



# MEDIA

ANNUAL REPORT 2022

JOY acknowledges that we work and broadcast from the lands of the Yaluk-ut Weelam clan of the Boon Wurrung peoples. We also acknowledge the traditional owners of lands throughout Australia - and pay our respects to elders past and present, brotherboys and sistergirls of the LGBTIQA+ Community.



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

As JOY is about to turn 29 Years old on the 1st December all of us can feel proud of our organisation and that we have become a pillar of engagement, support and advocacy for our community.

It's been a long and arduous journey, but we are stronger than ever. This past year has been one of rebuilding and growth.

We are so privileged to have such a wonderful and inspirational home as the Victorian Pride Centre. I think you will agree it is a magnificent building that provides our community with a safe permanent home and space.

This year we have grown our reach, programming, relevance and our financial stability. For the third year in a row we have recorded a surplus. We have done this whilst moving here, enduring a pandemic and dealing with the many challenges to equality and equity for our communities. We had our first fundraising auction and we raised over \$70K thanks to Sally Capp, Ande K, P&O and Hyundai Australia for giving us the Kona Electric to auction.

I have been very privileged to work with a Board that has been committed and focused on restoring JOY's culture and sustainability. I want to acknowledge the work of all the Board members. But also Helen Jentz and Mark Adams who step down at this AGM after three years of hard work and commitment, deserve our thanks for their contribution to JOY, thank you Helen and Mark.

I would like to welcome Paul Horwell and Tim Anderson who join the board at this AGM, thank you for nominating and making the commitment to JOY that you have.

We are indeed fortunate to have Ange Barry as our CEO. The strong partnerships we enjoy across the Not For Profit, Business and Government sectors are the result of Ange's hard work and dedication to JOY. Thank you Ange for your support of myself as Board Chair and President, your professionalism and good humour.

The truly remarkable and energising talent, commitment and passion of our volunteers both onair and behind the scenes is what makes JOY such a special place. Thank you. Our members, patrons and supporters are always there for our station, Thank you for your ongoing support. The paid staff of JOY work incredibly hard over long hours and we would not be in the healthy position we are in today without your work. Thank you.

We have delivered a truly impressive financial result this year; I believe it is the best financial result JOY has ever delivered and this provides us with the confidence and capacity to continue to build a stronger, more engaged, more diverse and professional JOY for the future.

It is an honour to be the President of JOY, thank you for your encouragement and support.



## A MESSAGE FROM OUR CEO – ANGE BARRY

It is a pleasure and an honour to reflect on and celebrate the successes of JOY Media for the past financial year.

During another challenging year for Australians and our LGBTIQA+ community and creative arts sector in particular, JOY has managed to not only survive but indeed grow stronger, with thanks to our wonderful audiences, donors, patrons, clients, and funders, and of course the talented and passionate JOY Team.

Together we have achieved the largest ever financial surplus in JOY's operating history of \$418,000 taking another leap forward to secure the future of this unique Rainbow community media organisation – the only of its kind in Australia, and one of a handful in the world. While this result includes the extraordinary #FabJab project income, JOY's ordinary result saw a tripling of our surplus of 2021.

Despite the enormous impact of COVID on both our team and our regular clientele, we managed to build our income streams which enabled us to continue to deliver our community media service during a time when our audiences were experiencing increased isolation and a greater than ever need to be connected, informed and uplifted by JOY. JOY's 279 strong team:

- Broadcast 68 programs across our Radio grid 24 hours a day, 7 days per week
- Received 300,580 downloads of our podcast library globally
- Covered over 15 key community events
- Delivered 270+ promotional campaigns and podcasts for clients
- Produced 115 community service announcements
- Reached over 1.5 million people through our social media work
- Trained hundreds of people in both media and workplace diversity and inclusion

I am very grateful for and proud of our work, our people, and our results for this past year. Thank you to everyone who brings their best to JOY each day, for your work, your support and your belief in JOY. Special thanks to JOY President Macca and our Board for your belief in me, our leadership team for your relentless commitment to our vision and finally our treasured volunteers who bring JOY to the world each and every day.

A handwritten signature in black ink, appearing to read 'Ange Barry', with a large, stylized loop at the bottom.

