



Annual Report 2014/15



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Anonymous (9)

Thank you all...

We extend our sincere thanks to all our generous donors and patrons, sponsors, loyal members, dedicated volunteers, staff and to the many diverse community groups and organisations for their continued support.

With thanks to Leenie Fabri for cover design, compilation and layout, and Chris Fureaux for proof reading. Special thanks to volunteer photographers Betty Sujecki and Hamish Blunck for their commitment throughout the year.

Cover Photo: L-R JOYsters parading their pride at Pride March, Andrea K, Friend of JOY, Michelle Sheppard, Gary Wilson, Dylan Adler.

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Mission Statement

JOY 94.9 is a gay and lesbian volunteer based community radio station, committed to providing a voice for the diverse lesbian and gay communities, enabling freedom of expression, the breaking down of isolation, and the celebration of our culture, achievements and pride.

Purpose Statement

The purpose for which JOY Melbourne is established, is to provide the opportunity for freedom of expression, the breaking down of isolation and the celebration of the culture, achievements and pride of the diverse gay communities.

President's report

Dear JOY members,

I'm proud to report that JOY has celebrated its 21st year stronger than ever.

We continued to lead the world in supporting our lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) communities. JOY stands at a crossroads in the changing media landscape and being the first year of our Strategic Plan *Our Voice Our Vision* 2014 -2017, the station was firing on all cylinders. I think it's shown what's possible if we all keep leading together.

Our **radio and other media** performed strongly. We went global with AIDS 2014, national with SBS during Mardi Gras, and local through extensive Summer of JOY outside broadcasts. Melbourne listenership remained strong at 328,000 people monthly, and now we have 25,000 podcast downloads and 20,000 online streams per month as well. We have a new iOS app, a refreshed website, and growing followers on Twitter, Facebook, Instagram and LinkedIn. Our Facebook content is reaching 55,000 people monthly, and tweets like #AdamLambertJOY trended globally. Community remained core to our voice, with 100s of interviews and community service announcements, and a 30% boost in specialist programming volunteers, helped by 70 graduates from our Taste of Radio courses. We had new courses targeting diversity and commenced a new buddy system to support peer-to-peer skill-building and mentoring. \$88,000 of grants also supported innovative projects.

Our **community engagement** has been strong, with our Membership Committee now taking a broader supporter and engagement perspective. Sponsorship achieved its highest level yet, and we raised \$95,000 in one hour with our Patrons Gary Singer and Geoffrey Smith. Donations now raise more money than memberships, which is a fundamental shift for us. Our focus on celebrating our donors and patrons got better, with a new working group and two special events. Our Radiothon was yet another success.

Our **technology** has had additional focus through a new dedicated Board Sub-Committee that oversaw securing a new and improved transmitter, including raising \$20,000 for it through our Tech Drive. Our digital rollout continued from studios and systems to training.



Our **governance** saw a successful Special General Meeting in July 2014 modernise our Rules. While we recorded a small loss, we continued to build cash reserves to future-proof the station. Risk management and insurance plans have been bolstered, and preparations started for our licence renewal. We have also been pre-emptively planning for a digital licence and a permanent home.

Our **people** shone the brightest – across volunteers, staff and committee members. Having started on front desk, I have a deep appreciation for JOY's success relying on everyone's shared commitment and creativity. After the first year of our Strategic Plan, I hope you agree we are well on our way to beaming LGBTIQ inclusion to a global audience.

I particularly want to thank my fellow Board members who have worked tirelessly this year:

Trish Kerin, our Vice-President

Melinda Rich and Laurie Cato-Smith, our Treasurers, and the Finance and Audit Committee

Sammy Cameron and Stephanie Amir, our Secretaries, and Bec Evans, our executive assistant

Geoffrey Devine and the Programming Committee

Nathan Miller and Tanya Matthewson and the Community Engagement Committee

Cassie Chadwick, the Risk and Technical Advisory Committee, and the licence renewal working group.

Also a special thanks to Conrad Browne, who has been a tremendous General Manager.

And to our members, thank you. Without you,
this organisation would not exist.

Kind regards,

Jed Gilbert

President JOY 94.9



Finance & Audit Report

The Finance and Audit Committee (FAC) continues as an integral part of JOY's governance approach. Our focus as a Committee continues to be on JOY's financial strength and long term financial sustainability.

Pleasingly, in the 2015 financial year, JOY has continued to build cash reserves, which will enable the station to complete a range of asset replacement work in 2016, as guided by the priorities developed by the Technical Advisory Committee. We continue to face challenges with respect to revenue generation. We must continue to seek revenue growth, not just from our traditional income from sponsorship, but also from our valued patrons, our members and general fundraising and donations.

Finally, a thank you to all of the members who devote their time voluntarily each month to this important Committee: Laurie Cato-Smith, Cassie Chadwick, Matt Anderson, Matt Kelly, Peter Froutzis and Mark Adams. Thanks also to our former JOY General Manager, Conrad Browne, and Finance Manager, Damira Rogoznica.

Melinda Rich
JOY Treasurer

See accompanying JOY 94.9 Audited Financial Reports for 2014-15 financial statements.

Pictured: JOY volunteer & Patron Ande K joins in the Pride celebrations



Secretary's report

The Secretary of JOY 94.9 is not only secretary of the Board of Directors, but is responsible for ensuring that the whole station complies with our obligations as a not for profit organisation. For most of the 2014–15 financial year, the Secretary was Sammy Cameron. By all accounts, Sammy brought a great degree of commitment and rigor to the role, introducing new processes to increase efficiency and professionalism across the areas of administration, record keeping and legal compliance.

In February 2015, Sammy decided to leave the Board to focus on her own business and I (Stephanie Amir) took on the role. As a new Board Member, I was grateful for the support of all Board members, but especially to Sammy for her mentorship during the handover. A special mention also goes to Rebecca Evans for all of her work in looking after the administration of the Board papers and ensuring a smooth transition. The JOY 94.9 Board met twelve times in the financial year, tabling almost 200 board papers.

