

1WAY FM 2017 Operational Report

Annual General Meeting – 3 November 2017

Presented by: Colin Webster

1. OPENING

“Because of this, I also labour that my conscience may always be pure before God and before all people.”
Acts 24:16

The last twelve months, much like the previous five years, has continued to bring both struggles and blessings to the station. In tune with the rest of God’s body across Australia, this year more than any we can remember, 1WAY FM has had to manage the storm of a significant change in the way our community views the Church. This has been brought about in no small way by the community discussions around the issues of Same Sex Marriage, the Safe Schools Program and ultimately the Freedom of Religion as we have known it for so many years.

Throughout all this the Team at the station has strived to set about the work of the radio whilst continuing to keep our eyes focused on what we believe Christ would have us do in presenting a Christian message of hope and encouragement to our community.

There has been a lot of intentional thought gone into the station’s message as we have desired to challenge our listeners and the Christian community to think through the changes we are all confronted with, and to provide a godly response to a culture, who definitely show the signs of being far from the truth of God.

That said, whilst we have set about to be intentional, we recognise that occasionally we have missed the mark with our message and therefore, for any who have been taken back by the discussions, decisions and choices we have made around these issues, we ask your forgiveness. Any offence has been unintentional, but I recognise this makes it none the easier.

I also recognise the work we have done is incomplete. With me moving on in early 2018 I acknowledge that the continuation rests on the shoulders of those remaining.

In this vein I pray for the team and Board, that their greatest work would be to keep their eyes and heart on Christ. I also pray that God may be glorified through all that occurs (both good and bad) and that they may rest in the knowledge that all things work out for the good of those who love the Lord and are called according to His purposes.

Over the last six years I have seen how God has shaped the station. It is His plan to have 1WAY FM in this region. I also know that the work He has started, He will complete. My prayers will remain focused on seeing this outcome.

So, down to the operational report for 2017.



2. OPERATIONS REPORT

Finances

The Chairman has reported on the end-of-year results; therefore, I will not cover the same ground in this report.

I would like to highlight the expertise, enthusiasm and ability God has provided through all our Board members. Their direction, support, commitment and faithfulness across the year have continued to have a significant impact on the station's finances. It is always a balancing act to utilise the skills and tools God has put into our hands and not allow ourselves to step outside of the belief in or the dependence on God's provision.

We know He meets our needs. 25 years of history has demonstrated that at various levels, but we also want to ensure we hear His voice for the future of the station.

I would encourage you as members of the station to continue your prayers for God's financial provision as the burden of the stations finances is a constant one, shouldered mainly by the Board and Station Management.

Members / Constituents

As at 30 June 2017, there were 433 CCRL Memberships in total. These consisted of

- Concession 108
- Individual 158
- Family 128
- Life 39

These figures include 89 Grace members who were within 12 months of their last payment. The station is also looking to simplify the membership renewal process having recently set up the ability for automatic membership renewals where requested. We have also adjusted the grace period to three months to encourage people to keep their membership up to date.

Whilst we recognise our revenue across all streams was down for 2016-17, we remain encouraged and blessed by the support and commitment of our community. In what could be considered a tough financial climate this year we have continued to see a growth in individual donors entering into a partnership with the station through the provision of weekly, fortnightly or monthly financial support.

We have also continued to see a growth in the numbers of new donors providing financial support to the station. Whilst the total number of donors remains relatively small, the financing of the station continues to be supported by our community to the tune of ~65%.

Sponsorship

After several years of trialling various models to increase the sponsorship revenue into the station, in January 2017 we decided not to replace the paid sponsorship role and to consider further the place of sponsorship within the station. The immediate result of this decision was a savings in salaries and at this time all sponsorship requests coming into the station are picked up and managed in-house by the remainder of the team as part of our normal business.



The loss is that there has been no outward focus on generating new business through sponsorship, but the Board has recently undertaken a sponsorship focus group meeting with some of those who have, or have had, sponsorship with the station to discuss their expectations, needs and wants.

We await further feedback from these discussions to assess the next steps in how best to partner with Christian businesses and organisations across our region.

Volunteers / Staff

At the end of June 2017 there were 41 volunteers working at the station covering a variety of different roles across operations.

The volunteer support and input to the station remains paramount to our operational capacity working closely with the Leadership Team to maintain our core activities. We are in the process of developing formal position descriptions for all roles across the station, improving volunteer role delineation, improved work focus and ultimately volunteer satisfaction. I would continue to thank the Coordinators for their work in this space as it builds the station foundations for volunteer growth.

There have been a few changes across the paid team over the last 12 months with the loss of our sponsorship team (Cay & Lynnette) in late 2016 and then our Production Coordinator (Bryan) moving on in July 2017. We are currently considering the replacement of these roles in conjunction with my resignation and the future needs of the station.

Training across 2017-2018 has been internal based on an apprenticeship model of one-on-one. Most of our training has been focused on presenters and production activities.

With the “hot topic’s” of our times coming thick and fast, we have continued to undertake specific team training around how to present these issues through a Christian lens and highlighting that this is not the place to present their personal bias on these topics but rather to present the issues through the information available.

Production / Technical

This year we have continued to see a growth in our connections to our community and in our on-air sound.

This has taken shape through our Breakfast, Café, Afternoon and Drive programs building on the foundations of last year’s partnerships with ministries like Scripture Union, School Chaplaincy and St Marks Theological Centre, Anglicare and St Johns Care to name a few.

We have also continued to build our relationships through interviews with local churches, regular features like “The Elephant in the Room” and discussions with various local community groups and artists. These relationships don’t come easily though so I would like to thank our volunteer presenters for the time and efforts they make to maintain the momentum in this space.

It is also refreshing to be able to highlight the feedback (both positive and negative) we have received from our listeners as this provides valuable insight into the station’s on-air content. We strive to retain freshness through the addition of new music and the increase in local content but recognise that this can at times impact on our community, so feedback is vital to us shaping the current and future sound of the station.



In March 2017, 1WAY FM took part in a National research survey by McCrindle and collected data from our local community of listeners. This research provided us with fresh insight into who is listening, when they are listening and why they choose to listen to Christian radio.

With this fresh information at hand we are working to shape our content and on-air hours through the generation of a listener profile.

3. CLOSING

In closing this year, and as I move on from the role as General Manager, I want to thank the Board, 1WAY FM team and the station members for the opportunity I have received over the last six years to serve the station.

I must say that whilst the role has brought its challenges it has been both a joy and a blessing to be part of what God is doing through the station.

Whilst I have filled the role of General Manager I am acutely aware that there have been many people both past and present who have supported me over the last six years.

There are two; I would like to single out: Brett Anderson, who has been the Chairman of the Board, and Janice Webb, the previous Company Secretary. I have come to deeply respect and honour them both, not just for their tireless work on behalf of 1WAY FM, but also for their support during the many operational challenges we have confronted over the last few years.

I am forever in debt to God for their oversight and expertise during my time at the station.

Finally – when I announced the fact that I felt it was time to move on, there was a deep sense that the station is in good hands – but they are not man's. I have confidence in God's work and the ability of the team He has placed at the station to continue His work. I expect they too will have challenges but know that as they seek Him, He will provide a way forward.

Personally, I acknowledge that there is much I didn't do well and much that still needs to be done. However, by the same token, I am acutely aware that God's ways are not our ways. As such I have strived in all things to maintain a clear conscience before God and others and I pray that this thought remains at the front of the station's thoughts as it progresses through the next season.

Blessings,

Colin