



MEDIA

ANNUAL REPORT 2024

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.

Meeting Apologies

- Tim Anderson
- Lachlan Hickey
- Leonore Ryan
- Michael Kempton
- Nadine Cohen
- Tass Mousaferiadis

Who is JOY

227 

VOLUNTEER
TEAM MEMBERS



10.1 

PAID TEAM (FTE)



115 

PARTNERS AND CLIENTS



801 

DONORS AND PATRONS
SUPPORTED JOY THIS YEAR



514 

DONATIONS RECEIVED



1,610 

MEMBERSHIPS

*As at 30 June 2024

You invested in us

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

- Vic Health
- Victorian Aboriginal Community Controlled Health Organisation
- OMD
- Undivided
- Northside Clinic
- HubCap Productions
- Trans Space
- NDIS
- Thorne Harbour Health
- Midsumma
- MQFF
- Pride by Side
- Intersex Peer support Australia
- Dementia Australia
- Kinetic Transport
- Nicholes Family Law
- DUAL Australia
- Victorian Pride Centre
- Victorian Department of Family Fairness and Housing (DFFH)
- Western Bulldogs
- Yarra Trams
- The Australian Ballet

Thank you



A MESSAGE FROM OUR PRESIDENT Paul Horwell

On behalf of the Board, I would like to thank our members, sponsors and supporters for your ongoing support of JOY Media. As an Australian not-for-profit LGBTQIA+ media organisation, JOY Media represents the people, stories, news, music and, importantly, the lived experiences of Australia's Queer communities and our allies.

2024 has been a challenging year for JOY. We have seen a significant reduction in sponsorship and advertising revenue, several personnel changes and a focus on reducing costs. However, we can look to some positives, Membership revenue remained resilient, we had a strong approval rating from our Community Survey and we received another CBAA Award for excellence.

After many years of dedicated service to JOY David 'Macca' McCarthy has stepped down as President and Board Chair at JOY. Macca has been in this role for 86 months during his time at JOY and has served on JOY's Board for 110 months (30% of JOY's life). A tremendous commitment to this organisation. We would like to thank Macca for his enormous contribution to JOY over this extended period. Over this time JOY has benefited greatly from Macca's generous donations, fundraising, and stewardship as Macca has worked tirelessly to keep JOY on-air. We are very grateful for this contribution, and we wish Macca a well-earned rest.

I would also like to take this opportunity to say thank you to Pete Holmes who stepped down as JOY Secretary this year, after almost five years in this role. Pete has been a pillar of strength to the Board and has been an excellent Secretary in the formal administration of JOY, doing lots of hard work behind the scenes for us all. Thank you, Pete, for your dedication and support in the is important role.

We have had a small number of Board changes: John Wintle has stepped up to be the new JOY Secretary, and Mark Adams rejoined the Board in the casual vacancy after the resignation of Nadine Cohen. I would like to express our thanks to Nadine for her valuable contribution to the JOY Board, and thanks to Mark for his ongoing support and dedication to JOY.

We would not be a broadcaster without our amazing content makers, so I would also like to pay tribute to the JOY Team Members for their continuing hard work in content creation. This includes our volunteers and small team of staff who continue to work hard to deliver the programs, stories, music and information that make JOY such a unique community radio beacon for our queer community. Thank you.

Finally, I would like to stress how important it is for us to stay united as a community. There is still much work to be done to increase equality for all our communities as we face division and malice from some sectors; when we stand together, we are stronger. JOY will advocate for all members of the LGBTQIA+ communities, we are an open house and will continue to remain resolute on equality and fairness for all.

Treasurer's Report

Tim Anderson

Treasurer / Chair of Finance, Risk and Audit Committee

The JOY Board presents the audited financial statements of JOY Melbourne Inc for the year ending 30 June 2024.

Following several years of extraordinary results – which included significant funding from the Victorian Government to support JOY's relocation to the Victorian Pride Centre and sponsorship during the COVID period – JOY faced a challenging year as income declined and led to JOY recording an operating deficit of \$296,799 for the year, below the 2023 surplus of \$86,277.