In the remainder of 2015, I look forward to continuing to support JOY, with a particular focus on our license renewal, further opportunities for streamlining the Board's administrative processes and implementing our strategic plan.

Stephanie Amir
Secretary

Life Member Award Conrad Browne

Honorary life membership is awarded by the JOY Board to recognise a member for their extraordinary commitment and contribution to the purpose of JOY 94.9.

Over 10 years with the station, Conrad Browne has been an exemplary leader embodying the purpose and values of JOY 94.9. Beginning as a volunteer in 2005, he started in a support role to the Sponsorship team and progressed 3 years later to Production Manager / Community Liaison. He was General Manager from late 2011 to mid-2015. During this time, Conrad always lived up to the high standards he set himself, while inspiring, mentoring and supporting others to be their best. He excelled at representing the station including with sponsors and across the sector. He relentlessly drove the station to remain on mission by producing great community radio, with a dedicated and professional team. This meant he led the station through enormous achievements strategically, culturally and financially. The esteem and respect he receives across the broad JOY 94.9 community mean he is a well-deserving new Life Member.



Programming Committee Report

As the Committee responsible for what we put to air, we again have spent most of our time on content approval and review. As you might expect the changes in the specialist grid, which occurs each season, are quite complex and the input of our enthusiastic and broad based Committee this year have guided this process. We have several areas of programming to target over the next year to meet our balanced grid, including news and current affairs, women's content, and multicultural content.

Responding to JOY's strategic plan, including developing new measurables and reportables, will help us keep track of performance in key areas. It is notable that the level of women's engagement in program making at JOY remains a challenge, and measures in this area have wavered all year in the thirty to forty percent, which is lower than our target. This continues to be an area of work and focus, but also is clearly a challenging space for achieving sustainable gains.

A significant achievement this year by the team was the roll-out of our new digital play-out system (DPO), when our old "D-cart" system suddenly stopped working. Though this upgrade had been planned it needed to be immediately implemented; which positively demonstrated the creativity and flexibility of the team, and conversely reinforced that financial strength is needed so that we manage technology obsolescence in a planned and timely way.

We also had a transmitter failure that was unplanned, and its replacement should make us able to be heard more clearly and with less interference in our local transmitter area.

JOY as usual created many hours of great broadcasting, but a particular high point was AIDS 2014, a week long out-side broadcast from Australia's largest international health conference. This large team collaboration demonstrated excellent teamwork in creating informative and empowering radio for the world!



Pictured: JOY recognising our News Director Tim Lennox for 20 years of outstanding service. Tim was presented with a 'golden' microphone.

JOY managed all complaints to the stated satisfaction of the complainants, and did not have any referred to ACMA or legal bodies. We have increased broadcasting an announcement that informs listeners that the best way to lodge a complaint is by email to feedback@joy.org.au.

We will conduct our Listener survey again this year, and have committed to keeping the same questions so we will be able to see trends. Findings of this years survey included:

- Respondents are broadly happy with the programming provided by JOY.
- *The Royal Daltons* was the most popular Breakfast/Drive program, while *Hide & Seek* was the most popular Specialist program.
- Only 30% of respondents were female, and so difficult to make conclusions about female listeners
- The car radio is the most common platform of listenership.
- There is an opportunity to introduce 5pm weekday news as this is time of peak listenership (this has already been implemented).
- Traditional forms of engagement are important for older listeners, including direct mail membership renewal, and use of clock radios tuned to JOY.

JOY listeners who enjoy the current daytime music sound appear to switch to Nova, FOX and OX Live over the evenings and weekends; but the specialist programming appears to attract more listeners than we lose.

It has been a year of leadership change with the departure of Andrew Thorp, and commencement of Emily Dwyer as Specialist Program Director, and late in the year the departure of Sarah Kilalea and commencement of James Findlay as Weekday Program Director. We wish Andrew and Sarah all the best, and warmly welcome Emily and James.

A significant milestone occurred for Tim Lennox, our News Director, who celebrated his 20th year with JOY this year. His leadership has been instrumental to the success of our independent and wholly internally produced news service. Thanks Tim!

As usual the team leaders will report on their areas, and I thank the entire Committee for their contribution over the last year. I have chosen not to thank all committee members individually this year, as I missed one out last year and don't want to repeat this mistake, other than to say thanks and sorry to Scott for missing you out last year.

So thanks team and lets do more and better in the year to come.

Chair of Programming Committee

Geoffrey Devine

Weekday Program Directors Report

It's been an incredible year at JOY 94.9 for programming, starting in July 2014 with the ground-breaking and hugely successful 6-Day JOY live outside broadcast for AIDS 2014.

A remote broadcast on a scale never before attempted by JOY, presenter teams reported live from the Global Village at the Exhibition Centre for the duration of the conference, interviewing experts, sex workers, advocates and officials to create awareness for HIV and take one step closer to the cure.

A team of journalist reporters attended various seminars during the conference and reported back on developments, while the on-air team kept the energy high. Interviews and highlights were also broadcast online via a dedicated web portal, streaming to thousands of people across the world.

On December 1, World AIDS DAY 2014 coincided with JOY's 21st birthday! To mark the occasion, the Town Hall was taken over by Joyous presenters broadcasting live throughout the day, interviewing representatives from VAC, Living Positive Victoria and the Lord Mayor, and then finishing up with a fabulous volunteer party, featuring videos and images of all the years of JOY.

For Midsumma Carnival, JOY broadcast and played host to the community stage, showcasing festival acts and welcoming the support of new premier Daniel Andrews. Pride March was a wet and rainy day, but that didn't stop JOY volunteers from turning up in full force to march and broadcast live from the Prince of Wales overlooking Catani Gardens.

National Youth Week featured younger voices with a week of special programming broadcasting the stories and viewpoints of LGBTIQ young people throughout Melbourne.