# Together

279

VOLUNTEER  
TEAM MEMBERS

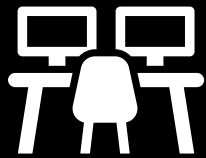


747

DONORS AND PATRONS SUPPORTED  
JOY THIS YEAR

9

PAID TEAM (FTE)



1,116

DONATIONS RECEIVED



How we do what we do  
July 2021 – June 2022



138

PARTNERS AND CLIENTS



1,444

MEMBERSHIPS  
(by 30/6/22)

# Our Reach

## JOY 94.9 RADIO Average Weekly Audience By Dayparts

**BREAKFAST (5AM-9AM, Mon-Fri) 37,000**

**MID MORNING (9AM-12PM, Mon-Fri) 29,000**

**AFTERNOON (12PM-3PM, Mon-Fri) 26,000**

**DRIVE (3PM-7PM, Mon-Fri) 29,000**

**EVENING (7PM- 12AM, Mon-Sun) 17,000**

**OVERNIGHT (12AM-5AM) 11,000**

**WEEKENDS (Sat & Sun cumulative) 74,000**

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



**158,000 +**  
CUMULATIVE WEEKLY  
LISTENERS FM & DAB+



**9.7 HRS +**  
AVERAGE WEEKLY TIME  
SPEND LISTENING



**9173**  
AVERAGE MONTHLY  
INTERNET RADIO UNIQUE  
LISTENERS



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



**25,000+**  
MONTHLY PODCAST  
DOWNLOADS

# Social Media

Since 2021, JOY's online audience has grown rapidly with more people engaging in our content every day.

Regardless of the time of year, JOY's digital audience responds most to posts that shed a light on;

- The hard-working team at JOY
- The community members and organisations we're supporting
- The Voices we are uplifting

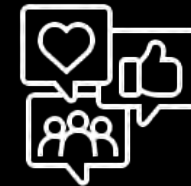
JOY has a social media presence through Facebook, Twitter, Instagram and LinkedIn @JOY949.



**42,364**  
FOLLOWERS



**1,577\***  
POSTS



**40,613**  
ENGAGED



**1,565,009**  
FACEBOOK & INSTAGRAM REACH

\*Organic only





# Our Team

One thing that has not changed during our transformation to JOY Media is that our success is linked to both our volunteer and paid team members.

During 2021/22 our team continued to shine as they kept our community uplifted and connected, advocated on issues important to our LGBTIQA+ people, and were both brave and resilient in the uncertainty of continued remote work.

We could not have done this without 279 team members who performed 53 roles across our organisation.



# Current Board and Leadership Team



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  
Jacqui Kinder



Production/  
Services Manager  
Jordan Johnstone



Services  
Income Manager  
Jae Dromgold



Finance Coordinator  
Helen Walmsley



JOY Academy  
Manager  
Fiona Newton



Operations  
Coordinator  
Jocelyn Bishop



Content Broker  
Triana Butler



Marcoms  
Coordinator  
Stephanie Vitacca



Robbie Latour  
Pride Season Events &  
Radiothon Coordinator



# 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
- Bowden Marstan Foundation
- Chemist Warehouse
- City of Monash
- ChillOut
- Department of Health
- Geoffrey Smith and Gary Singer
- Hyundai
- K&L Gates
- Tucker Foundation
- Thorne Harbor Health
- Monash Gallery of Art
- Midsumma
- MQFF
- Nicholes Family Law
- Newlife IVF
- OMD
- P&O Cruises
- Salesforce
- Susanne Dahn Giving Fund
- Victorian Pride Centre
- Victorian Department of Family Fairness and Housing

# Thank you



July 2021

- Official VPC Opening
- Daniel Andrews visits JOY
- Rebuilding Rainbow Initiative commences to assist Rainbow performers and businesses to recover from the impacts of COVID



August 2021

- The Master Control room is named in honor of Michael Strauss
- We celebrated Wear It Purple Day for all our young LGBTQIA+ people across Australia



September 2021

- Our Rainbow Country participants finish up their online podcast courses
- JOY Breakfast celebrates 10 years of the Murphys at JOY



October 2021

- JOY leads as the media partner of the FabJab initiative and as a COVID Ambassador
- JOY promotes Rainbow Vax Week

## Community Moments



November 2021

- First JOY AGM meeting at the VPC. Due to COVID this was hybrid and in-person.
- Em joins JOY Drive as Co-Host
- Living in the 70s nominated for CBAA Best Radio program music
- JOY & BHP lead presentation during ACON Pride in Practice conference.



December 2021

- JOY's 28th Birthday
- JOY celebrated the end of 2021 with a team Christmas party at the Pride Centre
- CBAA Winners announced - JOY win's Technical Innovation award for studio construction.



January 2022

- Midsumma Carnival and Pride Season Begins
- JOY records the Rotary Acknowledgment Day event that brought together the local Indigenous community of Hobson Bay



February 2022

- Midsumma Pride March
- Monash Gallery of Art and JOY Being A Voice project is launched
- Drive Co-host Warren takes to the skies

# Community Moments





March 2022

- From the SCG JOY Broadcast video and audio of the Mardi Gras 2022 parade.
- JOY captures the 25th Anniversary of ChillOut



April 2022

- JOY raises 226,000 during Radiothon where team members, donors and members came together to #GrowwithJOY.
- JOY holds first VPC rooftop party to end Radiothon



May 2022

- Gary Wilson's celebrates 21 years of volunteering at JOY.
- Penny Wong and Jessica Mauboy visit Breakfast and Drive.
- Face to Face Radio training resumes after covid pandemic.
- Being A Voice young LGBTQIA+ artist exhibition opens at Monash Gallery of Art.