JOY's total earned revenues declined by 19.4% to \$1,363,784 for 2024, down from \$1,691,399 in 2023.

Sponsorship revenues declined by 46.1% to \$388,324 in 2024, from \$719,785 in 2023. Donations and fundraising revenues also fell in 2024 to \$284,060, declining 27.8% on the \$393,426 raised in 2023. Membership income reduced by 4.4% to \$119,078 for 2024. JOY wishes to thank the wonderful supporters who donated and members who were able to renew their membership or become a new member during the year. Other incomes decreased by 44% from 2023 to total \$101,059 in 2024. Government grants remained stable in 2024, totalling \$221,623. JOY would like to thank the Victorian Government for the continued support in 2024. JOY was also grateful to receive a generous bequest of \$250,000 during the year.

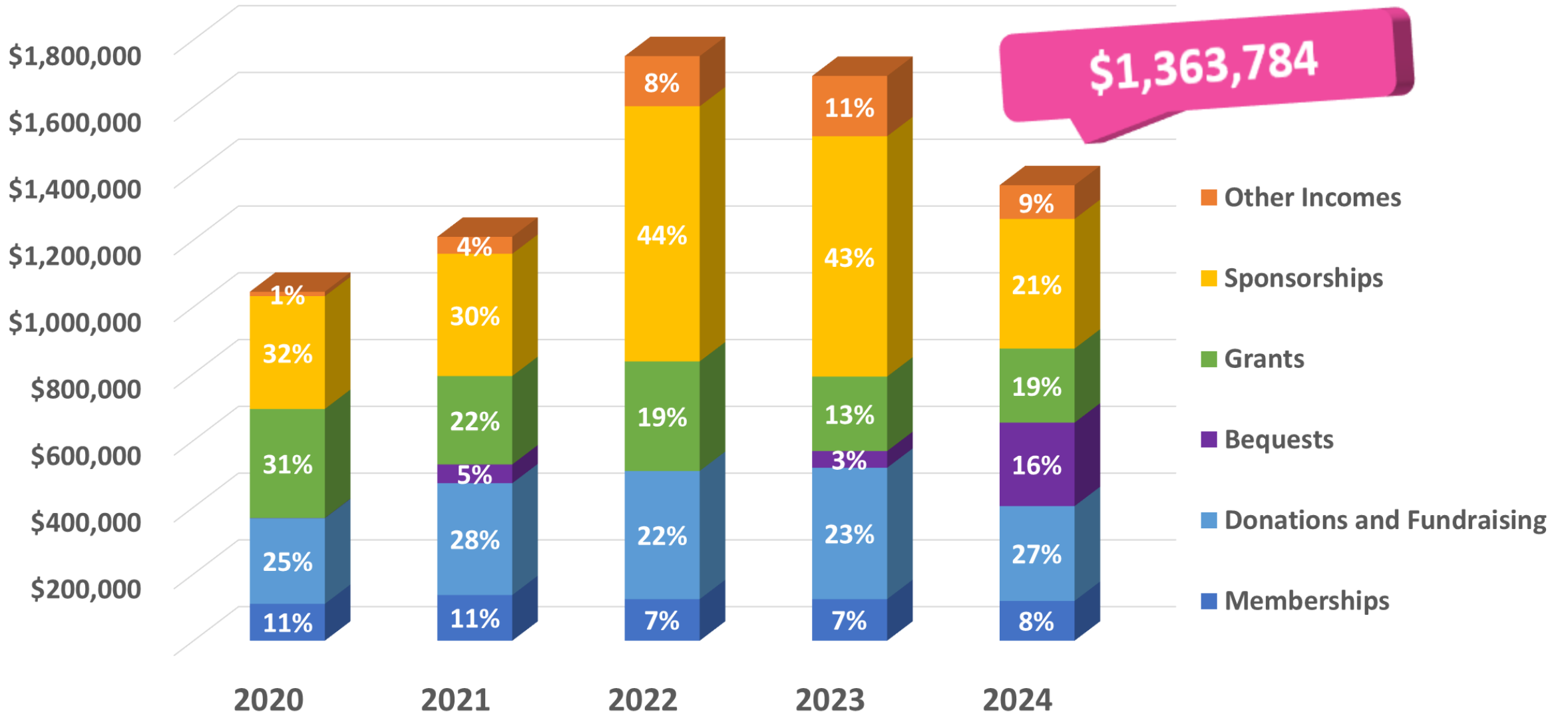
JOY's total operating expenses increased by 3.5% or \$55,461 on the prior year. Employee benefits expense increased 9.9% on 2023, including one-off costs associated with restructuring roles. Depreciation expenses remained steady at \$37,880 in 2024. Administration and overhead costs came in at \$488,934, a decrease of 8.8% from 2023.

