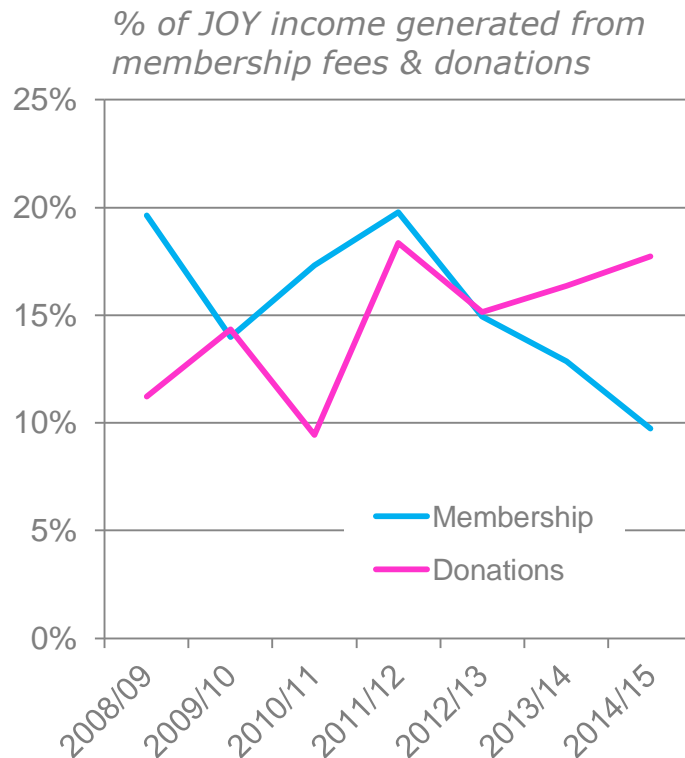




***JOY 94.9***

*Community Engagement Committee  
AGM Update*

# ***The community and engagement committee wanted to understand & address the decline in membership income***



## ***The case for change***

- Membership fees now represent only 10% of JOY income, down from 20% in 2009
- Membership retention rates are declining whilst our average member age is increasing – this will drive further membership decline if we do not find ways to appeal to younger generations
- The trend in donations and patrons has increased significantly over the same period
- Feedback from current members suggests that involvement in the governance of the station is not a motivator for most – people join because they want to give back to the community

# ***To tackle this problem we decided to enlist the help of some friends...***

## **Innovative Approach**

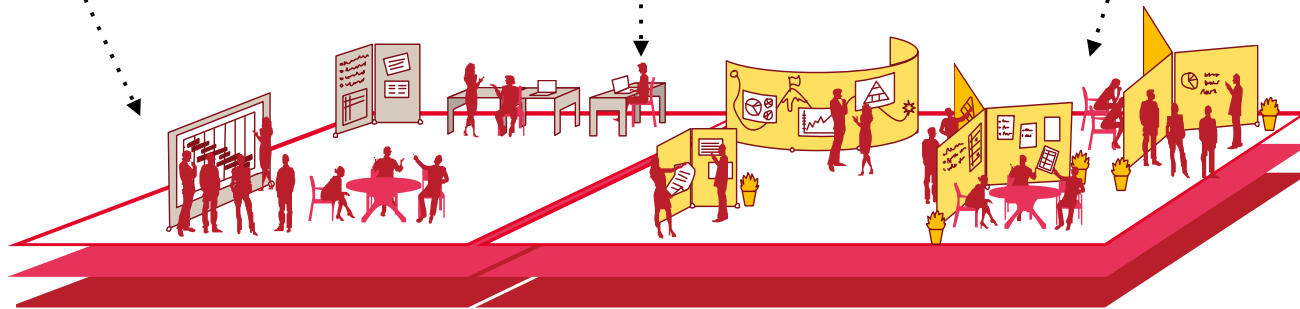
A Design Forum is a highly agile and accelerated way of working – it carefully designed and facilitated to address complex problems

## **New Insights**

External research of loyalty programs, other cmtty radio, data analysis of JOY membership and demographics and creative techniques throughout the day inject relevant insights

## **Shared Outcome**

The key recommendations were co-developed throughout the day – iterated and tested by working groups



GLEE and 'the difference' ran an uber creative workshop to help us co-create a new JOY membership model **with** our key stakeholders



*We had a wonderful variety of participants who brought a unique perspective on the problem – using innovative techniques and ways of working we were able to explore the problem and co-design solutions*







*In the fishbowl session we heard non-members tell us that we need to make it easier to support JOY financially and we need to find new and innovative ways to appeal to, and engage with, different segment needs*