June 2022

- JOY Media Rebrand Ready
- Tim Lennox- JOY Life Member and News legend passes away July 4th

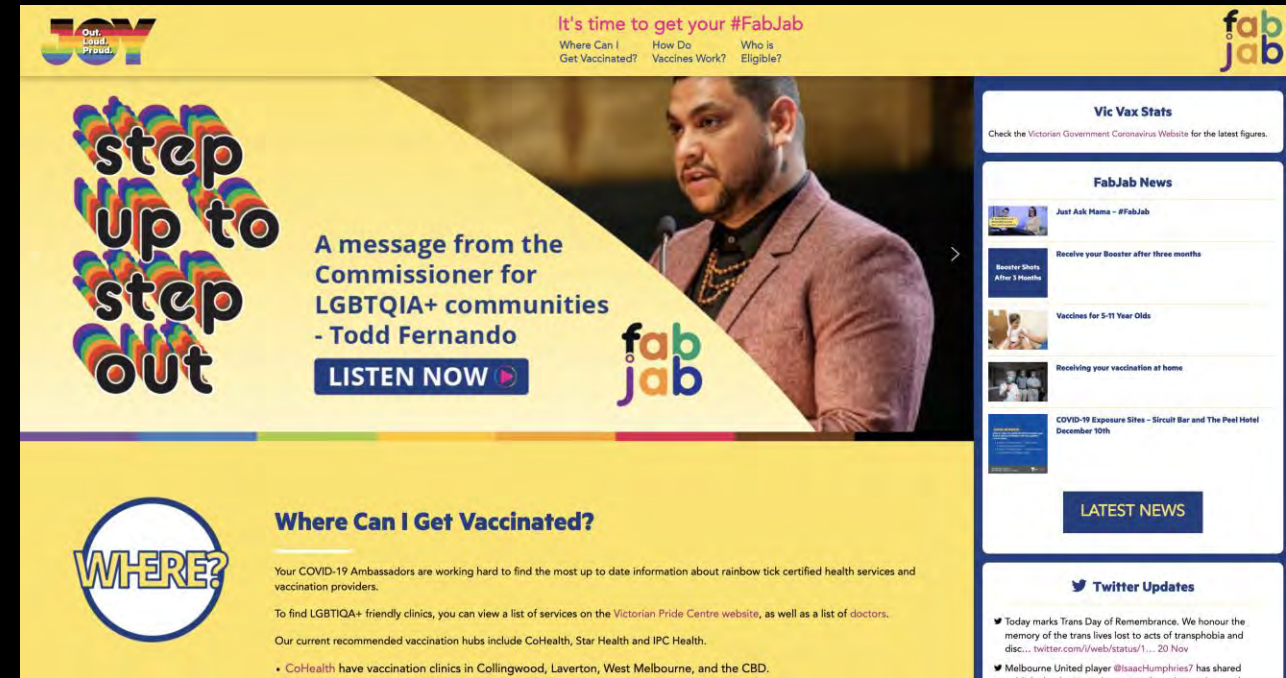
# Community Moments



# Fab Jab

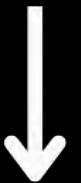
JOY proudly partnered with the Victorian Government to lead a project encouraging the uptake of the COVID Vaccine in the Rainbow Community.

Known as #FabJab, our work included building and continually updating a web portal with community and clinician news and resources, publishing a podcast designed to answer community questions or concerns, live streaming a Q and A with Mama Alto and COVID Vax expert Dr Anita Muñoz, promoting and broadcasting live from the VPC Pop up Vax Clinic, and continually promoting Government messaging and updates during the Vaccination drive.



# Our Growth

Embracing the purpose of building a more inclusive Australia, JOY has grown from a community radio station, formed in the 90's to connect our community during the AIDS pandemic, to 29 years later, now blossoming into a multi-channel content provider, bringing to life the stories, news, creativity and performances of the LGBTIQA+ community and our allies from across Australia and the Globe.







# JOY Media is here

On August 22nd 2022, we launched our new identity as JOY Media.

JOY undertook an extensive marketing and communications campaign which included our first ever advertising billboards.

These were located on the West Gate freeway promoting JOY Media, JOY Breakfast & JOY Drive.