And my final highlight for the year was Centre Stage, a nationwide LGBTIQ radio play competition, with the winning stories to air on JOY in July 2015. The four winning plays were also made available to the CRN and hosted online at joy.org.au. JOY presenters were involved as the actors of the plays. It was the most incredible project, bonding the presenters together and creating a valuable educational tool for teaching other community broadcasters how to create their own radio plays.

Sarah (SJ) Kilalea

Outgoing Weekday Program Director

James Findlay – Incoming Weekday Program Director Vision Statement

As a presenter who has been involved in the station for many years, I am very excited to be now starting as the new Weekday Program Director at JOY 94.9. I have been proud to see JOY's daytime sound evolve over time to embrace our position to provide listeners with engaging, entertaining and uplifting programming.

Working closely with my daytime team of presenters and producers, as well as the music team, I will focus on further evolving the sound of daytime programming, ensuring the music continues to be seen as energizing and uplifting, and empowering the programs to improve their offer to be entertaining and engaging, as well as broadly appealing.

It is my aim that by further embracing JOY's strategic direction for our daytime sound, we will produce engaging and entertaining content for the JOY audience, maintain and increase our listeners, and ensure that JOY is an attractive option for station sponsors, while not compromising JOY's independent voice.

James Findlay

Weekday Program Director



Specialist Program Director Report

Every week more than 100 volunteers produce 60 hours of original programming on JOY 94.9, featuring LGBTIQ stories you won't hear on other radio stations in Melbourne, Australia or around the world.

A highlight for the specialist program area has been the strengthening of existing program teams, with a 30% increase in the number of broadcast volunteers. By bolstering teams with new talent graduating from JOY's Taste of Radio course, we are increasing the range of views you'll hear on the radio, and helping our amazing broadcast volunteers to avoid burnout.

Outside broadcasts were a major highlight of the year, including our coverage of the 2015 Sydney Gay and Lesbian Mardi Gras (pictured: JOY team). A large team of volunteers and staff produced 20 hours of LGBTIQ DJ sets for broadcast over the Mardi Gras Parade weekend, as well as broadcasting LGBTIQ issues programming live from Sydney for most of Saturday March 7, before delivering four amazing hours of live parade coverage that night. The entire JOY Mardi Gras weekend of programming was simulcast nationally on SBS Radio 3; while the parade call was also carried live on community radio around Australia and by Gaydio in the UK. Over the year, JOY also broadcast live from the Midsumma Carnival, Pride March, La Trobe University in Bundoora, and Pride Cup from the Yarra Glen in May.

We have also focused on building stronger community and organisational relationships. We are already talking with Midsumma and Sydney Mardi Gras to deepen our relationships in 2016. We are building our equipment and volunteer skills to record and broadcast community events such as the May 2015 LGBTIQ Interfaith forum in Darebin.

Over the next year our main focus will be adding new programs that increase our programming diversity. JOY is one year into our new strategic plan; a plan that identifies needs groups in our community for which we will seek to provide programming that uplifts, informs and empowers. As we move into 2015-2016 we are seeking programs that address LGBTIQ families, women's lives, ageing, children, students, indigenous lives, legal issues, intersexuality, lesbians, bisexuality, polyamory, ethnic and migrant communities, trans and gender diverse lives, sex workers and much more. Stay tuned or get involved!

Emily Dwyer
Outgoing Specialist Program Director

News Report

The JOY news team has a continuous fluctuating membership as people arrive and others move on, but news remains the longest running program on JOY, having been the first to go to air on day one.



A highlight of the year is that our nationally distributed weekly GLBTI news round-up QNN reached 300 episodes - a tribute to the dedication of a great QNN team.

Another highlight has been a personal one. In February 2015, I became the first JOY volunteer to reach 20 continuous years of service. Among the tributes was a hand-decorated “golden microphone” as the photo shows.

Sam Cucchiara (pictured) is the latest in a line of JOY “newsies” for whom experience with us has led to further fun with professional news teams. In Sam’s case, that has meant ABC and Ch9.

Looking ahead, we’ll be using better technology to allow some to go into “reporter mode” to cover important GLBTI stories.

Tim Lennox

News Director

Music Report

For the 2014-15 year, Assistant Music Directors Leo Stubbing and Dylan Adler managed all the music related interactions around the station incredibly well. The feedback from the major record labels (Sony, Universal, EMI and Warner, International popstar Neo pictured), as well as the myriad of independent labels, PR agencies and independent artists that we deal with, is always extremely positive, with regards to the station, our professionalism and the well prepared interviews that are carried out by all of our presenters.



We average around 30 interviews a month across all parts of the station, bringing a diverse range of artists to our audience. As a result, the ally status to the music industry for the station and our community remains strong and continues to grow.

In early 2015, we appointed five assistant music librarians who have been tasked with digitising our CD library of over 25,000 CDs featuring more than 120,000 individual tracks. This will be an ongoing task over the next few years.

The challenge for the next year is to work with the Specialist Program Director and re-invigorate our specialist music program range and diversity, to re-establish our credentials in less pop or dance oriented genres.

Just *some* of the most significant nationally or internationally well-known artists with massive fan bases that we featured on the station this year include:

International In-Studio / In-person	International	Australian In-studio / In-person	Australian
Ne-Yo	Hardwell	Nervo	Peking Duk
Big Frieda (LGBTIQ)	Kelly Clarkson	Alison Wonderland	Slumberjack
Giorgio Moroder	Adam Lambert (LGBTIQ)	Generik	Allday
Fifth Harmony	Armin Van Buuren	Samantha Jade	Will Sparks
JD Sampson (LGBTIQ)	Conchita Wurst (LGBTIQ)	Becky Cole (LGBTIQ)	Tigerlily
Gabrielle Alpin	Kylie Minogue	Harrison Craig	
	Will Young (LGBTIQ)	Lee Kernaghan	
	Will Young	Paul Mac (LGBTIQ)	
		Justice Crew	
		Human Nature	
		Sheppard	
		The Veronicas	

Chris Jameson
Music Director

Risk Report

The purpose of a Risk Committee is to assist the business that it serves to make decisions within a framework that protects the business from poor decisions that have a negative impact on the business, often for a long time. Throughout this year the Risk Committee has addressed some of the larger investments in infrastructure JOY has made in the last several years. The committee, with Conrad's assistance, assessed and reviewed planning, decision making and implementation of the DPO studio equipment and software.

