

PIRIE COMMUNITY BROADCASTERS INC (TRAX FM)

CHAIRMAN'S ANNUAL REPORT 2017

This year in June we celebrated our second year at Phoenix Park. 2017 has been a year of consolidation and has seen the introduction of some new programs.

The major fundraisers this year were bingo and quiz night which raised valuable funds to provide some equipment and to help with alterations that you see at the station now and will be contributing to changes in the future. At the same time as we were Fund raising we were having fun ourselves. A big thank you to Vicki, Rose and Rhonda who did a lot of the hard yards in getting these events up and running and many thanks also to her willing band of helpers at the Fundraising meetings and events.

Filipino Radio serves our licence area well and the Filipino community at large and plays a large part in keeping us on-air financially and we thank them for their contribution. It was beaut to be included in their radio birthday celebrations this year again and boy can they turn on a spread of delicious food. Thank you ladies for a great day and your continued support.

Phillip Hensel joined us as a board member last November and has excelled as sales person. Phil has restored our depleted funds back to our pre moving days by negotiating sponsor contracts and constantly following up. Well done and thank you Phil. The addition of a news service last year has added to our programming in an area that's been lacking since TRAX began broadcasting and this gave us an opportunity for further sponsorships. There was some jazz programs added for Wednesday evenings and the gardening segment on Saturday mornings is proving to be a hit also. SGL football broadcast was again introduced and contributed to a successful year. There may be some extra news on the sports front in the coming year...watch this space.

Last year it was time to apply to renew our Broadcast licence which happens every five years. As you may, or may not know the Australian Communications and Media Authority, or ACMA as they are known, asks each Community Broadcaster to justify their licence by requesting them to supply the same proof as is required when applying for a licence in the first place. They look at how the Station has performed over the last five years, their financial position, membership, programming across the board, abiding by the Codes of Practice and Broadcasting services act, complaints handling and all round suitability to hold a licence. This has been the third licence renewal since 2002 and it is a lot of work. It takes about three to four weeks to put all the information together in a format that is required. ACMA have renewed our licence with some provisos, which meant some changes to our constitution. Graham took on the task of working up the requirements for the changes and I submitted the documentation for dispute resolution. The constitution changes were presented and accepted at a special general meeting and subsequently sent to ACMA.

Graham and I had the opportunity to attend the annual South Australian Community Broadcasters Association conference in Adelaide in August. Unfortunately, on the eve of our departure to Adelaide, I was ordered into Hospital by my Doctor and underwent an operation to remove my appendix, leaving Graham to represent the station. This year included a tour of the Metro area stations large and small including Life FM, Fresh FM and Radio Adelaide to the smaller stations and all in between, which I would have liked to have seen. However, Graham was able to give and gain some excellent information and carried our flag well. Thank you Graham; the information is always valuable. These conferences allow us to see what we are doing right and what we could improve on. You see and hear about Stations doing well and Stations doing a lot with very little: the haves and the have nots. There is enthusiasm and empathy for the public that community radio serves and TRAX sits somewhere in the middle. I invite anyone from TRAX who would care to attend next year's conference to think about it seriously and at some time approach Graham for more information.

With the exercise of the licence renewal process and the SACBA conference it is obvious that there have been few programme changes in five years and this needs to be addressed urgently, and will play a part in the next licence renewal application. We are getting older as board members and some presenters, and we are now in a position where we need to renew ourselves and draw in more and younger Members/Presenters. If this cannot be achieved then this next five years could be the last for TRAX. We really are doing good things, but we just need to work at growing our numbers, filling more program space and getting new blood into the station. This is the challenge for the future for TRAX.

The move to Phoenix Park was the best large thing that has been done in years and has drawn a huge number of compliments. So let's all build on this for the future. The addition and placing of signs on the entranceway to Phoenix Park was a positive move and has raised our profile and public awareness. I am constantly hearing positive reports from the listening audience.

There are many technical improvements that can be made at the station for the future. The National Broadband Network is available for connection and this will change the way our Networking and Telephone systems work at the station, as Graham will explain. We are looking at what we need compared with what we have in the way of equipment and services.

Electricity costs are on the rise and are a cause for concern both financially and in reliable supply. At the moment it costs approximately \$100 a day to run this station including the Bluff transmitter. To offset these costs Graham has been investigating the possibility of installing a solar PV system of 5kW here at the studios. Considering the roof area, we are in a prime position to take advantage of the sun.

In July/August we were involved in a survey run by an independent company which was designed to give us some feedback on our performance to the public. We had 116 respondents which was under what we expected but did give us some thoughts for programming direction.

We had a real coup here in September with the visit of Kevin Walsh and Rod Thomas of the national broadcast of Good Morning Country from our studios which has greatly lifted the national identity of Port Pirie. I have observed a subtle increase in the number of "Grey Nomads" entering the City of late and in part I think we can be proud to think we have contributed to this.

Future concerns are

- The Federal Government is considering Digital radio in the regions and this will have a big impact on our operations if it is introduced.
- Electricity costs and reliability are of extreme concern and we are looking at ways to reduce this cost and keep the station on air during power failures
- This coming year will be a busy one for your Board and there will be a lot of work behind the scenes to make us more viable and sustain our operations
- Further work on the outdoors areas including landscaping and earthworks on the western side of the building and an all weather ramp and unloading area on the track side.

We will be relying on the Members to pick up some of the regular work around the station to keep our surroundings attractive to visitors and show us in good light to the public.

In closing let's all give ourselves a big pat on the back for the way we have settled into Phoenix Park and we can now all work to make our Radio home even better inside and out. Let's all be proud of Trax FM.

Ray Walters

Chairman of the Board