



**MEDIA**

**ANNUAL REPORT  
2020/2021**



JOY is Australia's LGBTIQ+ community media organisation, **listed on the Australian Charities and Not for Profit Commission Register**, with the purpose of building a more inclusive society.

We do this by providing the opportunity for freedom of expression, the breaking down of isolation and the celebration of the culture, achievements and pride of the diverse rainbow community.

Delivering content via JOY Radio, Podcasts, TV and Social Media, 24 hours per day seven days per week, JOY now reaches rainbow communities globally.

JOY is proudly brought to you by our wonderful volunteers, leadership team, donors, funders, members and the clients who purchase our services!



## A MESSAGE FROM OUR PRESIDENT - DAVID 'MACCA' MCCARTHY



This past year has been overwhelmingly one of challenges. For those of you who have visited our extraordinary new permanent and secure home and studios at the Victorian Pride Centre, I think you will agree it is a magnificent building. It enables us to strengthen our relationships with LGBTQA+ organisations and look forward with confidence to the future.

One of the constants in the past history of JOY 94.9 has been our financial sustainability. Following on from last years surplus of \$120,000 we can again report a surplus. This year it is \$49,000. The substantial costs of moving to the Victorian Pride Centre were accounted for in this result.

As a Board, we have been unified and strategic with a laser focus on our financials and our budget processes and I have never felt more confident about JOY's future viability. The results speak for themselves. Your Board's commitment to JOY and the professionalism they demonstrate in carrying out their duties is a huge asset for JOY. I want to acknowledge their work and my personal and professional respect for each of them.

We have an outstanding CEO in Ange Barry who has built strong sector partnerships within the community and with the commercial world. Our success and our reputation is in no small part down to her strategic focus and engagement. Thank you Ange for your good humour, friendship and professionalism.

We of course as a community and an organisation had to adapt to COVID-19. It has not been easy but the passion and commitment of our members and volunteers has carried us through.

When this is allied with the incredible work of our paid staff, key volunteers, on air presenters and everyone who works behind the scenes to create inspirational, diverse, engaging media has made JOY the relevant and successful media organisation it is today.

Thank you to all of you.

## A MESSAGE FROM OUR CEO – ANGE BARRY



Coming together with our wonderful audience, members, donors, funders and clients JOY excelled in fulfilling our purpose during this most challenging of years – to build a more inclusive Australia during a once in a lifetime pandemic. Pivoting to a mostly remote broadcasting team, relocating our studios to the Victorian Pride Centre, and diversifying our income streams in response to the impact of COVID were the key achievements of our 239 strong team.

Spending much of the financial year under COVID lockdowns, the JOY team shifted from our Bourke Street Studios to operating from their homes to bring our messages of hope, daily news, entertainment, and great music to keep the LGBTQA+ community connected, informed and entertained during this time of isolation. Our predominantly volunteer team embraced this urgent and necessary transition in true style, bringing fun and professionalism to their work from home!

Consequently, our last days in our home of 13 years in Melbourne's CBD were very quiet ones, for our Breakfast, Drive and Leadership Teams remaining onsite, ensuring our live programming went to air. With a brief reprieve from lockdown, we ended our time at the Bourke Street site with a 'fill up the skip' cleanout and send off to see us close the doors for the last time.

Many of our regular clients – our wonderful performers, festivals and venues of Melbourne and beyond experienced sustained interruptions to their professional lives and activities. This meant JOY's main income source also suffered during the year, necessitating a pivot to other means of keeping us alive – and with a true community effort, we made this happen together, resulting in a modest financial surplus of \$49K for the year.

On behalf of us all at JOY I wish to thank the Victorian Government, Michael Strauss and AVC who enabled our relocation work and fitted out our new studios; our generous donors, patrons and members who personally and through their businesses supported us in our most successful Radiothon to date; our Patrons Geoffrey Smith and Gary Singer who funded our Breakfast and Drive shows; the sponsors and media agencies who continued to invest in JOY to have their message heard; and of course the amazing JOY Board, Leadership and volunteer teams. You are JOY!

**239**

VOLUNTEER  
TEAM MEMBERS



**731**

DONORS AND PATRONS  
SUPPORTED JOY THIS YEAR

**8.5**

PAID TEAM  
(FTE)



**1,082**

DONATIONS  
RECEIVED

**JOY**  
Out.  
Loud.  
Proud.

How we do what we do  
July 2020 – June 2021



**1,766**

MEMBERS (by 30/6/21)



# You invested in us

In addition to our wonderful members, patrons, clients and donors we'd like to give a special thanks to:

- AVC
- BHP
- City of Melbourne
- Community Broadcasting Foundation
- Geoffrey Smith and Gary Singer
- K&L Gates
- NAB
- Salesforce
- Susanne Dahn Giving Fund
- Victorian Department of Premier and Cabinet

YOU

KEEP

JOY

ALIVE



## JULY 2020

JOY volunteer team members receive no cost training (thanks to CMTO) to build their skills in:

- Advanced Audio Editing
- Managing Volunteers
- Radio Production Skillset



## AUGUST 2020

Dee Mason joined JOY Drive as a Co-Host with Warren.