Out of the assessment, the Committee was able to put together a process for JOY to make decisions regarding Capital Expenditure in the future. The new process now calls for a thorough assessment of JOY's requirements for any new purchases over \$5,000.00.

This process has been tested since its inception with the purchase of the new transmitter and telephone system. We have made a few minor improvements by using these purchases as a test of the process.

JOY has a Risk Register that was developed in the 13/14 year. The Risk Committee has closed out its working year by reviewing the Risk Register; testing its information and assumptions.

I sincerely thank the Committee members for their hard work throughout the year. I am honoured and humbled to be working with such dedicated volunteers.

Cassie Chadwick
Risk Committee Chair



Community Engagement Committee Report

Committee Structure

To align with the JOY Strategic Plan, the Membership Advisory Committee has rebranded to **Community Engagement Committee (CEC)**. The CEC is responsible for Membership Support, Patrons, Membership Development and Radiothon.

Membership Support

The secure on-line membership interface has streamlined the management of new and renewing JOY memberships, with more than 95% of all memberships now using this facility. To further assist in the membership process, JOY has recently implemented the option for automatic annual renewal of memberships. Contact with members is maintained by regular newsletters from the General Manager about day-to-day station activities, as well as updates from the Board. Additional member information is available on JOY's website, including details of JOY's organisational structure, Strategic Plan, previous annual reports, the composition of the Board of Directors, and JOY's Rules of Association

Membership Development

Membership contributes about 10% of JOY's total revenue, however the number of JOY members has remained reasonably static during this period, reflecting the trend of the last few years. The CEC is actively examining the options for growth in membership. A public forum was held on the 18th April 2015 to workshop options for the future of JOY memberships and structure. Price Waterhouse Coopers, our strategic partner, was extremely generous in facilitating and designing this successful forum. The outputs from the forum will be the basis for further consideration in 2015/16.

Patrons

The Board is actively progressing the JOY Patrons program, with two successful social events being held this financial year. Breed Barrett has joined the CEC as Patron Coordinator. We welcome Breed to the committee as her experience within JOY and the GLBTIQ community is very valuable.

Goals for 2015-16

The CEC plans to introduce a reviewed membership package by the first half of 2015-16.



Radiothon 2015

JOY's 2015 Radiothon was a great success, with the slogan "Re-Member JOY".

JOY received both large amounts of mainstream and gay media coverage for this year's Radiothon, including mentions in the Herald Sun, The Age and Time Out. Radiothon posters were also seen across much of the city and inner suburbs.

The post Radiothon phone room contacted 29% of the members who lapsed since May 2014 with 8% of those called renewing on the spot, 10% indicating that they will renew later, 6% not wanting to renew and 3% unable to afford to renew. The winner of the 2015 Radiothon Smart car prize (thanks to Radiothon major prize sponsor Mercedes-Benz Berwick) had been contacted via the phone room and he renewed because of the 're-member JOY' call.

Nathan Miller

Community Engagement Committee Chair



Technical Operations Report

The JOY Technical Advisory Committee's guiding principle is ensuring that JOY Incorporated is provided with the highest and most current possible IT, Software and Engineering services. The JOYTAC team has a mandate to ensure that all planning makes allowances for the future needs and requirements of the Station.

JOYTAC has overseen the replacement of the Transmitter hardware which was at the same time upgraded to provide our listeners and sponsors with a superior listening experience. The hardware also allows for future improvements where information generated from JOY about tracks being played and sponsors details can be displayed on car radios.

The new iOS 8 app has been released for those who listen to JOY on their new iPhone 6. This app displays the song being played and has the capacity for adding JOY sponsors to the display.

As the chair of the Committee and on behalf of JOY, I would like to praise and thank the team for their dedication and hard work for JOY. It has been a pleasure to work with such a dedicated and committed group of professionals.

Cassie Chadwick

JOY Technical Advisory Committee Chair

General Manager Report

JOY's 21st year on air has once again been extremely exciting, challenging and eventful. The highlights as always have been many, starting in November 2014 with the Community Broadcasting Association of Australia awarding JOY the 'Most Innovative Outside Broadcast or Special Event Broadcast Award' for World AIDS Day Worldwide. This incredible project was a 24-hour radio and web-streaming broadcast that connected renowned global experts in HIV medicine and science with local and diverse community leaders on air and online. The broadcast date of December 1 coincided with the station's 20th birthday and in turn honoured its original purpose of providing a voice for the GLBTIQ community during the initial HIV/AIDS epidemic in Australia. World AIDS Day Worldwide was delivered by a dedicated group of JOY staff and volunteers who brought their skills, energy and enthusiasm to help bring this historical project to a global audience and in turn create another outstanding piece of JOY's legacy.

Another jam-packed 'Summer of JOY' followed with the station being out, loud and proud at all of the key events on the LGBTIQ calendar, including Midsumma Carnival, Daylesford ChillOut and Sydney Mardi Gras. With the latter, we continued our partnership with our Mardi Gras broadcast partner 2SER and welcomed on board SBS Radio who joined forces with JOY for a 48-hour simulcast across the Mardi Gras weekend on their digital station SBS Radio 3. As always, JOY broadcast an eclectic mix of music and exclusive interviews, plus special features exploring the history and future of this iconic event, as well as multicultural and indigenous communities experiences from a LGBTIQ perspective and a feature show for International Women's Day. The broadcast was a huge success and once again cemented JOY's outstanding reputation within the radio sector.



Pictured: Conrad Browne is officially farewelled on-air with Dean Beck's 'On The Line' along with a handful of JOYsters .