JOY's total assets were recorded at \$775,358 as of 30 June 2024, compared to \$1,084,175 in 2023. Cash reserves reduced 29% from 2023, to a level of \$608,860. Total liabilities were recorded at \$181,427, a decrease of 6.4% on the 2023 amount of \$193,879.

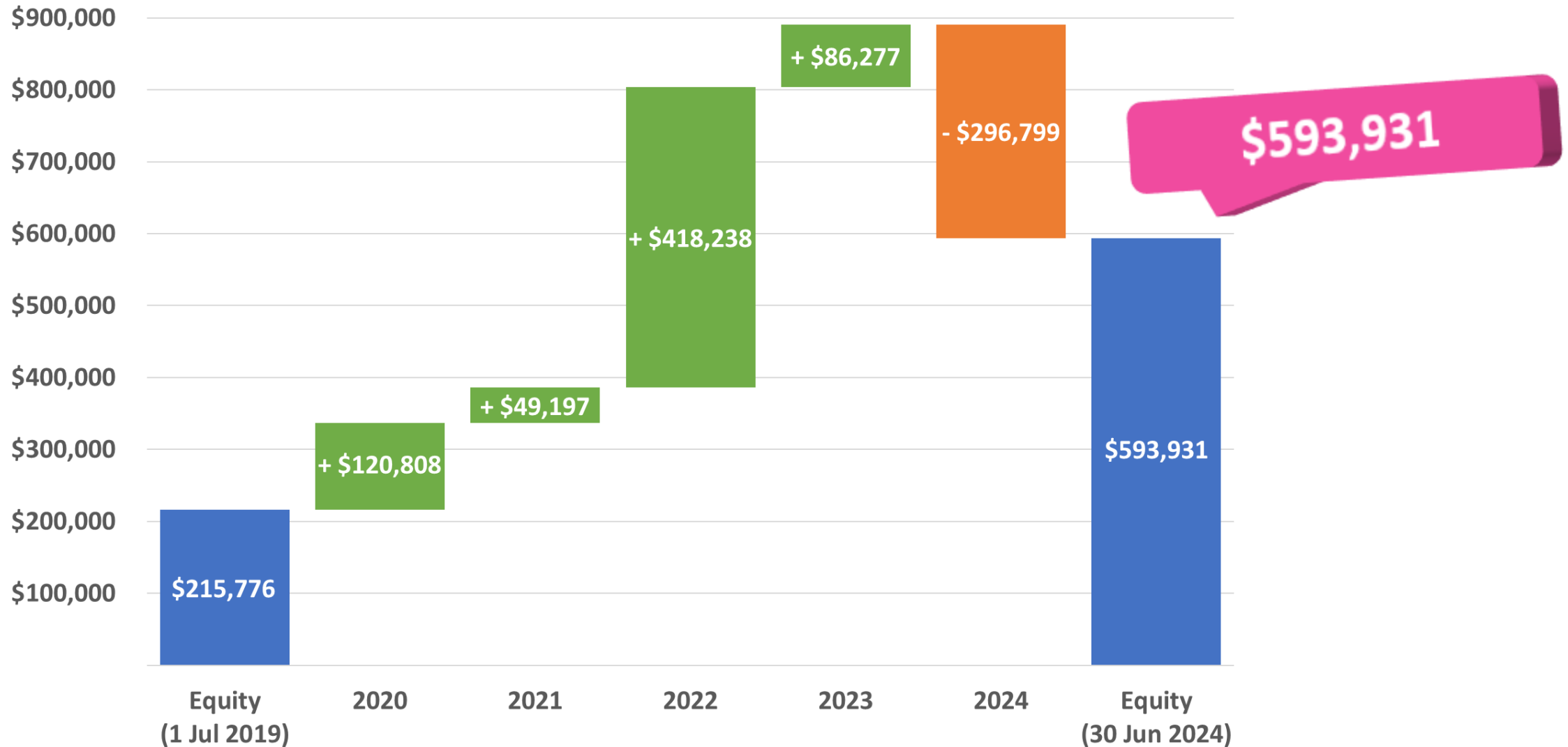
Following the operating deficit of \$296,799 reported for 2024, JOY's overall equity position ended the year at \$593,931.