We celebrated Wear It Purple Day for all our young LGBTIQA+ people across Australia.



## SEPTEMBER 2020

JOY Launched our second JOY TV Show after Kerry and Dolly, Cocktales.

To help Victorian businesses affected by COVID-19, JOY launched our LOVE Vic Back To Business campaign to provide heavily discounted sponsorship promotions to those doing it rough.



## OCTOBER 2020

At the CBAA Awards, JOY won Best Special Event Broadcast -Mardi Gras 2020

CBAA JOY Finalists included Homophonics, the whole Local Roots team, The Informer Daily, Triana Butler, and Arion Potts for Transgender Day of Remembrance.

We celebrated GiveOUT Day and raised money to fund regional, rural and remote scholarships for the Our Rainbow Country project.





## NOVEMBER 2020

JOY launched our very own mobile app for listeners to tune in from their phones and digital devices.

JOY held our Annual General Meeting at the end of November with limited capacity in person. Many of our JOY volunteers and members attended virtually.



## DECEMBER 2020

Gary Wilson stepped down as the role of News Director and Judy Kelly and Richard Foster step up as interim Co-News Directors

JOY celebrated the end of 2020 with a team Christmas picnic.



## JANUARY 2021

JOY began our License Renewal project which allows us to broadcast for the next five years on JOY 94.9.

We announced our partnership with BHP to financially support the Our Rainbow Country project to provide radio and podcast training to regional, rural and remote LGBTIQ+ Australian community members.



## FEBRUARY 2021

JOY adjusted to Victoria's short four-day lockdown and continued to develop our remote broadcasting strategy as snap lockdowns re-emerged into the new year.

We expanded our office team with a brand-new Marketing and Communications Coordinator and a Content Administrator to facilitate bookings and promotions of JOY's work.





## MARCH 2021

With a paneling and presenting team in Melbourne and an on the ground reporting team in Sydney, JOY carried out our COVID version Outside Broadcast of the annual Mardi Gras parade.



## APRIL 2021

JOY had a wonderful Radiothon from the 14th to the 23rd of April where all on air volunteers came together to #EmbraceJOY. Through the passion of our team members and generous donations of our members patrons and listeners, we raised over 215K for Radiothon!



## MAY 2021

We celebrated Gary Wilson's 20 years of volunteering at JOY.

The JOY team attended a ME Bank Stall day highlighting LGBTIQ+ community groups and their services.

We broadcast Midsumma's Pride March on the 23rd.

JOY launched our Strategic Plan for the next five years.



## JUNE 2021

We had our last Bourke Street Studios broadcast and our first official broadcast from the Victorian Pride Centre. To farewell our old studio space, we had our Skip Party at the end of June.

We submitted our 241 page License Renewal for the next 5 years that included a refresh of all JOY policies.

We captured audio from the Better Together conference to podcast, making it accessible Australia wide.



# A new home at The Victorian Pride Centre

After 18 months in the planning, design and build, our move, led by the patient, creative and persistent relocation Manager, Michael Strauss came to fruition.

From March 2021, Michael and his support crew commenced the transport of our prototype studio and office set up, getting us ready for the big move.

The leadership team, with Breakfast and Drive started at the Pride Centre mid-June with our last official broadcast at Bourke Street on 12th June and our first official broadcast at the VPC on 19th June.

On 26th June 2021 our team removed the remaining JOY infrastructure and said farewell to Bourke Street after 13 years.







# Our Team



JOY is driven by the combination of a small paid staff and a large dedicated volunteer team who together achieve our purpose of building a more inclusive society.

In all we do, we seek to be Joyous, Inclusive and Courageous. These values have shone through our team during 2020 and 2021 as we faced multiple lockdowns and pandemic isolation.

Our team members stepped up to keep our community uplifted and connected, advocated on issues important to our LGBTIQ+ people, and were both brave and resilient in the uncertainty of continued remote work.

Our 240+ team members perform 411 roles across our organization, bringing JOY everyday!







**President**  
David 'Macca'  
McCarthy



**Vice President**  
Helen Jentz



**Treasurer**  
Priscilla Jeffery



**Director**  
Gary Singer



**Director**  
Mark Adams



**Director**  
Madelaine Swain



**Secretary**  
Pete Holmes



**CEO**  
Ange Barry



**Executive  
Assistant to CEO**  
Dannii Karametos



**Operations  
Manager**  
Michael Strauss



**Content  
Manager**  
Rachel Tyler Jones



**Production/  
Services Manager**  
Jordan Johnstone



**Marketing and  
Communications  
Coordinator**  
Natalie Williams



**Finance  
Coordinator**  
Helen Walmsley



**Content  
Administrator**  
David Gale



## BOARD AND LEADERSHIP TEAM

# Our Services

JOY exists to inform, entertain and connect the LGBTIQ+ Community and our allies, with the purpose of building a more inclusive Australia.