Pictured: Conrad Browne with Rove
McManus at Network Ten's
'The Project' desk with Friday breakfast
duo 'The Murphy's' for JOY's 21st
birthday celebrations.



But of course we didn't slow down at all, even after such a hectic summer season. In April, we kicked off with Tech Drive 2015, which saw us raise \$20,000 for a new transmitter to ensure our broadcast signal remained loud and proud across the airwaves. We also broadcast the 2015 Pride Cup live in May from the Yarra Glen and helped bring this wonderful inclusive sporting event to a whole new audience. Then in June, we ran another fantastic Radiothon campaign where we asked the community to 'Re:member JOY' – and boy, did they! With thanks to our fantastic patrons Gary Singer & Geoffrey Smith, the station raised a record \$95,000 in just one hour during their annual dollar-for-dollar Radiothon donation show. This is truly a phenomenal result and one that we are extremely grateful for as always to all who dug deep to support the station.

As this is my last report as General Manager, I wanted to also take this opportunity to personally thank you for your help and support during my time at JOY. It has been an incredible honour to be a part of the station for the past 10 years and a true privilege to lead the station over the last three and a half years as well. Of course, everything we've achieved has been a team effort and I'm truly grateful to have worked alongside such a wonderful team of dedicated staff and amazing volunteers. I'm excited to see what wonderful things come next for the station and it's with thanks to you and the community's support that it will continue to grow and thrive.

As always, I offer my sincere gratitude to the entire Operations team and the Board, who through their dedication and hard work make JOY a true representation of the strength and spirit that is so evident within our diverse and vibrant community. To all of the amazing volunteers, you always inspire me with your energy and enthusiasm for everything you do on air and behind the scenes. To our members and supporters, it's your generosity and support of the station that means we continue to be heard out, loud and proud on air and online around the world and that enables JOY to continue to be a vital voice for our community when it's needed most.

Conrad Browne
Outgoing General Manager

Sponsorship Report

What's more exciting than starting the new financial year with signing the Lady Ga Ga Australian Tour as a major sponsor of the JOY AIDS 2014 Broadcast? Ending the same year booking a major JOY sponsorship advertising campaign to promote the Madonna 2016 Australian Tour, including a premium ticket giveaway!

In between, the new JOY Sponsorship sales and promotion team enjoyed a watershed year of change, consolidation, and achievement. Commencing with the appointment of a new Sponsorship & Promotions Team manager and the recruitment of two new Sponsorship Account Managers in August 2014, the new JOY Sponsorship & Promotions Team went on to post JOY's largest total sponsorship sales revenue haul ever in a single financial year!

Twelve months of intense activity saw many key existing Sponsorship client relationships successfully maintained, renewed and expanded upon. Many brand new sponsors relationships were formed, while other key returning sponsors stepped up to help us magnificently with much needed contra supplies around our equipment and operating systems, as well as fundraising and volunteer events. We've even had the same continuous full-time sponsor for the JOY Weekday Breakfast show timeslot for over a year. MmmmLovely! Altogether, it was an exceptional result.

It's also been a red letter period for the ongoing development of JOY's slate of successful media and supporting sponsor partnership arrangements. Whether it was a children's cancer fundraiser or the historic Pride Cup matches, from Midsumma to Midwinta, Mardi Gras and beyond, JOY was out there supporting more GLBTIQ-munity endeavours than ever before, both on air and/or on the ground at events.

There's been plenty of action on the Promotions front too. From CDs, DVDs, books, and amazing tickets (we're looking at you, Ga Ga and Madonna), to limited "Art" edition Royal Doulton flatware, yet another Radiothon car (thanks to Mercedes Benz Berwick), and the must-have of any season the Pitch Perfect 2 branded Selfie Stick - this year saw JOY give away more and better prizes than ever before.

Driving this activity was a combination of increased outreach and client engagement, as well as significant changes I oversaw to our processes, including the integration of Prize Team operations into the Salesforce database, and a rule update allowing JOY Members to win a prize every week (instead of every two, as previously)! Indeed it was another watershed year for JOY's salesforce development with myself, Josh Pearson and Anne Hamilton successfully working together to deliver the migration of volunteer operations into the database, as well as the introduction of automatic membership renewal payments.

Fast-forward to June 2015, and the sponsorship team was very sad to say goodbye to sponsorship account manager Mark Hadden. An integral part of the team, we thank him for all his efforts this past year. But now we look forward to another busy twelve months of consolidation and renewal as the Sponsorship team is refreshed with new blood.

Phillippe Cahill

Sponsorship & Promotions Manager

People, Services & Culture Report

JOY 94.9 includes 300 volunteers being supported by a small team of 17 people; staff (10) and key volunteers (7), the team is known as OPSCOM – operational committee. OPSCOM support the larger team of diverse 300 volunteers; broadcast teams, governance teams, office admin teams and more.

As Manager of People, Services & Culture I have sought after increasing the participation of women, disabled, gender diverse, young, senior and culturally diverse people. I had done so through seeking, proposing, and successfully receiving funding for community participation projects such as Schools OUT Loud, Centre Stage, and Multi-faith, Multi-JOY Taste of Radio course funded by the Victoria Multicultural Commission delivered in 2014-15 involving people of differing faiths and sexualities.

I have further developed the organisation's human resources and professional development procedures allowing better access and support to our people and personnel processes.