# Our Services

JOY exists to inform, entertain, uplift 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 a range of educational courses from online Podcasting to our Face to Face Radio Training, and Workplace Diversity & Inclusion Training.

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.





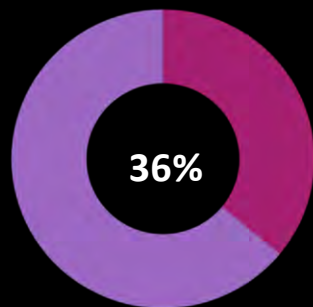


# Content

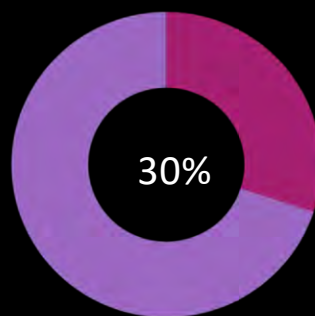
The teams making our 68 programs across JOY 94.9, JOY Podcasts and JOY TV continued to broadcast high quality, relevant, fun content that connected, informed and entertained our audience over this 12-month period.

From broadcasters to producers, newsreaders, podcasters and music teams, JOY kept audiences engaged during lockdowns, relocated and rebuilt our studios all whilst adapting to working remotely.

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



Australian  
Music



Rainbow  
Music



37 MUSIC



9 COMEDY & ENTERTAINMENT



7 ARTS & CULTURE



7 COMMUNITY & SOCIETY



3 NEWS & CURRENT AFFAIRS



2 TECHNOLOGY



3 HEALTH AND WELBEING



2 SPORT



# Content

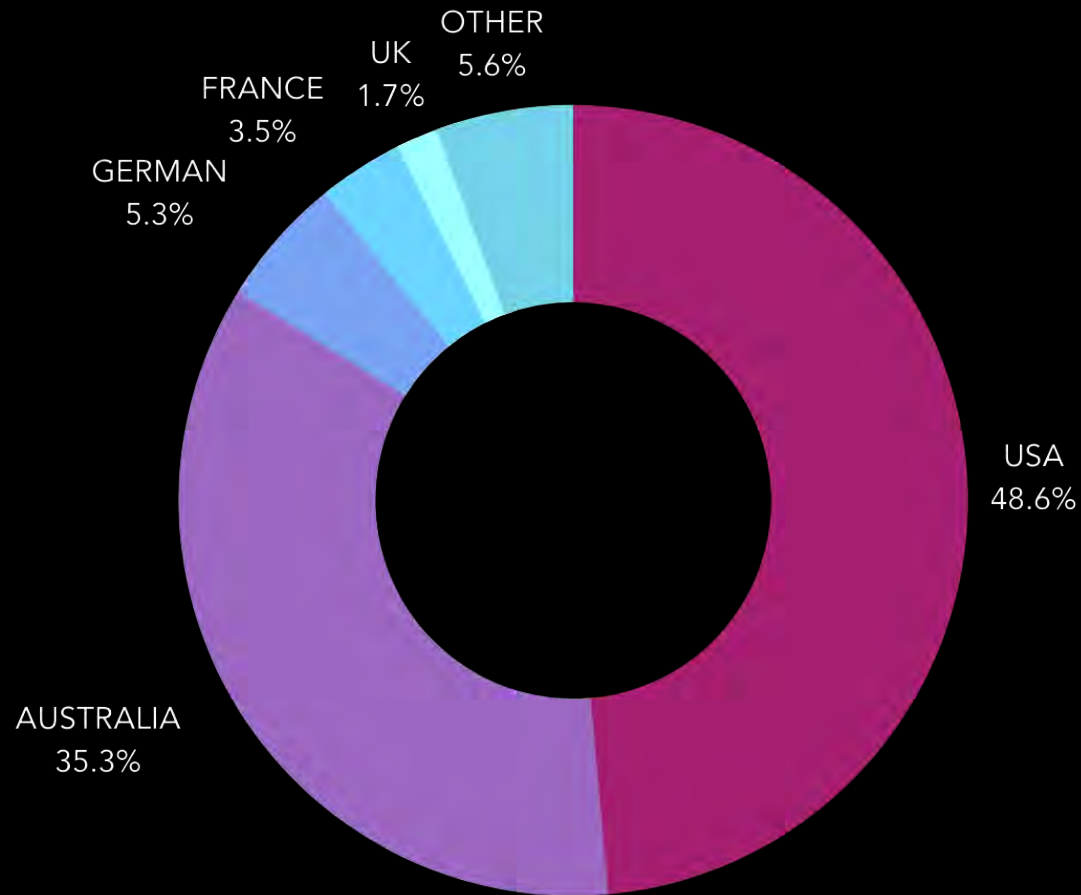
A Touch of Pink  
babble POP!  
Beatz House Party  
Beatz Radio Australia  
Ben & Gabe  
Bent Notes  
Better Together  
Beyond, The Pod  
(syndicated)  
Bimbo Jones Radio Show  
Caffé Latté  
Checkpoint  
Chicks Talking Footy  
Dance Mix  
Dave Cooper In The Mix  
Dykes on Mykes  
For One Night Only  
Friday Night LIVE  
with David and Sue