We do this through the provision of content, education and live broadcast services.

You can access our **content** via 94.9 FM, DAB+, JOY App, iHeart Radio, TuneIn, joy.org.au, JOY Podcast library and JOY TV.

JOY Academy provides **education** to community members so they can create their own content.

JOY Gigs brings **live broadcasting** to the community, making events accessible to all who wish to participate.

To make our work possible, we also provide services to our Government, Corporate and Community clients, sharing their messages through podcasts and promotional campaigns, building their teams inclusivity practices and podcasting skills, providing voice over talent and live streaming services.



# Our Reach

## JOY 94.9 RADIO AVERAGE WEEKLY AUDIENCE BY DAYPARTS

**BREAKFAST (5AM-9AM, Mon-Fri) 33,000**

**MID MORNING (9AM-12PM, Mon-Fri) 30,000**

**AFTERNOON (12PM-3PM, Mon-Fri) 23,000**

**DRIVE (3PM-7PM, Mon-Fri) 28,000**

**EVENING (7PM- 12AM, Mon-Sun) 20,000**

**OVERNIGHT (12AM-5AM) 12,000**

**WEEKENDS (Sat & Sun cumulative) 70,000**



\* DATA FROM MCNAIR -THE NATIONAL LISTENER SURVEY, JULY (AUDIENCE BY DAY PARTS)



**133,000 +**  
CUMULATIVE WEEKLY  
LISTENERS



**10.1 HRS +**  
AVERAGE WEEKLY  
TIME SPENT LISTENING



**11,532+**  
UNIQUE MONTHLY  
ONLINE STREAMS



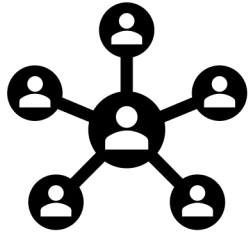
**32,000+**  
MONTHLY VISITS  
JOY.ORG.AU  
TOTAL YEARLY VISITS



**15,000+**  
MONTHLY PODCAST  
DOWNLOADS  
TOTAL YEARLY DLS

# Our Social Media Presence

\*Organic



**38,088 Followers\***



**27,125 engagements\***



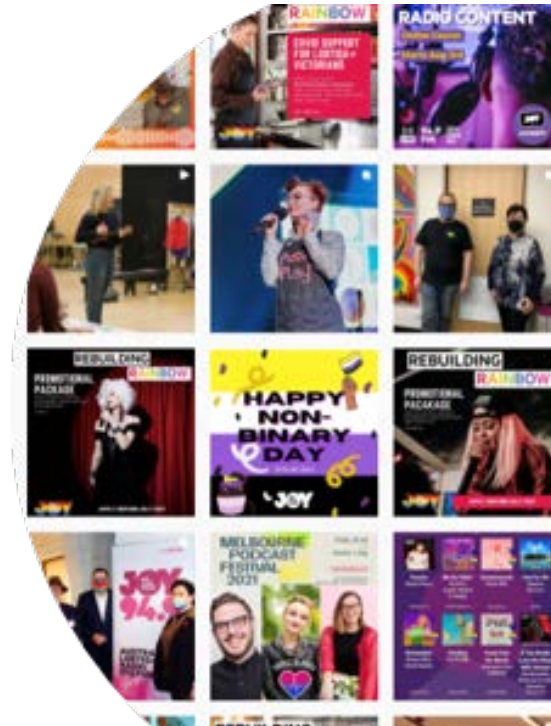
**1,144 Social Posts\***

Since 2020, JOY's online audience has been growing rapidly with more and more people engaging with our content every day. We've noticed that amongst our content, the main trend for our audience is a strong community focus.

Regardless of the time of year, JOY's digital audience respond most to the posts and communications that shed a light on the hard-working volunteers of JOY, the small paid staff team and the community members we're supporting and uplifting the voices of.

We know our audience loves to see what happens behind the scenes at JOY and we're committed to bringing JOY, positivity, and community relevant information to you every week of the year.

Follow JOY on social media through [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) @JOY949 and check out our website at [joy.org.au](http://joy.org.au).