The training department is a vibrant and in high demand component of the station's operations which generates consistent revenue and volunteers from year to year. The training department is led by myself, Leenie Fabri with the support of Schools OUT Loud Project Coordinator Callum Padgett. Internal training known as 'Refresher Training' was focused on the implementation of our studio digital playout system (DPO), training was delivered by a small handful of skilled volunteers and staff; Chris Jameson, Sarah Kilalea, Michael Pohl, David Moyle, Johnno Edie, Sarah Chadwick, James Findlay, Callum Padgett, and Mark Hadden. **The Refresher Training consisted of 115 people receiving training, over a 14 week time frame, 21 training sessions delivered, by 9 trainers.**

The Taste of Radio training course remains in high demand and raised over \$21,000 in this financial year. With 67 graduates in 2014-2015 including 26 women, 6 gender diverse people supplied with up-skilling and being welcomed into the community radio station as official volunteers. The Taste of Radio has proudly provided 19 scholarships to those who are unable to fund themselves, ensuring the organisation continues to be inclusive and accessible to all members. The scholarship positions are funded by a variety means; community participation grants sourced by the station, and also by generous members who see value in providing opportunity of upskilling and participation. The end of year 'Taste of Radio Class of 2014' graduate end of year get-together provided a networking opportunity to all graduates for 2014-15. See Leenie pictured with graduate Marianne below.

This financial year saw the launch of a new revenue raiser, Advanced Radio Training Course, designed for external parties to garner the expert skills & knowledge within JOY in a 3 day intensive course. The course is tailored to an individual's careers goals within the media industry and provides the participant with a custom made demo reel to use for job seeking opportunities in the industry. **The Advanced Radio Training Course has now been tried, tested, refined and is a top quality product available for the public to purchase.**

It has been the organisation's most successful year for obtaining grants, receiving \$88,000 in funding from government bodies and independent organisations; Community Broadcasting Foundation, HEY! Grants, Department of Health Services, Public Records of Victoria, and GLOBE. The team was led by Leenie Fabri with the support of Conrad Browne and Sarah Kilalea. JOY 94.9 received funding for the following projects;

- **JOY 94.9 Schools OUT Loud** – scholarships provided to 100 youth— Presenting, Producing & Podcasting
- **AIDS2104** – JOY 94.9 6 day Special Broadcast at the International AIDS2014 Conference in Melbourne
- **Minus 18 Same-Sex & Gender Diverse Formal** – recording of young people stories of inclusion and celebration
- **JOY 94.9 Centre Stage** – nationwide LGBTIQ radio play competition
- **JOY 94.9 Program Content Coordinator** - programming assistance salary subsidy
- **Transmitter Operational Support** – operational subsidy

Please contact me directly should you have any ideas, issues and/or feedback about volunteering, funding projects, human resources, and training at JOY 94.9.

Leenie Fabri

Manager People, Services & Culture



Production Report

This year JOY production created a total of 177 free community service announcements and community promos (non-sponsorship related), as well as 639 audio spots featuring sponsor adverts or promo messages encouraging listeners to actively support us as members, volunteers or sponsors. A total number of 816 spots over the 52 weeks were created and scheduled by production manager Jason. Special acknowledgement goes to our CSA production assistant Jamie Dick for his support.

The program production team volunteers had a superb year, helping JOY reach a staggering 10,000 podcast episodes now available on our website, making us one of the leading podcast providers in Australia. On average we are now producing 141 podcasts per month. If played back to back, our podcasts would now exceed 217 days of continuous play. Thanks go to Chloe Stannard for assisting production manager Jason as program production coordinator and podcast trainer, as well as to the web team for guiding new podcasters.

JOY production is on track to provide even more free promotion for not for profit organisations in the coming year, whilst working towards developing new revenue streams with production support services to corporates such as on hold messaging and recording events, as well as the introduction of sponsor announcements into our podcasts at joy.org.au.

Jason Gipps

Production Manager



Pictured: Katie Purvis & Patrick Weyland-Smith wave down to the Mardi Gras parade crowd from the JOY 94.9 broadcast balcony.

Website Report

In the 2014 annual report, I highlighted that the focus for 2015 would be increased attention to integration between the multiple digital platforms that have been established at JOY. I'm very pleased to report that all planned integration work has been completed.

Since the digital playout system has been established across all the JOY broadcast studios, the online team has integrated it into all of our delivery mechanisms. This includes providing now playing information to all smartphone applications, the web stream as well as to RDS-enabled FM radios, since the installation of JOY's brand-new transmitter.

As part of this integration work, an updated iOS (iPhone/iPad) application was released which enables the presentation of now playing information on screen, including album art. While we were sad that our original iOS developer has chosen to resign, I would also like to personally thank Alexei de Lauw for all his hard work on previous iOS releases.

The JOY website was also refreshed in early 2015 to improve the display of the website on mobile and tablet devices. This refresh included integration with the digital play out system so that all new music added by the Music Director and his team appear on the website.

Further improvements have also been made to highlight JOY's extensive podcast library, which now includes almost 10,000 individual episodes and is growing at an average of six new episodes every day. In the past year, we have published over 2,200 new episodes covering almost 45 days worth of content.

It's now possible to browse every single podcast episode ever released by JOY since 2008. We've also included the latest podcast episodes on the home page of the JOY website so that individual shows can reach a broader audience.

Currently, the online team are trialling new ways to better analyse our live stream and podcast audiences and our focus for 2016 is to further enhance our reporting capabilities for both the JOY board as well as our listeners, both terrestrial and digital.

Avi Miller

Online Development Coordinator

Addam Stobbs Award for Broadcast Excellence

Sammi Whitehead

Addam Stobbs was a Life Member of JOY 94.9 in recognition of his enormous contribution over many years. We still feel the loss of his extraordinary passion, work, humour and enthusiasm. He is remembered by many as a mentor and friend. The Board instituted an Award for Broadcasting Excellence in his name as a way of acknowledging Addam's service in perpetuity. This award is presented to a volunteer who has excelled at creating programming that fulfils the JOY Mission Statement and has demonstrated over the past twelve months their capacity to connect, represent and celebrate our diverse community through programming that uplifts, informs and empowers.



During 2014-15, Sammi Whitehead produced and presented "The Wet Spot", an uncensored hour for women with a focus on sex and sensuality, something that had not previously been offered to our women listeners.

Sammi regularly produced high quality podcasts and interviews, and developed an active audience.

