

October 2018

JOY



Annual Report

2017/18

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Thank you to all our generous patrons and donors.



President's Report

It's a pleasure to provide this update in our Annual Report for the 2017/18 financial year. This has been an iconic year for JOY on many fronts.

We will turn 25 years young in December 2018, which is an amazing sign of the longevity of our organisation and a tribute to so many people who have been a part of its growth and evolution over that time. We were at the forefront of advocacy this year, providing a voice for our community throughout the marriage equality survey, and we remain as relevant as ever as debates that affect our community continue.

The marriage equality campaign was a catalyst for a significant increase in our audience, and importantly, we have held on to listeners after the campaign. This means that JOY's informative, uplifting and empowering content is really resonating with audiences - not just in the LGBTI community, but more broadly. The latest survey results show that JOY now has 470,000 listeners per month in Melbourne. To put that in perspective, this means we have about a third of the listeners of Melbourne's top rating commercial station, which is an incredible achievement for a community station with a sub-metro licence. Radio broadcasting is at the heart of what we do, but we continue to broaden our reach by offering many different ways to access JOY's content – via the radio, online, and with podcasts. Our content is what drives listeners to us, and we are always expanding the diversity of voices we have on air, reflecting the obligations under our licence to serve the LGBTI community.

We had another great Radiothon campaign, raising \$266k through June 2018 around our theme of '25 Years Proud'. This was after a difficult few months where some internal issues at JOY were canvassed in the mainstream media. This caused significant challenges with sponsors concerned about reputational issues. The loss of revenue due to this issue means we had a disappointing result for the 2017/18 financial year. Nevertheless, JOY remains in good financial health with solid cash reserves to sustain us in the coming year. Importantly, our early revenue performance in the 2018/19 year is very strong and reflects a great deal of hard work from the Board and staff to recover our financial position.

It's important that we continue to be focused on our financial health and sustainability. We have our ongoing operations to fund which is a challenge in itself, but we also have a potential move to the Victorian Pride Centre on the horizon in late 2020. This will require significant funding (probably of the order of \$500,000) and the Board, staff and volunteers will all need to be a part of meeting this challenge.

Once again, it's been a privilege to lead JOY as President in the last financial year. It's a challenging job, but it remains a role full of purpose and pride. That purpose is about being a custodian of a wonderful institution for a relatively short time, but always ensuring that it has a vibrant and exciting future for those that follow. I'd like to thank my fellow Directors for their work and support this year. Board's must operate cohesively and collectively, not only because it generates good results for the organisation, but because that is what we must do to legally fulfil our fiduciary duties.

On behalf of the Board, I'd like to thank our members, patrons, sponsors, staff, volunteers and all our supporters for being a part of JOY. It takes a lot of people to sustain a great organisation like JOY.

Melinda Rich

JOY President



Treasurer's Report

JOY's relevance becomes more important than ever even as we enter our 25th year and our impact continues to grow. Powerful political and social pressures by conservative groups continue to attack our hard won rights. The financial environment too has set new challenges that we continue to address requiring constant adjustment and innovation to ensure the ongoing sustainability of JOY.

From a financial perspective, our results for the 2017/18 financial year are mixed. On the back of our second best Radiothon ever, JOY will report a deficit of \$72k and we entered the new financial year with slightly reduced cash reserves of \$194k. While our costs were contained and below budget, our revenue was below forecast. There were two key issues that impacted our finance results.

Firstly, we experienced delays in securing a major prize for Radiothon, these delays were due to circumstances outside of our control. Our previous prize sponsor, Holden, which has been a great contributor to JOY, had its own issues related to market share challenges, with its move away from local manufacturing. Virgin Airlines was able to assist and fill the gap with the prize flight to Los Angeles, later upgraded to business class (thanks to a donation from Life Member David 'Macca' McCarthy). We thank Virgin Australia, and Macca, for their support, because it ensured we had a terrific prize to offer as part of driving memberships and donations for Radiothon.