GAYDIO Dance Charts  
Geeks OUT  
Group Therapy Radio  
Hide and Seek  
Homophonics  
How do you do that?  
In The Studio  
JOY Breakfast  
JOY Classic 90s  
JOY Daytimes  
JOY Drive  
JOY Eurovision  
JOY Live: Gaytimes 2022  
JOY Weekend Breakfast  
JOY Weekly  
Jukebox JOY  
Laugh Out Proud  
Lewis Jenkins In The Mix  
Little Pod of JOY

Living in the 70s  
Love Songs and Affirmations  
Miss Chatelaine  
Morlando In The Mix  
Neon Nights  
Nik Denton Toolbox House In  
The Mix  
Our Mosh Pit  
Out Takes  
Pop Queens  
Queen of the Night  
Robbed! A JOY  
Drag Race Ruview  
Saturday Magazine  
Saturday Night House Party  
Soul Provider  
Strictly Soundtracks  
Sunday Arts Magazine  
The Cabaret Room

The Drive Thru with Johnno  
The Informer  
The Late Late Breakfast Show  
The Sound of Now  
This Australian Life  
Three Chords & the Truth  
Trans P.O.V. (Transgender  
Point of View)  
Triple Bi-Pass  
TripleX  
Turn the Beat Around  
Up Early  
Well, Well, Well  
Word for Word  
World Wide Wave  
Yesterday Once More

# Podcasts



## YTD TOP 10 PODCASTS:

1.	Sat Mag	83,855
2.	World Wide Wave	19,653
3.	Well, Well, Well	16,524
4.	Checkpoint	14,336
5.	Hide & Seek	13,147
6.	Neon Nights	9,857
7.	Triple Bi-Pass	9,667
8.	Word for Word	8,830
9.	The Informer	7,801
10.	Sunday Arts	7,290

**1,161**

DOWNLOADS  
PER DAY

**300,580**

DOWNLOADS FY'22

**2,820,105**

All Time

# JOY Gigs

As the pandemic still raged on, JOY kept finding new and exciting ways to keep our community connected through JOY Gigs!

We broadcast live:

- Pop up Covid Vax clinic at VPC
- Ask Mama Alto Covid questions
- Midsumma Carnival and Pride March
- Melbourne Pride on Gertrude St, Fitzroy
- Mardi Gras Parade live from the SCG
- ChillOut Festivals 25th Birthday
- NGV's Queer Exhibition
- Victoria Pol Town Hall Forum at the VPC
- Pride in Practice conference with BHP

We provided technical services to:

- Rotary Acknowledgment Day
- Globe Awards
- Gaytimes Festival
- Various Victorian Pride Centre events
- Equality Australia Federal Election Forum





# JOY Academy

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

JOY Academy continued to grow, pivoting online in response to Covid.

JOY's 'Our Rainbow Country' initiative, brought Radio and Podcast training to our LGBTQIA+ community members in regional, rural and remote areas of Australia. Attendee scholarships were made possible by the generous support of BHP and Give Out Day. Graduating course participants are already sharing their unique and diverse stories with the world.

JOYs Diversity and Inclusion Training continues to grow, receiving excellent feedback, with sessions delivered to organisations including DOW, Pole Divas, BP and more.

This important work continues to build a more inclusive Australia by educating and informing members of the community. It also provides a critical income stream to enable JOY to sustain our community service provision.

A grant from the Tucker Foundation has enabled us to build new JOY eLearning Platform which will streamline and centralise JOYs training services.

13 Courses

311 Participants



# 2022 Award Presentations

At JOY Media we recognise the extraordinary efforts of our team with awards and life membership.

## **Addam Stobbs Award for Broadcasting Excellence**

### **Triple Bypass**

Alex Morris

Amelia Arnold

Ruby Mountford

Louis Thomas

Millie Willetts

## **Life Member Recognition**

Betty Sujecki

Matt Kelly

## **JOY Volunteer of the Year Award**

Con Keramitsis

## **The President's Award**

Ande Kempnich



## Treasurer's Report

- Priscilla Jeffery, CPA  
Treasurer/ Finance, Audit  
and Risk Committee Chair

The JOY board has pleasure in presenting the audited financial statements of JOY Melbourne for the year ending 30 June 2022.