With involvement in "Yes We Are", Sammi represented women / lesbians through an entertaining and engaging music format program. Sammi is a tireless JOY volunteer in all aspects from office admin, panel operation, podcasting, production and presenting. Sammi assisted with podcasting training when requested, and panelling for

two other programs, in addition to her own program workload (Stand Up Straight and Saturday Magazine). Sammi is strong supporter of JOY and in particular women's issues.

Anne Hamilton Award for Volunteer Excellence

Betty Sujecki

Anne Hamilton is a Life Member of JOY 94.9 and this Award acknowledges Anne's embodiment of the JOY 94.9 mission and values, her passion for community volunteering, integrity, work ethic and the quality of her work. Anne's enormous contribution to the organisation sets an excellent example for all volunteers. This award is presented to a volunteer who has excelled at performing their work in support of the JOY 94.9 mission and values over the past 12 months.

Betty has been the JOY 94.9 photographer for several years and across 2014-15 has exemplified our values in all of her activities. She shows strong commitment to JOY's diversity and strives to reflect our community in all her work.

Betty is enthusiastic and respectful, and encourages others to be the same by leading by example. Betty frequently puts up her hand to take on extra tasks and is always willing to take on constructive feedback. In the last 12 months, she has welcomed Hamish to the team and has fostered an excellent working relationship with him. In addition, she readily seeks out ways to learn more about photography and looks to incorporate new and creative ways of capturing JOY 94.9 moments.



Office Admin Report

The Office Admin team are a bunch of fabulous volunteers who greet you each time you come in to the station or when you give us a call. Many of our team enjoy contributing to JOY's success in a 'behind the scenes' way and have no aspirations to get behind the mic. Others have used this entry-level volunteer position to learn about the station and then take on new challenges, just like our current President.

For members of our wider community, volunteering in the office admin team can be a fantastic introduction to the JOY community, and we had more than 50 people approach us in the last year to join the team. We support on-air programs from 7am to 9pm, 7 days per week, and we advertise all our vacancies on the JOY website.

This year, we combined our annual get together with another behind the scenes team - the program production team. It was a wonderful opportunity for all of the office admin team to meet each other, as well as the members of the program production team. We had a great time hanging out, having a laugh, and eating pancakes!

Bek Savic

Office Admin Coordinator



Pictured: Office Admin volunteer, Harriet, a valued contributor to the JOY 94.9 team

Social Media Report

As noted in last year's report, the primary goal of JOY's various social media channels is to present a professional, fun and friendly brand identity to our members and supporters, and to the world at large. Our social media channels all made huge strides this year. The number of Twitter followers and Facebook likes both went from over 6000 to over 8000. The JOY Instagram account has exploded from about 200 followers to over 1000, and our LinkedIn company page has gone from a bit over 300 followers to around 450. Due to other commitments, Adam Samuel stepped down as our Social Media Coordinator during the year. Katie Purvis has taken over this role, albeit in a more limited capacity, and the team is operating well together. We have set up a ticketing system for requests for social media posts, which will greatly streamline our processes in the future.

The social media team has worked diligently on large events such as the Mardi Gras Parade, Midsumma Pride March, Pride Cup and Logies red carpet to provide coverage across all of our social media accounts simultaneously. Thank you to the tech team and to our backup social media volunteers for helping us with these events. Betty Sujecki and Hamish Blunck deserve special thanks for their willingness to take photos at events and whenever we have celebrity guests in the studio. Their work has really enhanced our social media this year.

TWITTER

Top 10 trending successes: The hashtag #MGJOY trended during our broadcast of the Sydney Mardi Gras parade, and #AdamLambertJOY trended during the Sound Museum special on Adam Lambert.

Amazing tweets featuring JOY: Adam Lambert's tweet of thanks after the Sound Museum special (which also included a link to the podcast interview on the JOY website) was retweeted 731 times and favoured 933 times (Adam has 2.5 million followers); and a tweet by Leo Stubbing about an interview with Tyler Oakley on the Friday Morning Show was RTed by Tyler to his 4.5 million followers and subsequently RTed 256 times and favoured 1270 times!



FACEBOOK

We have also spiced up our FB posts with better illustrative material. When people request a FB post on our page, we always ask for colourful, dynamic pics to accompany the post.

Other popular Facebook posts, reaching at least 3000 people each, were our ChillOut festival photo album; news of John Caldwell appearing on JOY program Purple Speech; an item on Victoria Police's apology for the Tasty nightclub raid; movie director Fraser Green's reaction to a homophobic insult; a thank-you to *The Project* for inviting JOY members to be in their audience to celebrate our 21st birthday; an item about the charity event Cupid's Undie Run; condolences to friends and family of the late Greig Friday and to the VAC on Greig's passing; and a light-hearted item featuring a rainbow butterfly unicorn kitten!

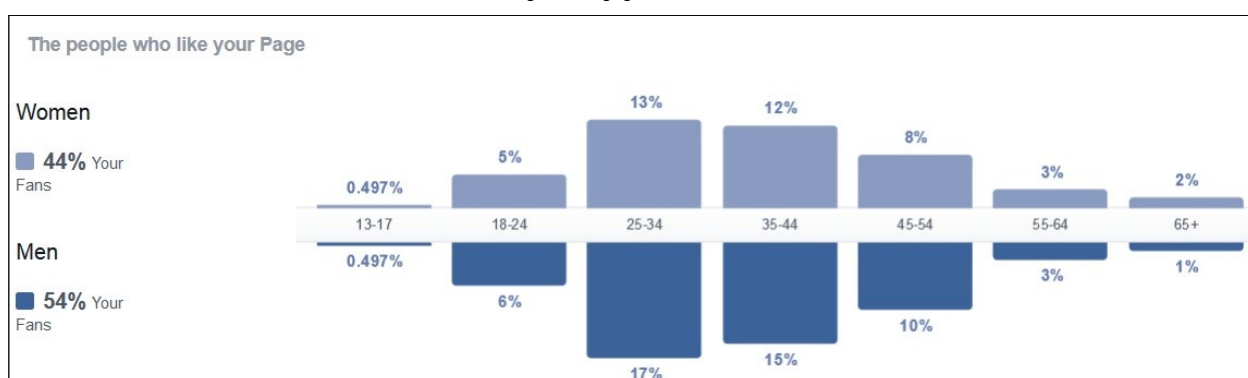
Our most popular Facebook posts were (perhaps surprisingly) about the New Zealand *X Factor* judges bullying incident (<https://www.facebook.com/joy949/posts/826181780750531>), which reached over 15,000 people; and (less surprisingly) a media call for WhiteLion's annual Bail Out charity event featuring photos of Gina Liano (among other celebrities), which reached over 13,000.