Secondly, JOY was subject to serious external reputational issues during the first half of calendar year 2018 that represented a major threat to the JOY brand. This caused sponsors to step away from JOY for a period, and the work and efforts of the Board and CEO were directed towards addressing these issues. This proved to be a major distraction that ultimately resulted in lower sponsorship and sales revenue.

On a positive note, the station continues to drive forward with growing listenership and expanded online and geographical coverage. Our guest line up and music launches continue to set very high standards. Our revenue flows have picked up and we continue to monitor closely our revenue and expenses. We carry very strong momentum on revenue into financial year 2018/19, demonstrating the hard work done to recover JOY's brand and reputation and financial performance.

In terms of systems and efficiencies, we have transferred our accounting system to a cloud based online accounting system, Xero. The new system will be both cheaper to run and maintain, and will provide us with a more modern interface, better reporting functions and greater visibility over our debtors and cash flow. We have engaged a new book keeping service at a lower cost to us, with greater service levels. New auditors Bank Partners have been appointed – again at a reduced cost to JOY. This is consistent with best practice to change auditors at intervals of 3-5 years, to ensure ongoing independence and transparency.

The size and timing of our revenues continue to present challenges, and this is a constant focus for the Board and management team. The Board is constantly seeking new and sustainable revenue streams. We have established a new Fundraising Working Group that is gathering momentum, and those of you who attended the Radiothon launch would certainly have seen the high standard set for that fundraiser event.

JOY's proposed move to the Victorian Pride Centre and the need for new and modern technology and equipment continue to be big focus areas. We maintain very well connected to developments on the Victorian Pride Centre and are reaching out to various agencies and connections seeking funding support to get JOY relocated there in late 2020, subject to the right arrangements being agreed with the Victorian Pride Centre.

While the results for FY18 are less than budgeted, the Board has full confidence that the coming 2018/19 financial year will be an improvement.

A special thanks again to the members of the Finance and Audit Committee and the rest of the Board for their support.

Ian Graystone

Treasurer / Finance and Audit Committee Chair



Anne Hamilton Award for Volunteering Excellence

This Award is to celebrate and recognise volunteering excellence. The inaugural Anne Hamilton Award was presented on 27th October at the 2013 Annual General Meeting. Anne Hamilton is a life member of JOY and the Award is instituted in her name to acknowledge Anne's embodiment of the JOY mission and values over many years. It also acknowledges Anne's passion for community volunteering, and her integrity, work ethic, focus on quality and her enormous contribution to JOY and the excellent example she set for us all in selfless volunteering.

This award goes to Pete Holmes.

Pete has been a volunteer since April 2017 and is currently JOY's Podcast Coordinator.

Podcasting is an increasingly important channel for JOY as we seek to broaden our reach and impact, giving our listeners the choice to listen to our content at a time and place that suits them. Having a committed and dedicated volunteer like Pete co-ordinating JOY's podcasts help us achieve our aspirations in this space.

Since moving into the Podcast Coordinator role, Pete has established a strong team of more than 40 podcasters, and he had taken the lead on setting up training for new podcasters. He actively recruits podcasters for shows requesting podcasting support, and has also built robust reporting for our podcasting service, ensuring we can track how our podcasts are performing.

Pete is also incredibly friendly and is very enthusiastic about JOY, always offering to help where he can.

Congratulations Pete.



Addam Stobbs Award for Broadcasting Excellence

Addam Stobbs was a Life Member of JOY, recognising his enormous contribution over many years. We still feel the loss of his extraordinary passion, humour and enthusiasm. He is remembered by many as a mentor and friend. At the Annual General Meeting that same year, the Board instituted an Award for Broadcasting Excellence.

The Addam Stobbs Award for Broadcasting Excellence is awarded by the JOY Board to presenters and/or programs that have excelled at creating programming that fulfils the JOY mission statement and the JOY programming statement, of connecting, representing and celebrating our diverse communities through programming that uplifts, informs and empowers.