The JOY Board continues to be focused on the financial stability of JOY and is working with the team to access new revenue streams and implement an efficient and sustainable resourcing model. JOY has faced challenging years in the past and the JOY Board and the team is committed to prudently navigating the current operating environment and positioning JOY to continue to deliver on its purpose in the years to come.

Revenue Source Contribution



Operating Surplus/Deficit and Equity Balance



JOY CEO

JOY experienced a leadership change in 2024.

In February Ange Barry stepped down as CEO and Isabelle James was appointed. On the 16th of September, Isabelle resigned for personal reasons. The Board will soon be commencing the search for a new CEO to lead the organisation into this critical phase.

In the interim we are grateful to Con Keramitsis who has stepped in as Acting CEO.

We thank Con for his leadership and support during this period of transition and for guiding the team with steadiness and commitment.

A message from our Acting CEO

Con Keramitsis

Despite the challenges, we have seen several positive developments that highlight the strength and enduring impact of JOY.

Demonstrating that our members are very supportive, Membership income was only down \$5k from last year. This highlights the incredible support from our members, listeners and the broader JOY community, reinforcing the strong connection we share and the significance of what we do.

We also secured an extension of the Intersectional Voices Grant from the Victorian Government, enabling us to further amplify marginalized and underrepresented voices. We're grateful for their ongoing support, which ensures JOY remains a platform for diverse, intersectional stories.

We're also proud to recognize the achievements of key people within our team.

- Elliot Attard, our Production and Interim Content Manager, received the inaugural CBAA Award for Outstanding Production Contribution - a well-deserved honour for his excellence in production.
- Additionally, Demetra Giannakopoulos was shortlisted for the CBAA's Outstanding Presenter Award for her work on Sidelined and Life is a Disco, a testament to her innovative approach and dedication.

As we look ahead to the remainder of 2024 and beyond, our focus will be on rebuilding and securing a sustainable financial future for JOY.

JOY continues its vital role in independent radio, providing a home for our LGBTQIA+ community and other diverse, intersectional voices. It's thanks to all of you that we continue with this important role.



Content

The teams making up our 56 programs across JOY 94.9 and JOY Podcasts continued to broadcast high quality, relevant and fun content that connected, informed and entertained our audience over this 12-month period.