# Recommendations build on our membership model – including new ways to engage with our community

1

Evolve to a holistic supporter framework

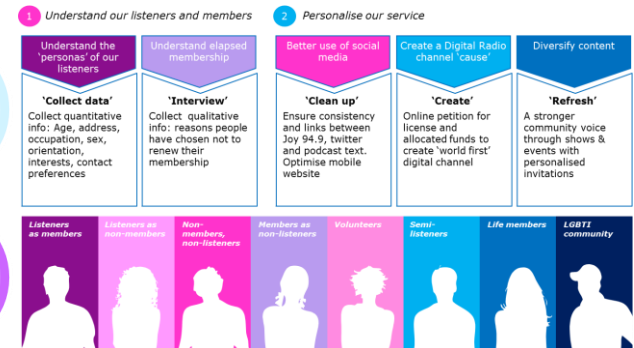
2

Drive awareness through to activation

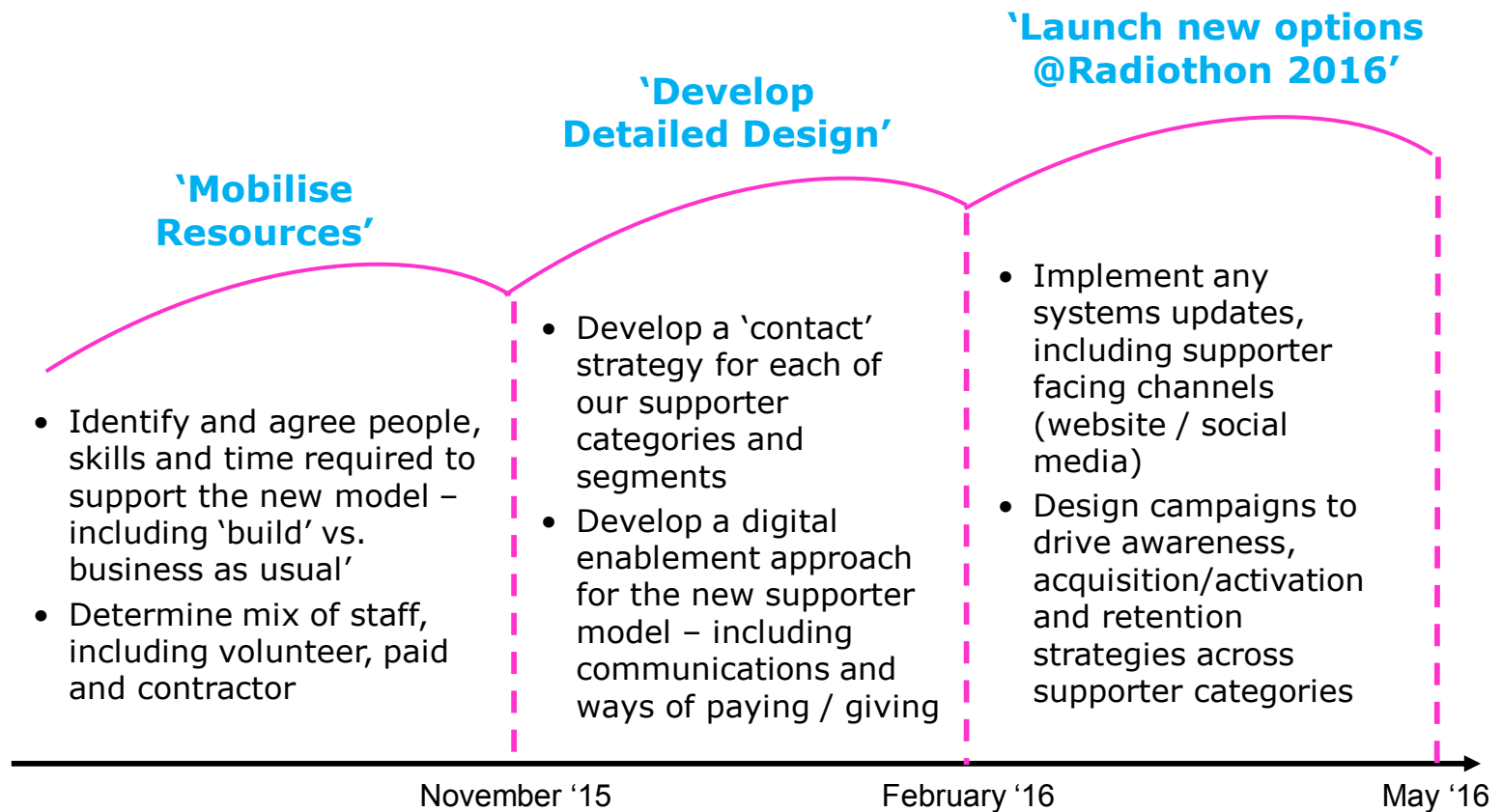
3

Create increasingly personalised interactions

JOY Support Model				
Category	Investment	Direct Benefits	Engagement	Target Funding (TBD)
Patron	\$\$\$	BIG	DEEP	30%
Member (voting rights)	\$\$	Limited	Regular / Targeted	10%
Subscriber	\$	Sponsorship / Advocacy / Reach	Custom	30%
Supporter	\$	Minimal	Limited	30%



# ***We now want to 'co-create' the approach with members and start a phased-in launch***



We will be running a members forum in late November to seek your feedback and input on the proposed changes – keep a look out for your invite soon

We are also looking for more volunteers to support the community engagement committee so please let us know if you'd like to get involved



# Thank you to everyone that attended the session



**Attendees included individuals and representatives from:** JOY CEC, Joy Members, Non-Joy Members, JOY Board Members, SYN, Living Positive, Transgender Victoria, Telstra, Youth Works, SBS, Midsumma, SheSpeaks, MQFF, PwC Strategy, PwC GLEE leaders, RMIT, Bi-Alliance, Crowd Sourcing, various Business Leader/s



# ***Special thanks to the PwC GLEE team!***