This award goes to *Saturday Magazine*, reflecting the significant contribution this program has made to JOY in a year when advocacy was so crucial to support our community through a divisive debate over marriage equality.

Saturday Magazine not only reports on news relevant to our community, but it generates thoughtful and considered debate and conversation on issues that matter to us. It is also regularly amongst JOY's most downloaded podcasts, reflecting that it is a 'go to' program for our listeners seeking to stay connected with happenings in our community.

The program's level of engagement with political, community, commercial, and cultural leaders has never been higher and more respected. Its excellence in programming reminds us that JOY serves as a strong voice to uplift, inform and empower our community.

Congratulations to Macca, Tass, and the entire team that delivers *Saturday Magazine*.



CEO Report

It's been another busy year at JOY with several exciting projects and milestones achieved.

We said some goodbyes to various staff who resigned after making their mark on JOY across the long term, and I would like to thank them for their contributions and wish them well for their next adventures:

- Jason Gipps (Production Manager for 10 years)
- Damira Rogoznica (Finance Manager for 7 years)
- Josh Pearson (Operations Manager for almost 2 years and volunteer IT Coordinator for 3 years)
- Alice Berkeley (Volunteer Co-ordinator for almost 2 years)

The departures have allowed us to recruit some fresh faces into JOY, including Jack Traynor (Production Manager) and Dominique Haslam (Operations Manager). Both Jack and Dominique come to us as experienced and passionate Community Radio professionals – another step towards JOY lifting our industry acumen and embracing our role as media creators. We also welcomed Ashley Edge into the Sales/Sponsorship team. Ash comes to JOY after more than 15 years working in corporate sales roles.

A major area of success for JOY over the last 12 months has been the growth in our audience. We saw a significant uplift during the marriage equality campaign in 2017 – our terrestrial audience grew and our podcast downloads almost doubled. Since then, we have seen consolidation and even further growth in our terrestrial audience to 470,000 monthly listeners. This result represents 12% of Victoria's radio listening audience. To put that in perspective, this means JOY has about one third of the listeners of the most popular station (Gold 104.3) and is only just behind the likes of Radio National. This growth has come from our strong daytime sound as well as our diverse and ever-expanding specialist content. In addition, we commenced a project with the CBAA (Community Broadcasting Association of Australia) utilising the DAB+ digital platform. The opportunities to extend this further are profound especially in the face of the changing way people consume media content. Critical for JOY over the next year will be the way we market our content and explore additional delivery platforms and channels, to fulfil our objective of broadening JOY's reach and impact.

Despite having this wonderful result in audience numbers which provides us with a many listener ears attractive to our sponsors, a distracting and destabilising internal campaign was played out in the public arena and mainstream media during the past year. Not unexpectedly, this significantly affected sponsor interest and engagement in the second half of the 2017/18 financial year, with many sponsors turning away from JOY during the period of March – May. This has impacted our financial result for the year, and we have worked very hard since then to rebuild confidence, creating significant momentum with sponsors into the 2018/19 year. Critical to this result has been the development of stronger marketing assets and diversified products. We are also leveraging our audio production capability as a revenue source and in 2017/18, and more than \$100,000 was generated for commercial production services alone. We have also deliberately focused on longer contracts across multiple promotional assets and we are seeing the benefits.

As always – JOY's members were strong financial supporters with our second-best result ever for Radiothon which ran through June 2018. An amazing Radiothon party was held and we received phenomenal support from our patrons and regular donors. Over the next 12 months we will be deploying a number of supporter engagement strategies to broaden the appeal of financially supporting JOY and providing pathways for our community to contribute to ensuring JOY continues to grow.





Critical to our last year was the emergence of JOY's deliberate voice for advocacy and social impact. The YES campaign was central to all our activities, from fundraising to content creation and community engagement. We were active participants in the conversation around marriage equality and we can measure that success by the increase in listeners and the impact of our content including our nomination for a CBAA award in the special broadcast category. Moving forward we will activating the organisation and our listeners to continue to agitate for social change and I look forward to seeing what our presenters come up with to drive that agenda.