ARTS & CULTURE

The Cabaret Room
Out Takes
Checkpoint
Geeks Out
Take Me To Your Reader
Everybody Eats
Sunday Arts Magazine
LA Spinz
Spoken Word

COMMUNITY & SOCIETY

JOY Community Highlights
Word for Word
The Open Table
The Rainbow Advocate
Life is a Disco
In The Beginning
Resurrection
The I in Us
Out in the Outback
Out Loud

HEALTH & WELLBEING

Well, Well, Well
Hide and Seek
Love Life Daily
Knowing Me, Knowing You
Find Your Calling

NEWS & CURRENT AFFAIR

World Wide Wave
QNN
Saturday Magazine
JOY News

COMEDY & ENTERTAINMENT

Laugh Out Proud
JOY Breakfast
JOY Drive
Friday Night Live
JOY Weekend Breakfast
JOY Weekly
Just Gay Stuff

MUSIC

A Touch of Pink
Three Chords & The Truth
Bent Notes
Yesterday Once More
JOY Daytimes
Turn the Beat Around
Babble POP! / JOY Eurovision
Beatz Radio
Living in the 70s
Strictly Soundtracks
The Sound of Now
Jukebox JOY
Black, White & Rainbow
Miss Chatelaine
Hot Bread
Neon Nights
In The Green Room
Classic 90s
Soul Provider

SPORT

Chicks Talking Footy
Game On!

Who gets JOY

JOY 94.9 RADIO Average Weekly Audience By Dayparts

BREAKFAST (5AM-9AM, Mon-Fri) 29,500

MID MORNING (9AM-12PM, Mon-Fri) 22,500

AFTERNOON (12PM-3PM, Mon-Fri) 22,000

DRIVE (3PM-7PM, Mon-Fri) 29,500

EVENING (7PM-12AM, Mon-Fri) 13,000

OVERNIGHT (12AM-5AM) 8,500

* DATA FROM MCNAIR -THE NATIONAL LISTENER SURVEY, JULY 2024
(AUDIENCE BY DAY PARTS)