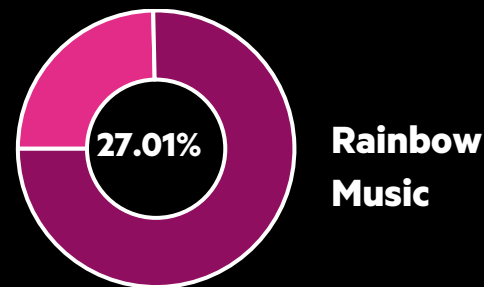
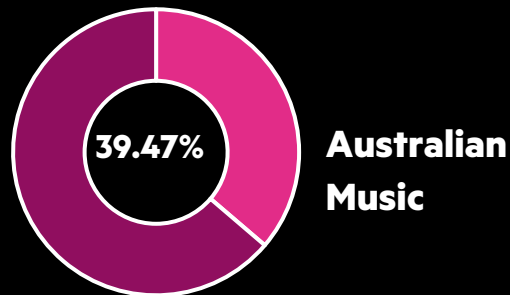


The teams making our 67 programs across JOY 94.9, JOY Podcasts and JOY TV continued to broadcast high quality, relevant, fun content that connected, informed and entertained our audience over this 12-month period.

From broadcasters to producers, hosts to newsreaders, podcasters and music teams, JOY kept audiences engaged, whilst moving in and out of lockdown, relocating and rebuilding our studios and adapting to working remotely.

We are broadcasting more Australian and Rainbow music artists than ever before, with our work attracting Awards recognition.

-  **24 MUSIC**
-  **17 COMEDY & ENTERTAINMENT**
-  **8 ARTS & CULTURE**
-  **8 COMMUNITY & SOCIETY**
-  **4 NEWS & CURRENT AFFAIRS**
-  **3 HEALTH AND WELBEING**
-  **2 SPORT**
-  **1 BUSINESS & MONEY**



**239**  
**VOLUNTEER**  
TEAM MEMBERS



# Programs

JOY Breakfast	The Drive Thru with Johnno	Beatz Radio Australia	Sunday Arts Magazine	Bent Notes
JOY Drive	Dance Mix	The Cabaret Room	Our Mosh Pit	The Gender Agenda
A Touch of Pink	Well, Well, Well	Hide and Seek	Strictly Soundtracks	Turn the Beat Around
Out Takes	Grumpy Gays	Soul Provider	Little Pod of JOY	Jukebox JOY
Dykes on Mykes	Living in the 70s	Saturday Night House Party	#gotmoney?	Kerrie & Dolly's House Party
Geeks OUT	The Informer	Local Roots	Laugh Out Proud	Cocktales
Up Early	babble POP!	JOY Daytimes	Queen of the Night	The Lit Show
Saturday Magazine	Three Chords & the Truth	Yesterday Once More	TripleX	Better Together
David and Sue	The Late Late Breakfast Show	Triple Bi-Pass	Caffé Latté	Robbed! A JOY Drag Race Ruview
All Things Queer	JOY Eurovision	Neon Nights	Checkpoint	The Ace Question
World Wide Wave	Homophonics	Pop Queens	Ben & Gabe	
Chicks Talking Footy	In The Studio	Dee and Johnno	JOY Weekend Breakfast	
This Australian Life	The Sound Of Now	How do you do that?	QNN	
Word for Word		The Bench	Miss Chatelaine	

**LIVE** | **94.9** | **JOY.**  
**FM** | **ORG.**  
**AU**

# JOY Breakfast

WITH **THE MURPHYS**



“Seriously thank you both (and joy team) for being a constant over the last two years. Having that friendly duo each morning made the isolation of living alone during lockdown less crummy. Thank you all so much for that, I don’t think I nor many of the audience can thank you for that enough. With thanks again, PJ (12415).”

**LIVE** | **94.9** | **JOY.**  
**FM** | **ORG.**  
**AU**

# JOY Drive

WITH **DEE & WARREN**



“Thank you for being there through my queer journey the last couple of years! It has been great feeling part of a community before coming out.” Alicia from Campbellfield

“Thanks for all the great work you do for the community. Definitely my station of choice when out and about in the car.”  
- Ian from St Kilda

*Smart, Fun Radio*

# JOY Drive

WITH **EM & WARREN**



“Thanks for making my afternoons more enjoyable as I learn and laugh!” Pam from Coburg.

“Loving the show, from top to bottom, left to right and every angle of the universe. Great music, and so is your energy!”  
Szebastian Onnen

## JOY Breakfast and JOY Drive

JOY’s flagship Breakfast and Drive teams kept our audiences connected five days per week with Smart, Fun Radio.

The teams continued to bring a positive, informative and fun vibe to the Australian (and indeed global) community each morning and evening, covering the conversations, issues and events most cherished by the rainbow community and our allies.

The teams grew JOY’s audience and received overwhelming interaction and gratitude from them.

**LIVE** | **94.9** | **JOY.**  
**FM** | **ORG.**  
**AU**





NEWS

# CBAA Awards and the Australian Podcast Awards 2020



With our own in-house News Service, JOY proudly brings rainbow news to our community.

1,768

NEWS BULLETINS



JOY won a CBAA Award and was finalist in five other categories in 2020. JOY also had two podcasts listed as finalists at the Australian Podcast Awards 2020.