We are now into the third year of a program that is reviewing JOY's culture to embed inclusion. The change to our licensed community of interest from 'Gay and Lesbian' to 'LGBTI' in 2016 was not just a change of label. It has required a shift in awareness for everyone at JOY to ensure that we have the appropriate space to invite representatives from the 'BTI+' communities we are now committed to represent. Feedback we received during the 2016 Volunteer Engagement Survey as well as direct engagement from retired, existing and prospective volunteers from these communities identified several areas of opportunity to break down barriers and encourage participation within JOY. These opportunities have been a focus for management at JOY in the last year to ensure all JOY people are engaged, trained and supported to deliver a JOY experience that is representative of the whole LGBTI community. There is more work to do in this space in the coming year.

Now more than ever JOY represents a fundamental imperative for our community – we get to control our story. We create content ABOUT our community, FOR our community, BY our community. It's our own platform – we set the agenda. We produce more than 125 hours of unique and original content every single week – that's more than 6,500 hours a year. You can hear our content on 94.9 and DAB+ in Melbourne, via joy.org.au, IHeartRadio, TuneIn and the JOY app anywhere in the world or via podcast. This gives our listeners the choice to access JOY in a way that suits them.

That's not all – we are looking forward to the next 25 years. JOY's Board and management team have a clear strategy to ensure JOY retains its relevance for the LGBTI communities while continuing to grow our reach beyond Melbourne and Victoria. It's about a strong voice for social change, it's about keeping inclusion in the conversation. It's about agitating and asking the hard questions – holding our public servants accountable and most of all – being the voice that any LGBTI person, anywhere in the world can tune in to and hear someone that sounds like them. We all know that there is no greater power than connection, bringing people together so they do not feel alone.

Despite recent wins, we are still a minority fighting for space, fighting to be heard and fighting for equality. And there are still things we need to achieve for our community. That's why we keep going – to make it easier for the next person. And it takes all of us. Every letter of the acronym and every single ally who supports us. That's what keeps me at JOY.

Tennille Moisel

JOY CEO



Program Director Report

It has been an amazing year for JOY and we have seen a lot of positive movement towards achieving our strategic objectives of being a voice for the LGBTI community nationwide.

One of the biggest achievements of the last 12 months is seeing our listenership increase, taking JOY's audience in Melbourne to an all-time high. The latest McNair Survey, conducted in April 2018, has JOY's monthly audience sitting at 470,000 which is our highest listenership ever and the third consecutive ratings increase. This is something that everyone at JOY can be very proud of. One of the most interesting aspects about this latest increase is that we are seeing the audience growth coming through our specialist programming – although our daytime programming still holds the highest overall listenership. It's heartening to see that our specialised LGBTI content is bringing in more listeners and is a sign that the quality of our programming is on the rise which is what our audience is responding to.

Over the last 12 months we have continued to build the shows that boost our diversity. We have increased the team in our indigenous program *Urban Dreaming* by offering scholarships, and focused on developing their skills so this important show remains on the air. We have done the same for our Trans and Gender Diverse show *The Gender Agenda*, which is so important for JOY. We have a strong team of announcers who are putting together a great show that introduces our audience to music and conversations so pertinent to the wider LGBTI community and often ignored. Our kink and fetish show *Hide and Seek* is back on the airwaves with a vengeance and is bigger and better than ever covering a wider range of topics for a more diverse audience. I think this is a great example of the evolution of JOY - never forgetting our roots and history but moving into the future to be a voice for a broader community.