121,000 +
CUMULATIVE WEEKLY
LISTENERS FM & DAB+



6.8 HRS +
AVERAGE WEEKLY TIME
SPEND LISTENING



13,141
AVERAGE MONTHLY
INTERNET RADIO UNIQUE
LISTENERS



10,206
AVERAGE MONTHLY
UNIQUE USERS
JOY.ORG.AU



21,141
AVERAGE MONTHLY
PODCAST
DOWNLOADS

Top 10 Podcast Downloads

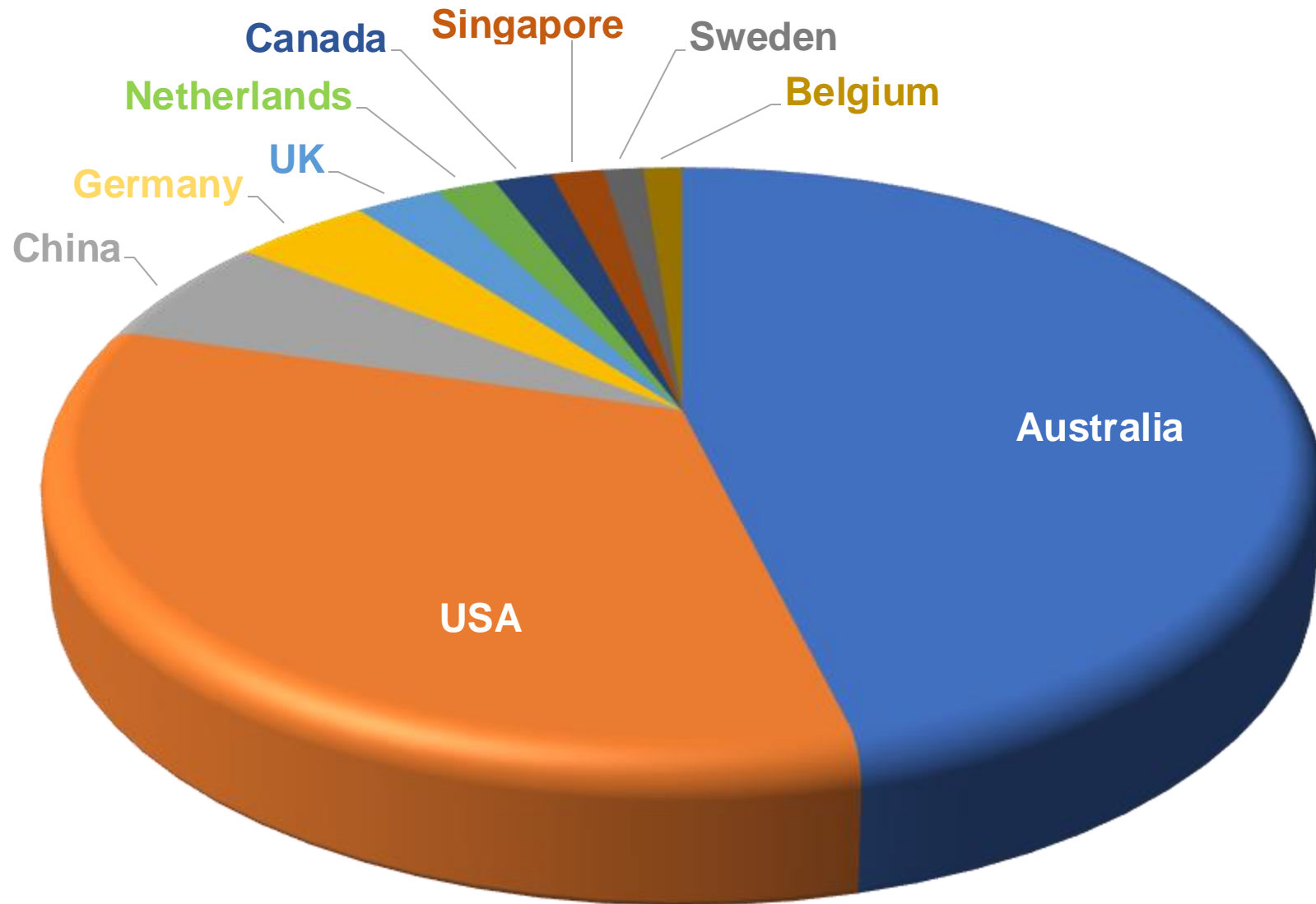
By Program

Saturday Magazine	58,951
Hide and Seek	28,424
Neon Nights	13,680
Checkpoint	13,396
JOY Drive	12,983
Well, Well, Well	10,214
JOY Breakfast	9,718
World Wide Wave	7,963
Turn the Beat Around	7,067
Word for Word	6,507

By Episode

Well, Well, Well	Sex, Intimacy and COVID 19	787
Hide and Seek	Just A Hole Sir	655
Trans P.O.V.	The One With Gender Affirmation	615
Triple Bi-Pass	5 Years of Bi+ Pride	567
Hide and Seek	No Biggie – Side A	566
Saturday Magazine	Adrian Farrer	561
Hide and Seek	Bri Hard	544
Hide and Seek	Up To Scratch – Side A	518
Saturday Magazine	Hila Peer	499
Hide and Seek	Side A – Spicy Guys	498

Top 10 Podcast Downloads By Country



Australia	111,828
USA	81,120
China	14,463
Germany	10,084
UK	6,301
Netherlands	4,467
Canada	4,264
Singapore	3,874
Sweden	2,947
Belgium	2,894

Social Media

The use of social media in communication and consumption of content is increasing. Most of JOY's listener base use social media in one form or another. The way that it is used, and the depth of use is generationally aligned.

The growth in our digital audience demonstrates that consistent effort results in consistent growth. Consistency being very important.

Our digital audience responds most, to posts that shed a light on:

- The hard-working team at JOY
- The community members and organisations we are supporting
- The voices we are uplifting

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



47,710 FOLLOWERS



4,693 POSTS



1,344,690

FACEBOOK & INSTAGRAM
REACH

Out and About

Outside Broadcasts allowed us to escape the confines of the studio. But we couldn't escape anonymity with the video live stream of Midsumma Pride March.

Outside Broadcasts:

- Midsumma Pride March
- Victoria's Pride on Gertrude St, Fitzroy
- AFLW Pride match
- Mardi Gras Parade live
- Always Live with Trixie Mattel
- Melbourne Museum
- This Girl Can



We provided audio visual services to clients having meetings and parties – primarily at the Victorian Pride Centre.