JOY has recorded an operating surplus of \$418,238 for the year which is well above the 2021 surplus of \$49,197.

JOY's earned revenues for 2022 were recorded at \$1,750,735. This was a 45% or \$541,063 improvement on the 2021 result of \$1,209,672.

Given the ongoing economic impact of COVID-19 across the sector, it was encouraging to see that JOY improved on its sponsorship revenues for 2022 to record \$764,096. This was an improvement of some \$398K on 2021. Memberships decreased by 36% on 2021 to \$124,345 for 2021. JOY wishes to thank all those members who were able to renew their membership or become a new member.

Donations and fundraising revenues were extremely encouraging for the year, totalling \$384,016 and again, JOY wishes to thank the wonderful supporters who donated during the year as the result was a 15% increase on 2021. Other incomes increased by some \$100K on 2021 to \$150,087. Government grants for the 2022 year totalled \$328,097.

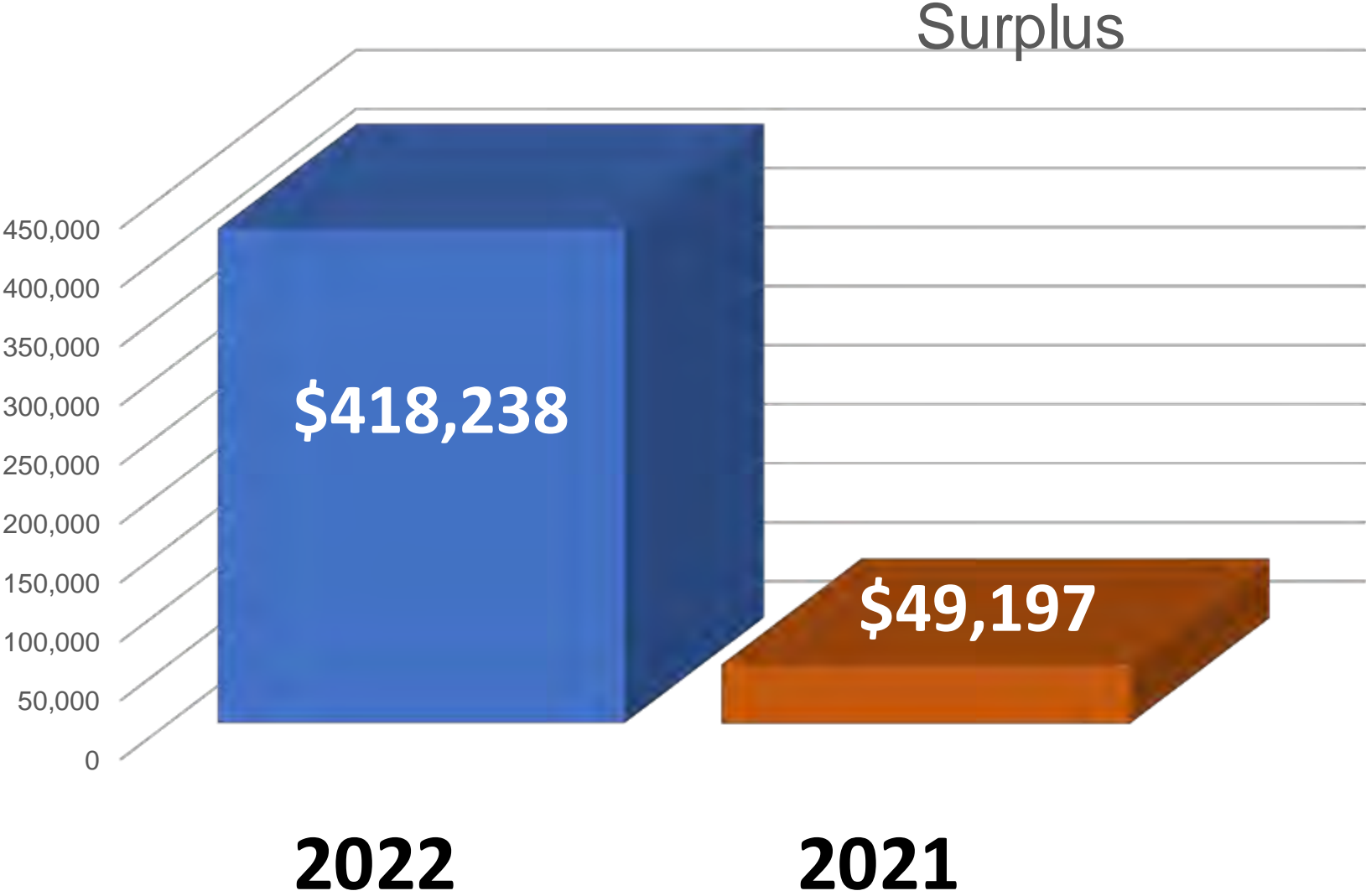
Operating expenses increased on the prior year by \$142,810. Salary and wage expenses were up by \$118,430, mainly due to the wage payments to the Breakfast & Drive Teams. This of course is offset by the funding of the programmes by Geoffrey Smith and Gary Singer.