Some of our listener increase I believe can also be attributed to JOY looking further afield for its announcers and actively recruiting members of our community that come with an embedded audience. This does not take away from the hard and invaluable work done by any of our volunteers for our station. Every voice is as important and as relevant as the next, but in this day in age it is pragmatic to realise that celebrity brings audience. Tom Walsh, from Logie award winning GoggleBox has joined forces with our much-loved Warren for the *Tom and Warren* breakfast show. Benjamin Norris from Australia's Big Brother is hosting *Word for Word* and we have seen engagement in this show increase. Ben has interviewed politicians, authors and singers gaining headlines and never fearing to touch on the bigger issues. Mitchell Coombs, Talecia Vescio and Aishlin Garnett host the popular *Not my Cup of Tea*. This show has thousands of podcast downloads around the world each week, with their online videos gaining millions of views. Dyan Tai is a Sydney-based, Malaysian Australian singer songwriter, who's latest hit has just been featured on Australian MTV. His weekly show *The Dyan Tai Show* is recorded and produced in Sydney for the JOY audience. These are just some of the shows that are increasing JOY's reach beyond Melbourne and helping to increase our audience.

A big congratulations to the *Chicks Talking Footy* team who picked up the Troy Garner Excellence in Sports Programming Award at the 2017 CBAA awards gala on the Gold Coast. This program has gone from strength to strength since it began in 2016 and is a great example of the kind of collaborative content creation with a strong social purpose we are striving to achieve.

Since our last AGM, marriage equality has been legislated and JOY was leading the way with the campaign for a YES vote and the passing of the bill. We should all be proud of our tireless efforts around



this. Not just on the day which had wall-to-wall programming covering the announcement, but also in the lead up to and post announcement. Many listeners and presenters wrote to JOY to thank us for the coverage and for being a safe place during the campaign. It is days and moments like this that bring home JOY's place in our community and how important our presence is. Our coverage of this event has gained JOY a CBAA award nomination for this year's CBAA Gala.



Another CBAA nomination was received for our coverage of the 40th anniversary of the Sydney Gay and Lesbian Mardi Gras. A four-day, forty-hour broadcast that included focused programming from some of our flagship specialist shows and several outside broadcasts from various locations in Sydney.

I would like to thank my team for their commitment and support throughout this past year. Over 200 volunteers are responsible for the content that our listeners tune in to every day. Every one of our presenters, podcasters, producers and panellists work hard to deliver 24 hr a day programming accessible all around the world. I would like to send a special thanks to my immediate team – Michael Polh our Music Director, Gary Wilson our News Director, Colin Tyrus our News Coordinator and Dylan Joel for his assistance until July this year as our Daytime Coordinator.

It has been a year that has made me very proud to be the Program Director of Australia's only LGBTI radio station, as it has been a galvanising year where our diverse communities have come together in celebration and advocacy. This has highlighted to me personally that we are not just running a radio station that plays uplifting music. The work we do at JOY empowers, enlightens and educates not just our own LGBTI community – but the wider community we all live in.

Chris Tait

JOY Program Director





Music Director Report

Music is fundamental to the sound of JOY, with 60 hours every week devoted to Melbourne's most uplifting music mix, along with approximately 45 hours of additional specialist and syndicated music programming. It is important, therefore, to celebrate our achievements in this space during the 2017/18 year.

Community radio celebrates Australian music and its 25% Australian music quota is demonstrative of this. At JOY, our Music Policy aims for a minimum of 30% of Australian music across our programming, as well as 15% of music from queer artists and producers. Across this year, 35.3% of our scheduled daytime music was by Australian artists and 17.4% of music was by queer musicians. This is great news for our communities of interest and Australian musicians in general, and we will continue to play uplifting tunes from these priority groups during the coming year.

Throughout the year, you have been able to hear from quite a few artists with many music interviews taking place across the station. Australian artists included: Andrew De Silva, In Stereo, Huntly, Timomatic, ROJDAR, Electric Fields, Great Aunt, Dannii Minogue, Dan Sultan, Chantoozies, Kylie Auldist, Charm of Finches, Amax, Tyron Hapi, Garret Lyon, Alfie Arcuri, Casey Donovan, Brentwood, Mama Alto, Kram (Spiderbait), Andy Van, Kate Miller-Heidke, Em Rusciano, Missy Higgins, Tripod, Brendan Maclean, Lauren Nottingham, Bonnie Anderson, Nathaniel, Mo•Louie, Youthfire, Angie McMahon, Death by Denim, Timmy Trumpet, Haylenise, The Mexicans, Raven, Samantha Jade, Blayke Percival, Steve Sedergreen, Baptiste, Wendy Matthews, Cub Sport, Didirri, Conrad Sewell, Sheppard, THIA and Sam Perry.

