, Program Guide and Kaleidoscope continue to be the most viewed pages. Individual presenters have been encouraged to use the Facebook page to promote their programs and it has also been used to promote station events and activities. In addition, 5mbs Jazz & Blues has had a presence on Twitter in the reporting period.

The Board notes the significant work done by William Booker in compiling the monthly program guide and encouraging volunteer presenters to fill program slots and provide program details.

Selected program highlights have also continued to be published in the independent monthly music magazine *Limelight*.

Volunteer recruitment and management

Recruitment and training of new presenters continues. New volunteers came to the station during the year from Volunteering SA-NT and from Radio Adelaide. The HR Coordinator supervised a mentoring program for all new volunteers.

The station marked Volunteers Week 2017 with a meeting and dinner at the Public Schools Club on 23rd May 2017.

During the reporting period we welcomed another secondary school student for work experience. This was a valuable experience for the student and an opportunity for the station to create greater awareness of the role we play in the community.

Programming & Standards

The station continued its involvement with the local music community by broadcasting recorded concerts on Monday evenings in programs such as Adelaide Made and Recitals Australia. In addition, presenters regularly include excerpts from local concerts in general programs. Podcasting of programs continued during the reporting period, including Kaleidoscope, Monday evening Access Programs, From the Movies, Cabaret Club, and specialist Jazz programs – including every program broadcast over a 24-hour period on International Jazz Day (30th April).

5mbs was formally recognised by UNESCO as the only radio station in South Australia playing Jazz as a contribution to International Jazz Day (IJD). That enabled the station to gain recognition and active support from the Governor of South Australia, the Premier of South Australia and the Lord Mayor of Adelaide, Martin Haese (who came in to the studios of 5mbs on IJD, was interviewed and played his guitar). Social media responses demonstrated that many people, both locally and overseas, were listening to 5mbs during the 24 hours of IJD.

Participation in IJD required the efforts of many people in applying to UNESCO for recognition, arranging promos, rosters, briefings and liaising with officials to have the heads of State and city available etc. Jill Kirby accepted the role of coordinating all of those activities and presented both the Midnight shift and a Midday shift. The Board recognises her significant contribution towards a very successful event.

During the reporting period the Board determined to undertake a review of the 5mbs program grid. A four-person Grid Review Team (GRT) was appointed by the Board and was tasked with assessing all relevant and available information and then suggesting changes to the program grid together with an implementation process. In February 2017 the GRT sought, and received 25, submissions from station volunteers that informed its process. The GRT subsequently reported to the Board, which proceeded to consider the recommendations and approve a proposed revised Program Grid.

Technical Operations

The backup generator purchased in the previous reporting period was installed in July 2016. Unlike some broadcasters, 5mbs remained on air throughout the statewide blackout in September 2016. To secure the transmission process, technical staff have ensured the operation of backup standby recorded programs (via a DRS – digital recording system – program) both at the station premises and at the transmitter, backup power supply at both the station premises and the transmitter and a backup transmitter.

During the reporting period investigations were also commenced into ways to overcome obstructions to the station to transmitter link, due to building development in the CBD, and/or the possible relocation of the transmitter.

Marketing and Sponsorship

The marketing focus during this year continued to develop the level of community awareness and public persona of the station, as well as increasing our sponsorship levels and membership growth.

Paid and in-kind sponsorships included the Adelaide Festival, the Adelaide Festival Centre, Australian Chamber Orchestra, the Adelaide Symphony Orchestra, Arthritis SA, the Australian Festival of Chamber Music, the Australian String Quartet, the Australian Youth Orchestra, Beta Sigma Phi SA Chapter, Buonosera Restaurant, Coopers, Coriole Wines, Hallyer Music Tours, Jazzhead recordings, Musica Viva Australia, Orange Grove records, the OzAsia Festival, Pan Print, Planet Company, the Public Schools Club, Rattle Records, Selby and Friends, Size Music, Sony Music, Tynte Flowers, Universal Music Australia and WomAdelaide.

Events

The Events Committee was very active and net funds of \$10,918 were raised from fundraising activities to support the work of the Society. This compares favourably to net funds raised in the year ending 30th June 2016 of \$9,100.

Fundraising events included a membership drive in February 2017 which included a station open day.

Young Virtuosi Award – 2016

Along with other MBS stations around the country, 5MBS again sponsored the annual Young Virtuoso Awards in partnership with the Adelaide Eisteddfod Society, Size Music and Beta Sigma Phi SA Chapter. The SA Final was held in October 2016 at St John's Church, Halifax Street. The winner was pianist Yundi Yuan. The Board thanks all competitors and adjudicators for their participation and the organizing committee for managing the SA Final.

Access Groups and Arts/Jazz Diary

There were three access organizations – Recitals Australia, The Accompanists Guild of SA and the Flute Society of SA and they broadcast programs on a regular basis, featuring local performers.

Arts Diary continued to provide listeners with information about concerts, events and performances organised by local professional and amateur performing and visual arts groups. 5MBS is the only Adelaide station providing this service.

Acknowledgements

As with many voluntary organizations, the workload is often shared unevenly with a few key people spending a disproportionate amount of time in making sure the organization operates effectively. Whilst this is true for 5MSB, the Board acknowledges with gratitude the contribution made by all volunteers no matter how much time and resources they give.

Sam Tolley
President

Christopher Stone
Secretary