Depreciation expenses were up slightly on 2021 by \$6,592. Administration and overhead costs were recorded at \$570,314, being an increase of some \$18K on 2021. Overall operating costs increased by 12%, mainly to service the revenue growth during the year.

Throughout the year, JOY grew its total assets to \$1,129,371 as compared to \$806,850 in 2021. Cash at bank reserves remained steady at \$617,375 in 2022. Total liabilities reported for the year ending 30 June 2022 were recorded at \$325,352, a decrease on the reported 2021 amount of \$421,069. Finally, with the operating surplus of \$418,238 reported for 2022 JOY has improved its overall equity position to \$804,019 or a 108%.

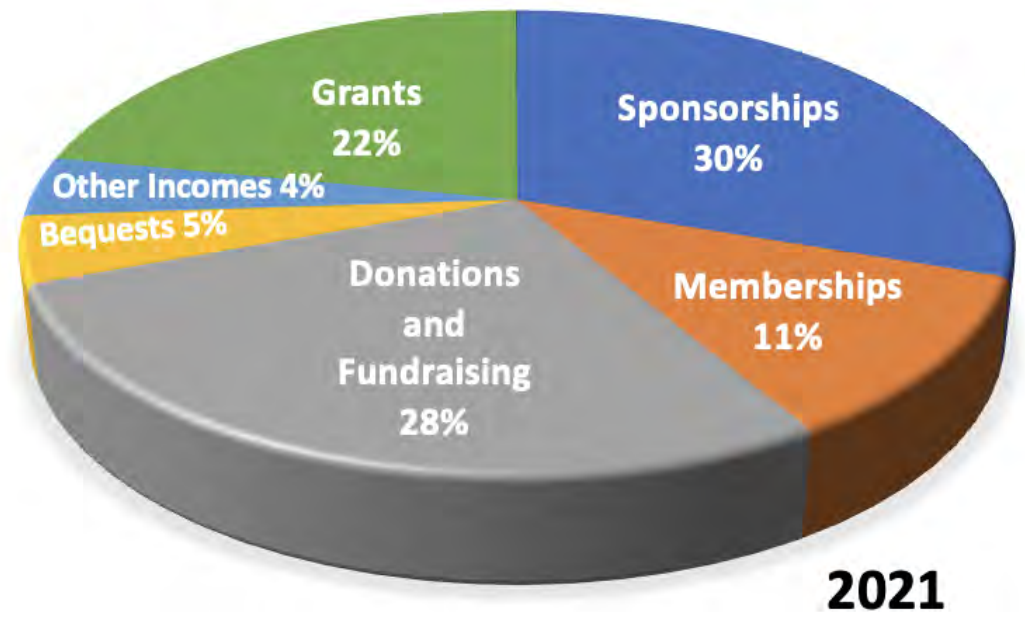
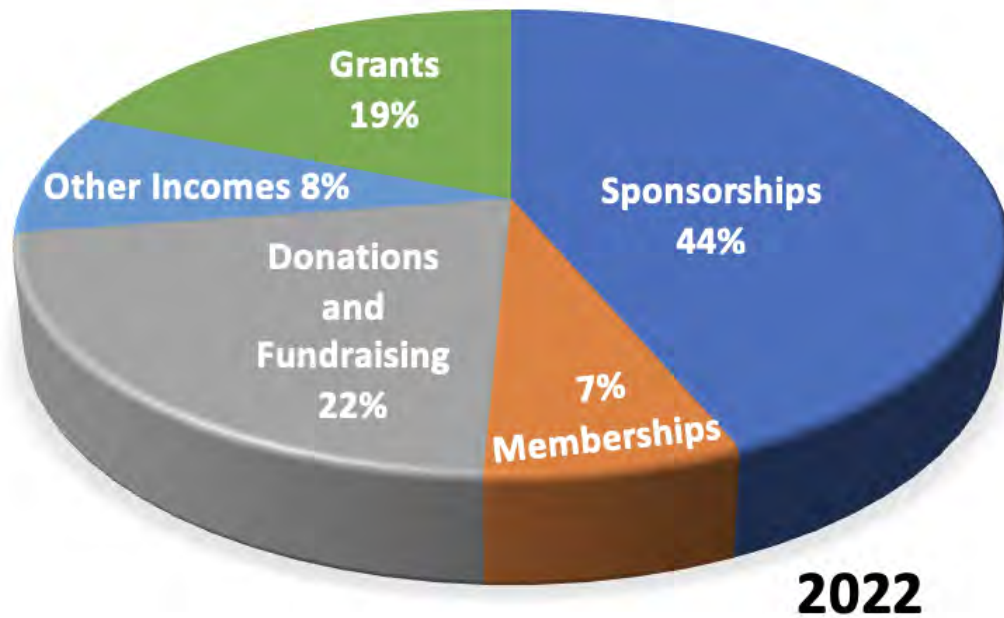
Members can be reassured that the board continues to be focused on the financial stability of JOY. Ange Barry and her team continue to work extremely hard to create an efficient and sustainable resourcing model coupled with robust commercial management.

