



MUSIC BROADCASTING SOCIETY OF SOUTH AUSTRALIA

Report of the Board of Directors

For the Year Ending 30 June 2020

As required by the Rules of Association, this report covers the activities of the Society for the period 1 July 2019 to 30 June 2020 and is submitted to members for approval at the Annual General Meeting to be held on 11 November 2019.

The Board of Directors

As at 1 July 2019, the members of the Board of Directors were:

President: Cathie Brown

Vice President: Greg Stevens

Treasurer: David Anthony

Secretary: Yvonne Green

Ordinary Directors: Michelle Pfitzner, Stephen Faulkner, Emily Sutherland and David Wiffen.

At the 2019 AGM, the positions of President, Treasurer and two Ordinary Directors became vacant. The call for nominations resulted in the following appointments for two years:

President: Cathie Brown

Treasurer: Larissa Hall

Ordinary Directors: Stacey Lymbery and Thomas Doran

The Board noted the retirement of David Anthony, Emily Sutherland and David Wiffen.

Larissa Hall resigned 16 December 2019. This resulted in a casual vacancy which was filled by Wendy Lee. Stephen Faulkner resigned on 30 June 2020. This resulted in a casual vacancy that was filled by William Ehmcke.

The Board held 11 meetings during the reporting period, not including a special meeting to develop the strategic plan.

Membership

As at 30 June 2020, there were 696 Members of the Association including 6 Honorary Life Members. This remained quite consistent with the previous year (703 last reporting period).

As at 30 June 2020 there were 39 Arts Diary and Jazz Diary supporters. There were 140 members registered as Volunteers, an increase of 20%.

Station Management

For the reporting period, the Station Manager was George Gatenby. George resigned on 16 May 2020 and John Pederson filled the role of Acting Station Manager until 30 June 2020.



The Station Manager was assisted by the Coordination Committee. Members of the Coordination Committee reported to the Manager who convened a meeting with them every month. The Coordinators at the end of the reporting period were:

Administration – Andrew Taylor
Human Resources – Michael Gordon
Finance and Membership – David Anthony
Marketing and Sponsorship – Denis Wall
Programming and Standards – Emily Sutherland
Technical and Operational Support – Peter Davis

Strategic Plan 2019-2022

Our strategic focus included the following (highest priorities marked with*):

Building our brand and engaging members

- reviewing our marketing activity and brand and ensure it is vibrant and engaging*
- reviewing our offerings to members to ensure we deliver value*
- building and maintain relationships with sponsors*
- ensuring our marketing and brand engagement activity is supported by appropriate IT

To be a financially sustainable organisation with reserves of \$250k

- reviewing our existing sponsorship activity and advertising cost structures*
- reviewing our concerts and other events to maximise returns*
- maximising donations
- seeking partnerships which will assist organisational sustainability
- reviewing our operating costs

Becoming customer-centric

- determining how we interact with our customers including contemporary payment methods*
- enabling online surveys and communication using mobile technologies

To have the infrastructure that supports us to deliver our services

- improving our signal quality
- reviewing our assets and developing an asset management plan*
- determining the appropriate physical location for our infrastructure*
- refining and upgrading our ICT system to improve efficiencies and mitigate risk
- ensuring fit-for-purpose programming equipment

To provide high quality programs and services

- providing training and mentoring for on-air presenters*
- increasing local content and aligning programming to more local music events

To ensure 5MBS is effectively led and governed

- reviewing our constitution and policies so they are fit for an organisation in 2020*
- establishing a Board Finance, Audit and Risk Committee and a risk framework*

The board has worked to progress many of these initiatives.

Communication with members and listeners

During the reporting period the Newsletter to volunteers was maintained. It has continued to be well received and has enabled the Manager and others to provide volunteers with regular information about the station. All volunteers are encouraged to consider contributing material to it.

The Fine Music members' newsletter also continued. The station web site and Facebook page have also been important links with members, the listening audience and the wider community.

Volunteer recruitment and management

Recruitment and training of new presenters continues, although this was impacted by COVID-19 from March 2020. The Human Resources Coordinator oversaw the induction program for all new volunteers.

Many thanks to the Volunteers who have agreed to support and mentor our new recruits; their input has been invaluable.

Programming & Standards

The Programming and Standards committee oversees all matters concerning the broadcast of music on 5mbs. Encompassing changes to the program grid, recording and playing of local concerts, training new presenters, and monitoring the performance of all presenters, the production of promos and Arts Diary.