Congratulations to the JOY team who worked on the Sydney Gay and Lesbian Mardi Gras 2020 Broadcast for winning the Best Special Event Broadcast award for the second year in a row!

## CBAA Awards 2020 Finalists

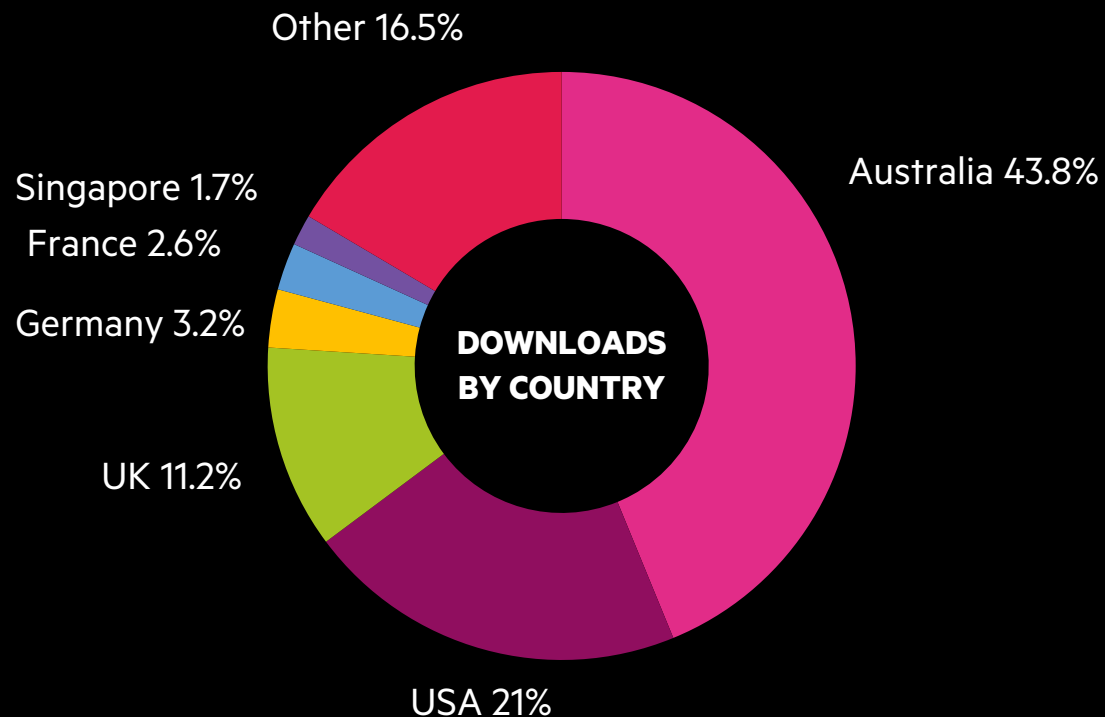
The Sound of Now, Local Roots, The Informer, Homophonics and our Trans Day of Remembrance Vigil

## Australian Podcast Awards 2020 Finalists:

Let's Talk About Suicide – a collaboration with JOY and Switchboard, hosted by Hamish Blunck  
Loud & Proud – A collaboration with NAB, Aesthetic and JOY



# PODCASTS

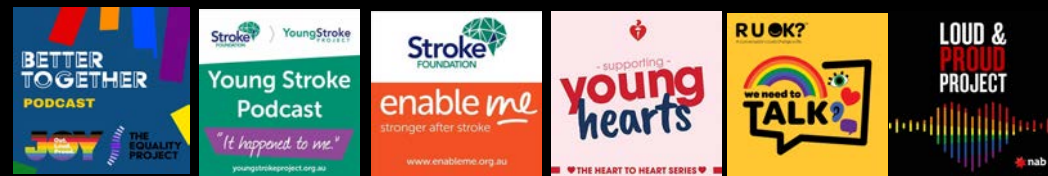


## JOY Podcast Services

JOY provides podcasting services, working with businesses and organisations, enabling them to tell their story in an authentic, conversational way. JOY also creates podcasts from our content provision and proudly boasts the largest rainbow podcast library in the world.

**57 Client  
Podcast Episodes**

**2,512 JOY Podcast Episodes**



**317,849**

**DOWNLOADS  
THIS FINANCIAL YEAR**

**870**

**DOWNLOADS  
PER DAY**





TV

JOY TV is JOY's relatively new video content space, launched with the inaugural program Kerrie & Dolly's Houseparty, which ran to December 2020, followed by Cocktales with Wayne and Tom.

Both programs helped to connect our communities during lockdown, and our JOT TV youtube channel has had 60,229 views so far.

The JOY TV team will be building a flexible studio setup at the Pride Centre once lockdown and the move allows more people back onsite to complete this project.

JOY TV also proudly provides access to our predecessor, Bent TV's archive.