# Operating Surplus

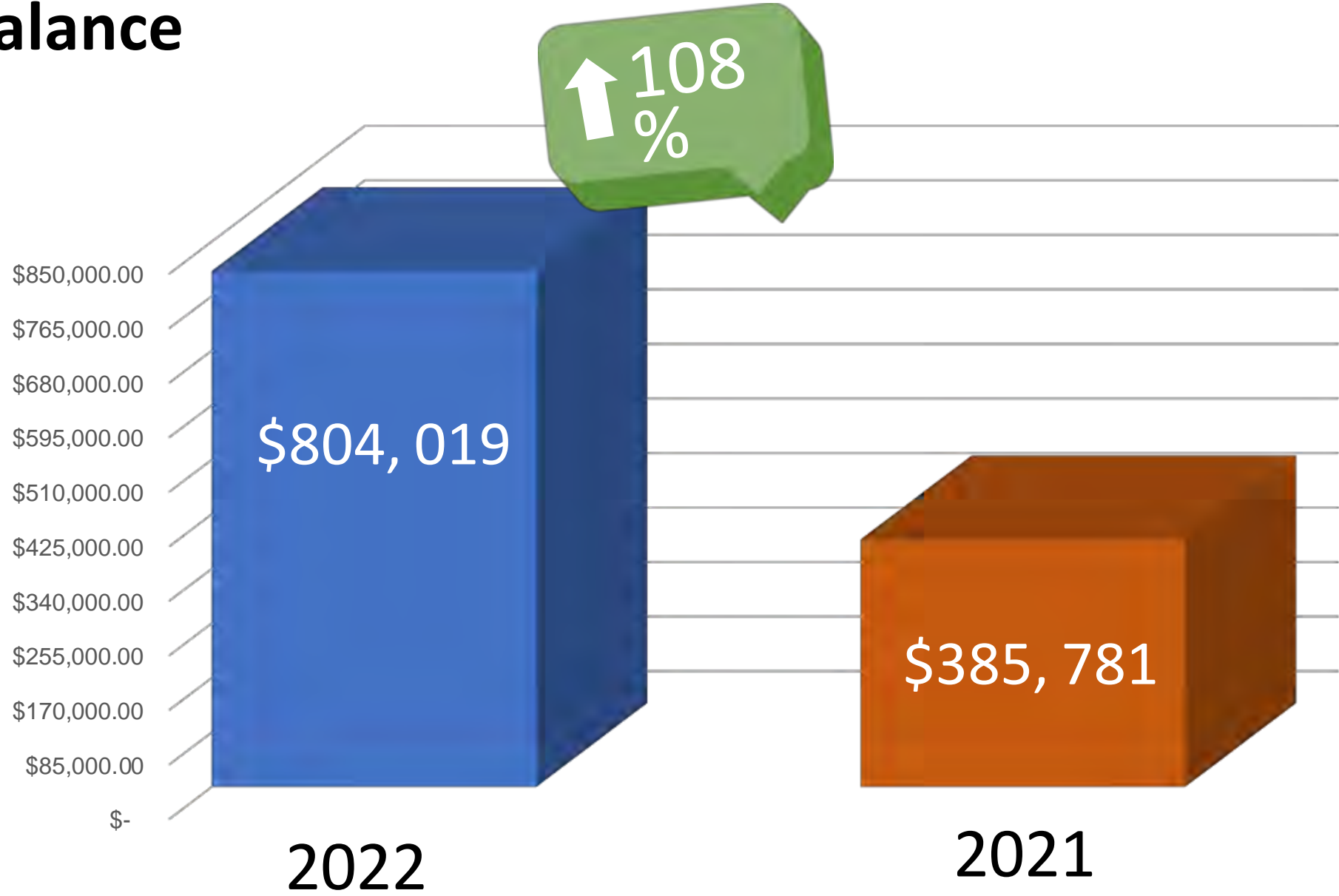




# Revenue Source Contribution



# Equity Balance





**Out. Loud. Proud.**