The average number of people who saw any content associated with JOY'S Facebook for 2014–2015 were: daily 3887, weekly 18,969 and monthly 55,926.

Thanks to backup FB posters Betty Sujecki, Mike Evans, Jase Gipps and Chris Jameson.

Country	Your Fans	City	Your Fans	Language	Your Fans
Australia	6,829	Melbourne, VIC, AUS	4,314	English (US)	4,641
United States of America	349	Sydney, NSW, AUS	514	English (UK)	3,150
United Kingdom	182	Brisbane, QLD, AUS	200	French (France)	29
New Zealand	66	Adelaide, SA, AUS	130	Spanish	28
Canada	47	Perth, WA, AUS	117	German	23
Nigeria	32	London, England	92	Portuguese (Brazil)	20
Ghana	30	Geelong, VIC, AUS	63	Italian	17
Germany	29	Canberra, ACT, AUS	45	Traditional Chinese	15
Brazil	25	Gold Coast, QLD, AUS	41	Spanish (Spain)	14
India	17	Hobart, TAS, AUS	39	English (Pirate)	13

Facebook global engagement



LINKEDIN

We use the LinkedIn company page to share information with our followers that is of a corporate nature rather than news, sponsor posts or chatty fun material. We typically share job opportunities, radiothon updates and key media releases. The LinkedIn post that garnered the most follower engagement in 2014–2015 was an advertisement in May for the General Manager position.

INSTAGRAM

Our Instagram account has become increasingly popular since Leo Stubbing took over running the account 10 months ago. Leo has a good understanding of the Instagram crowd and has created posts with plenty of good visual material that allow our followers to see, among other things, 'behind the scenes' shots of guests in our studios.

Our account has proven to be an excellent visual vehicle for JOY sponsors.

On average we receive around 25 likes or more per post.

The most popular posts are items about celebrities visiting the JOY studios.

The top 5 most popular posts in 2014–2015 were 'Ireland Says Yes' (88 likes), Kylie and Dannii at Mardi Gras (71 likes), #LoveWins – America gets equality (69 likes), Adam Lambert chats to JOY (62 likes) and Nero chats to JOY (62 likes).

SOCIAL MEDIA TEAM

Twitter – Katie Purvis

Facebook – Lisa Robbins

Instagram – Leo Stubbing

LinkedIn – bek savic

Photographers – Betty Sujecki & Hamish Blunck

MEMBERS

BOARD OF DIRECTORS

DIRECTORS	
Jed Gilbert	president
Trish Kerin	vice president
Melinda Rich	treasurer
Steph Amir	secretary
Cassie Chadwick	
Geoffrey Devine	
Laurie Cato-Smith	
Nathan Miller	
Tanya Matthewson	

executive assistant
Bec Evans

BOARD SUB-COMMITTEES

FINANCE & AUDIT	
Melinda Rich	chair
Cassie Chadwick	Mark Adams
Conrad Browne	Matt Anderson
Damira Rogoznica	Matt Kelly
Laurie Cato-Smith	Peter Froutzis

PERFORMANCE MANAGEMENT
Trish Kerin - chair

BOARD SUB-COMMITTEES

COMMUNITY ENGAGEMENT	
Nathan Miller	- chair
Adam Taia	David Meredith
Chris Furneaux	Jed Gilbert
Conrad Browne	Tanya Matthewson

PROGRAMMING	
Geoffrey Devine	chair
Steph Amir	vice-chair
Barb West	Lisa Robbins
Cameron Cook	Rochen Pace
Chris Jameson	Sarah Chadwick
Conrad Browne	Tim Lennox
Emily Dwyer	Zemeel Saba EA
James Findlay	

RISK	
Cassie Chadwick	chair
Conrad Browne	Mark Adams
Damira Rogoznica	Melinda Rich
Josh Pearson	

TECHNICAL ADVISORY	
Cassie Chadwick	chair
Avi Miller	Mark Powney
Conrad Browne	Michael Strauss
Josh Pearson	

STAFF & OPERATIONS TEAM

GENERAL MANAGER *	Conrad Browne
ADMIN / FINANCE	
finance manager *	Damira Rogoznica
operations support	Anne Hamilton
BROADCASTING	
program director – specialist *	Emily Dwyer
program director – weekday *	James Findlay
music director	Chris Jameson
assist music director	Leo Stubbing
assist music director	Dylan Adler
music librarian	Richard Walters
news director	Tim Lennox
production manager / podcasts *	Jason Gipps
program content & project developmt*	Callum Padgett
MEMBERSHIP	
member services coordinator	Chris Furneaux
SOCIAL MEDIA	
facebook	Katie Purvis
twitter	Lisa Robbins
SPONSORSHIP	
sponsorship account manager *	Phillippe Cahill
prize coordinator	Dennis Muir
prize coordinator	Ian Carlsson
TECHNICAL OPERATIONS	
IT coordinator	Josh Pearson
online development coordinator	Avi Miller
VOLUNTEERS / COMMUNITY ENGAGEMENT	
people service & culture mgr *	Leenie Fabri
training courses / grants *)
office admin coordinator	Bek Savic

* as at 30 June 2015

GOVERNANCE

OPERATIONS



Taste of Radio course participant

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