# GIGS

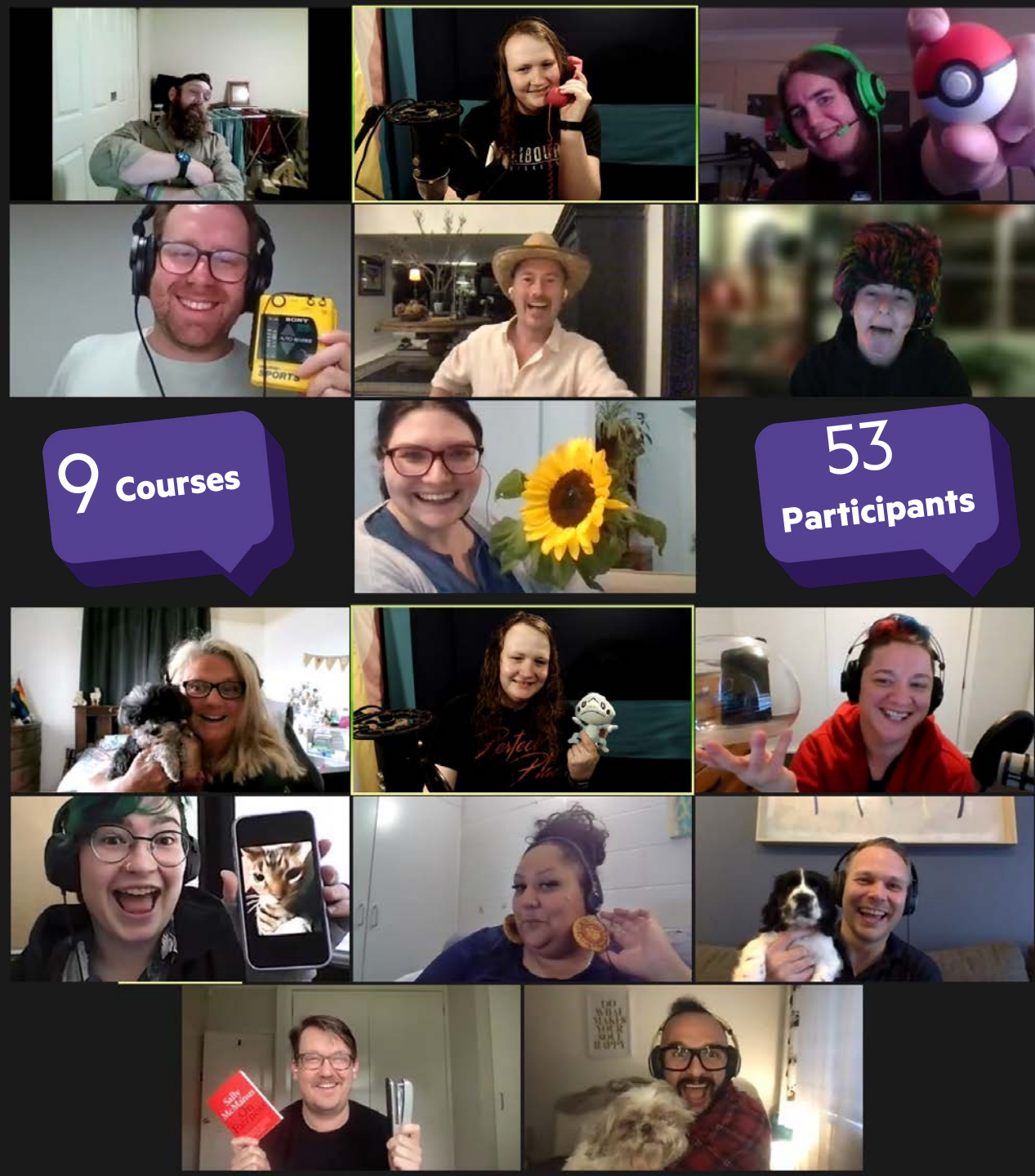
A pandemic didn't stop us keeping community connected in new and exciting ways through JOY Gigs.

We launched Bright Light Bright Light's new album Fun City with an online listening party, broadcast Mardi Gras with two roving reporters on ground at the Sydney Cricket Ground, and a broadcasting team commentating back in Melbourne, marched in Midsumma's Pride March whilst broadcasting the event live.

32 lucky listeners joined Dean and Anna and the JOY Breakfast Team at a special screening of the Rocky Horror Picture Show at the fabulous Lido Cinemas – what a night!







9 Courses

53  
Participants

# JOY | ACADEMY

JOY Academy, our education hub, provides inclusive, accessible skills training to participants in online and in person. Our programs are tailored to participants needs, experience and knowledge levels.

From Podcasting and Radio Broadcasting to Inclusion and Diversity training, JOY's expert trainers are educating students across the country.

Adapting to the restrictions of COVID-19, we launched JOY's Online Podcasting and Radio Content course, with a particular focus on providing skills in content production from 'anywhere' including of course at home.