- Australian Rainbow Veterinarians and Allies
- City of Port Phillip
- Matchworks
- NDIS
- Victorian Pride Centre
- Minus 18



JOY Academy

Our education hub is very important to JOY's future.

Leveraging our broadcast and production experience, Radio & Podcast Training is an entry path into joining the volunteer team. Training courses can be delivered partially or fully remotely improving accessibility for participants.

The lived experience of the team combined with training skills allowed us to deliver successful Diversity and Inclusion Training to organisations such as DOW, Pole Divas, BP, city councils 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 at a time when traditional radio sponsorship declines.

This year saw us:

- **Hold 11 courses**
- **Train 261 people**
- **Graduate 19 participants as JOY Team Members**



FROM OUR HEAD OF MUSIC

Michael Polh

Ever since JOY started broadcasting with Jimmy Barnes and Kylie in 1993, music has been an integral part of our DNA. We're proud to be the cheerleaders for queer and Australian talent, providing artists with the opportunity to have their stories heard across our rainbow of specialist music programs and signature uplifting music mix.

- This year, 44.59% of music played between 6am and 6pm weekdays has come from Australian artists, which far exceeds our own target of 35%. The good news continued, with 35.51% of music coming from artists who identify as a member of the LBGTIQA+ communities.
- We're committed to highlighting First Nations storytellers in JOY's uplifting music mix, which was evident in an increase of music played from 2.57% in 2022-23 to 3.26% for this year.

Our amazing volunteer specialist music program makers create uplifting and entertaining content each and every week. We continue to help our content teams to access music from local and queer artists and investigate ways to collect good quality data about the types of music being broadcast.

Volunteers also have access to a wide range of artists for interviews.

- Over 100 music-specific interviews took place this year, allowing our communities to hear from Australian artists, such as Kučka and Kita Alexander, international acts, including Benjamin Ingrosso and Dagny, and local queer artists such as Beks, Peach PRC, The Veronicas and Mister Co.

The connections we have made with our music partners have also given us opportunities to cover amazing musical events, including Melbourne International Jazz Festival and the Eurovision Song Contest in Malmö, Sweden.

JOY comes to life thanks to hundreds of hard-working volunteers, and the Music Team is no different. Having a driven and knowledgeable Music Coordinator allows me to spend more time being creative in my role, and John Wintle has continued to show professionalism and diligence in his work.

Our strong partnerships with the music industry are key to our success and having Bryan McGrath build these relationships as Music Interview Coordinator means that we continue to have access to artists from across the world.

We are proud of the music and artists that make our sonic DNA and look forward to discovering, exploring and sharing new music and stories with you in the coming year.

Next...

- Board huddle to agree Office Holders for this year
- Guest Speaker introduction
- JOY Award presentations

Introducing Joe Ball

Joe is Victoria's third LGBTIQ+ Communities Commissioner.

A proud transgender man and longstanding LGBTIQ+ advocate with decades of experience across mental health, family violence, suicide prevention and disability sectors.

He is a current member of the National LGBTIQ+ Health and Wellbeing 10-year Action Plan Expert Advisory Group and was honored as one of 50 Outstanding LGBT+ Australian Leaders in 2020.

Passionate about working alongside diverse communities to reach meaningful solutions, Joe was previously CEO of Switchboard where he oversaw the creation of landmark programs including Rainbow Door - a dedicated LGBTQIA+ family violence and mental health helpline.



Out. Loud. Proud.

2024 Award Presentations

We recognise the extraordinary efforts of our team with awards and life membership

Addam Stobbs Award for Broadcasting Excellence

Michael Polh & Io Monk

babble POP! & JOY Eurovision

JOY Volunteer of the Year Award

Tamzyn Bielecka

Life Member Recognition

Warren Andrew

Judy Kelly

Presidents Award

Hon. Harriet Shing MP Minister for Equality



Out. Loud. Proud.