We had international talent offer their time too, with appearances from: Alison Moyet, Stefan Olsdal (Placebo), Carl Cox, Mary Lambert, Peter Brook (New Order / Joy Division), Taylor Dayne, Otis Williams (The Temptations), Pete Tong, The East Pointers, Heather Peace, Peyton, Clotilde, JP Cooper, Patrizio Buanne, Above & Beyond, Boy George and Newton Faulkner. We acknowledge the support of labels, management and distributors for making these opportunities possible.

Music allowed us to celebrate some major events too, with a special music mix crafted for YES Week and a weekend of Melbourne's most uplifting (and anthemic) music mix for our huge Mardi Gras broadcast. That weekend also provided an opportunity for our famous mix to be front and centre to celebrate 40 years of Mardi Gras with the '40 Songs for 40 Years' event.

Where would we be without Eurovision? I was lucky once again to represent JOY in Lisbon for the world's biggest music competition, delivering a multitude of interviews, daily live crosses to breakfast and drive and three live shows during the contest. Our coverage of live music events didn't stop there, with David Moyle taking *Bent Notes* to Wangaratta for its Jazz Festival.

I can't do all this work on my own and the Music Team deserves a huge congratulations for the year. John Wintle looks after the day-to-day scheduling and the quarterly APRA reporting in his role as Music Co-ordinator and Taryn Walton does an amazing job managing the interviews that come in for presenters as the Music Interview Co-ordinator. Thank you to Dan Gregg for his contribution to organising music interviews before having to step down for work reasons. A big thank you also goes to Richard Walters for his ability to get music into our extensive library quickly as Music Librarian, and the numerous volunteers who have helped to digitise our CD collection, adding over 30,000 tracks during the last 12 months.



During this year, we said farewell to Chris Jameson, as he left his position of Music Director after eight years at the helm. Not only was Chris passionate about Melbourne's most uplifting music mix, but also about our specialist music programming. Thank you to Chris for the legacy he has created in terms of JOY's unique sound.

There are some exciting plans for the coming year and I'm looking forward to cementing JOY's place as a centre of music for our communities.

Michael Polh

JOY Music Director

News Report

It's been a year of evolution for JOY news with a focus on enhanced editorial and presentation skills. JOY is proud to have a team of volunteers who compile and present news bulletins from an LGBTI perspective.

The JOY news team has grown since the start of the year with eight new members and three more currently in training. Regular induction sessions for new volunteers are conducted by JOY News Director Gary Wilson and News Roster Coordinator Judy Kelly.

Three long-serving newsreaders moved on this year: Mike Try, Prue Gildea and Celeste Mitsiou. Celeste has since taken up a role as a journalist with 2SM in Sydney.

JOY news is scheduled seven days a week with members of the news team working across 19 rostered shifts which are carefully managed by the JOY News Roster Coordinator. More than 85% of scheduled JOY news bulletins were broadcast during the year.

The objective of the news team is to deliver local, international and LGBTI news. During the year in review, our news bulletins have included hundreds of stories which would never feature on mainstream radio or television. Ten or more unique LGBTI stories were presented every week, some featuring audio of newsmakers who appeared on JOY programs.

In January 2018, veteran radio news executive Colin Tyrus took on the role of News Coordinator and developed a standardised professional style and sound for JOY news. Colin authored the JOY News Style Guide document and delivered training to all newsreaders in February 2018.

The goals for the future of JOY news include reliably delivering every scheduled bulletin, switching to a radio-specific news service to replace AAP, and stronger collaboration with specialist and current affairs programs on JOY for LGBTI stories and content that endeavour to help achieve social impact for our communities.

Gary Wilson

JOY News Director