As a leading voice representing the LGBTQIA+ community for almost 30 years, and in response to the growing need for more inclusive practices in group environments, JOY launched our Inclusion and Diversity Training.

This training is offered to businesses, organisations, community groups and schools to help them gain a stronger understanding of the LGBTQIA+ community.



## CLIENTS

JOY continued to work with Government, Corporate and Community organisations to bring their messages to our audience this year.

Working across on air, online, podcasting, training and production services, JOY worked with our clients to deliver on their promotional goals, while building a more inclusive Australia with these key funds.

To assist those organisations struggling with the impact of COVID 19, we offered low/no cost campaigns supported by Victorian Government funding.

We proudly delivered over **240** promotional campaigns, **57** Podcast episodes plus provided community groups with **98** Community Service Announcements.



SPONSORSHIP



DIGITAL



ON AIR 94.9



VOICE OVER



PRODUCTION



STREAMING



INTERVIEW



VIDEO EDITING



PODCASTING

AND MUCH MORE!



# **PRISCILLA JEFFERY, CPA**

**TREASURER/ FINANCE, AUDIT  
AND RISK COMMITTEE CHAIR**



The JOY Board has pleasure in presenting the financial statements of JOY Melbourne Inc. for the year ending 30 June 2021. Through hard work, a strategic restructure of the organisation, generosity from the community and donors, we are delighted to report an operating surplus of \$49,197 for the year. Whilst the result was down on the \$120,808 surplus reported for 2020, given the ongoing trading challenges due to COVID-19 and the move from Bourke Street to the Victorian Pride Centre, this 2021 result was pleasing.

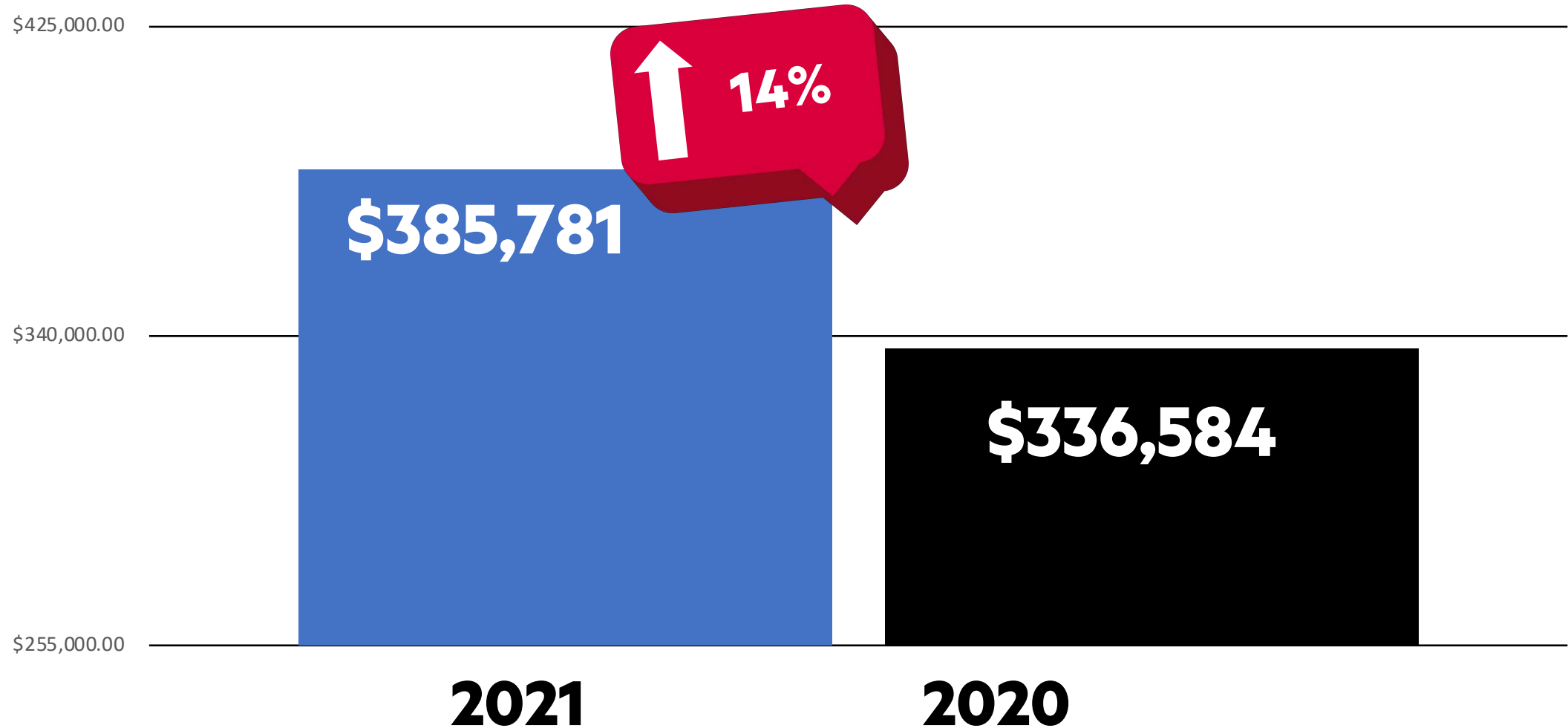
Throughout the year, JOY grew its total assets to \$806,850 as compared to \$711,549 in 2020. Cash at bank reserves increased marginally from \$602,791 in 2020 to \$616,800 in 2021. Total liabilities reported for the year ending 30 June 2021 were recorded at \$421,069, an increase on the reported 2020 amount of \$374,965. The significant driver of the increase to liabilities pertains to Income Received in Advance. For 2020, these incomes in advance were recorded at \$216,869 however in 2021, the value has increased to \$256,912.