This year the committee was impacted because of social distancing restrictions and the need to make the station Covid-19 safe. While this meant there was less contact between volunteers on a day to day basis, this did not prevent music being broadcast as scheduled. The committee was enthused by the agility of presenters to adapt to changing circumstances and deliver pre-recorded programs as required.

With external musical and creative activities were severely curtailed, the station became resourceful, repurposing archived interviews from Kaleidoscope. For the same reason Arts Diary and Access programs (community groups) were suspended for several months.

The committee wishes to acknowledge the contribution of all who participated particularly during the pandemic. It takes passion and commitment to produce 168 hours of radio a week. From our library coordinators, to our presenters, the mentors, those who create and finalise the program guide for distribution, coordinate the promo schedule, develop our guidelines, manage our access programs, our concert recorders, tech support and deliver



our Arts Diary. Every volunteer plays a vital role in our broadcast. Special mention to Malcolm Patterson for his outstanding contribution to our Arts Diary and leaving it in good hands.

University of Adelaide Student Training program

2020 was the second year of 5MBS' Jazz Interns program with the University of Adelaide. 5MBS volunteers taught two Jazz students Shea Callagher and Ryan Smith, the skills of preparing and presenting a radio program.

The Interns with help from their mentors Kari Seeley, Denis Wall and Meg Abbott, gain valuable experience in front of a studio microphone and record a complete one hour program. They then get the opportunity to present a program live to air.

This Jazz intern program has proven valuable to both the students and the radio station with Sam Morris, who joined 5MBS through the 2019 program now a regular presenter. 5MBS is committed to this partnership with Mark Ferguson and the University of Adelaide into 2020-21.

Technical and Operations

During the past financial year the technical team have been busy on a number of projects as well as our continuing role in support of the station.

Ongoing Technical duties include:

- Day to day computing support for presenters and others at the station.
- General maintenance of our equipment in the studios and switch room.
- Production of pre-recorded programs.
- Recording of live performances.
- Ripping and maintenance of our music collection.

Major projects include:

Complete upgrade of our IT equipment. Our server now runs on a fully professional computer designed for the purpose of hosting the latest Microsoft 2019 server software. It has been a major undertaking which is yet to be finalised as all of our software and databases are transferred from old computers to the new system.

An audio processing system has been installed so that post recording processing, to a major extent, can be automated thus reducing the burden on our production team. The relocation of an audio processor to the transmitter site has improved signal quality as well as providing for processing of audio signals from the local computer.

A major task for the technical team will be the relocation of our transmitter. Currently the transmitter is located on the roof of the Sage Hotel. This hotel is not very high by today's standards (11 Floors) and is being dwarfed by many other taller buildings, thus adversely affects our signal quality. There is also a proposed 19 floor building right next door to our



transmitter! Considerable preparatory work has been undertaken in anticipation of a move with two sites currently under investigation, - Mt Lofty and a site at 461 Belair Rd. A decision will be made by the incoming Board.

Marketing and Sponsorship

The first half of last financial year was successful from both Events and Sponsorship perspectives.

Events

A Film Night was held on Friday 13th September at the Regal Theatre and was well supported and resulted in a most enjoyable and profitable evening.

This was followed a month later by the State Young Virtuoso Award which resulted in a small loss, but is an important community supporting event.

November 13th was the AGM and Christmas dinner and was held at the Lady Daly Hotel.

The following week we held a Membership Drive and Sunday Concert. 24 new Members joined over the weekend and the two Bands from the Elder Conservatorium of Music entertained a large crowd with fine Latin and Big Band music.

5MBS also hosted the National Young Virtuoso Award late in November - a very busy November indeed.

Whilst we had planned for several events in the second half of the financial year, these events had to be cancelled because of Covid 19. We did however conduct a quite successful Donation Drive in June. It was of necessity a little different as we needed to limit the number of Volunteers in the Station at any one time and it was conducted over two weeks. The results were quite good and this may be a blueprint for future Donation Drives. In particular, our major Donor, Everglades, continues to support us.

Sponsorships

A series of paid Sponsorships were obtained for the first 8 months of the financial year. Once again Covid interfered with this business. The Sponsors included the Adelaide Symphony Orchestra; The Australian Festival of Chamber Music; Retire Australia; the Australian String Quartet; Adelaide Philharmonia; Selby & Friends; the Australian Youth Orchestra; Musica Viva; Retire Australia and Tailored Pest Solutions. It is hoped that, as organisations re-commence business, we will be able to take advantage of that lucrative opportunity again.

Acknowledgements

The Board acknowledges with gratitude the contribution made by all volunteers.



Greg Stevens,
President



Yvonne Green,
Secretary