Finally, with the operating surplus of \$49,197 reported for 2021, JOY has improved its overall equity position to \$385,781.



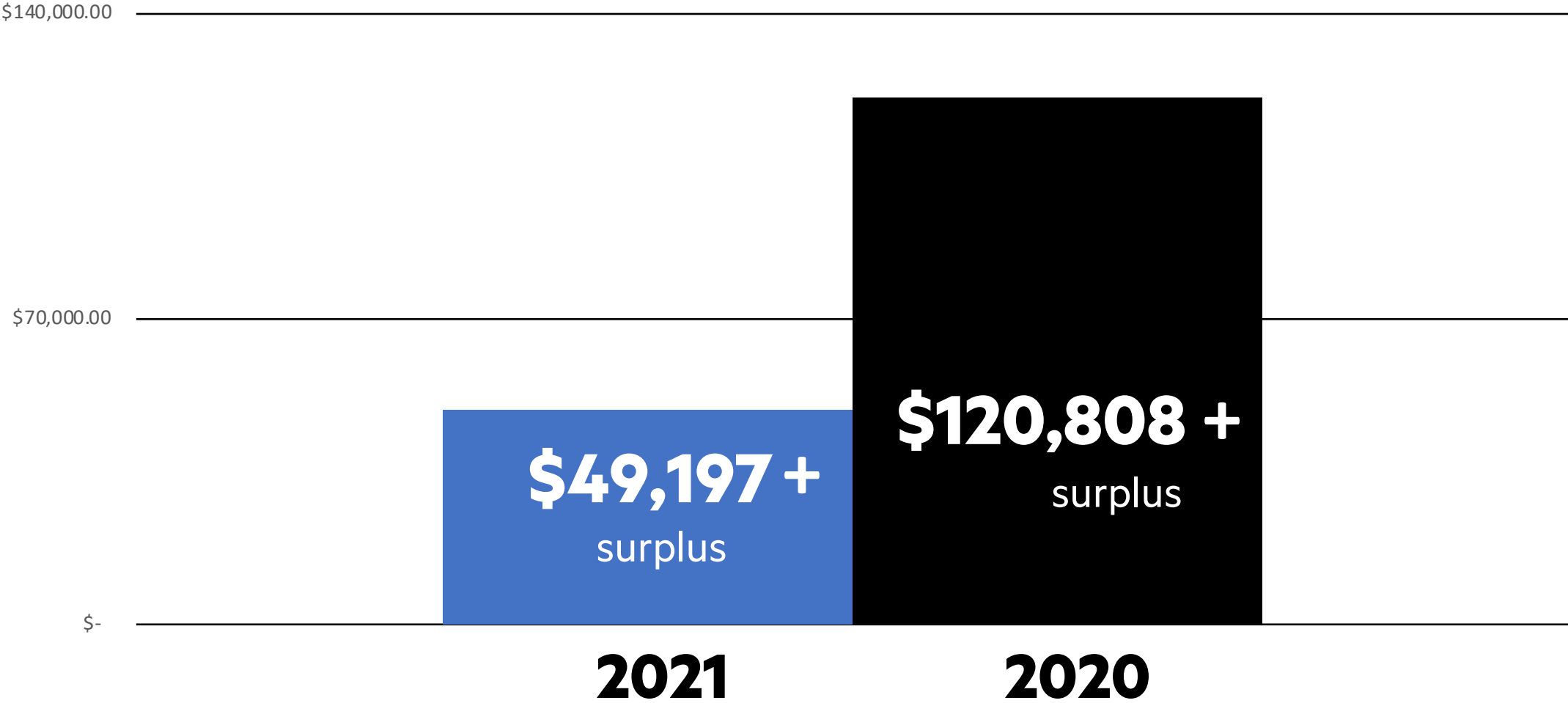
# THE MONEY STUFF

## Equity Balance



# THE MONEY STUFF

## Financial Result



# THE MONEY STUFF

## Revenue by Source

