



**Cumberland Community Radio Association Inc**

**Annual Report 2008/09**



## CHAIRMAN'S REPORT

As I reflect on the past twelve months I am overwhelmed at the significant contribution of so many Association members to 2CCR FM, and the developments that have occurred.

Building on the outstanding work of David Bunt and the previous board, we have sought to strengthen our links and profile with the local community, strengthen the 2CCR FM “brand” and strengthen our systems to ensure compliance with ACMA and other statutory requirements.

I feel the Association has achieved a significant penetration into our three LGAs, highlighted by:

- Regular interviews with the Mayors of Holroyd and The Hills and the Lord Mayor of Parramatta;
- Participation in:
  - The Australia Day celebrations of our three local Councils;
  - Holroyd CityFest;
  - Youth Week;
  - The Hills Relay for Life;
  - The Hills Cultural Festival.
- Radio Partner for The Hills Building and Design Awards (2009)
- Sponsor and host broadcaster for this year's Orange Blossom Festival.

In addition, as Chairman of 2CCR FM, I was a judge at the recent “Excellence in Youth Awards” at The Hills Council.

We have sought to ensure in all we do that we do not lose sight that we are the community station for a vibrant and dynamic region, not just for Baulkham Hills.

I look forward to the next twelve months to build on these connections.

### Technical:

We have achieved a myriad of continuing technical refinements, introduced 2CCR FM to the world through on-line streaming and opened the refurbished and re-equipped Studio 1 for use principally as a production studio (with a resulting increase in the “professionalism” of our sound and greater capacity for presenters to pre-record their shows or particular segments. I commend Anthony Eden, Greg Hill and Richard Fleming for their outstanding dedication and commitment to this aspect of our broadcasting.

The introduction of streaming has brought our local station to the world, with many overseas and interstate listeners connecting on-line to hear a large number of programs and presenters. Thanks again to the Technical Team for their efforts in making this a reality.

Thanks too to David Sinclair who has brought an increased level of professionalism to our “promos,” “ID’s” and “sponsorships.”

### Programs:

Jeff Ruitenbach's report highlights the outstanding achievements of the Program Committee in the approval of new programs and the training of new presenters. The committee has done an outstanding job.



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I have been impressed by the range and diversity of our programs and the quality of the presenters. Community radio does not mean “poor radio.” The Program Committee has reflected the board’s commitment to be as “professional” as possible in all we do. However the challenge for all presenters remains to seek feedback from experienced broadcasters and strive for continued improvement. It is also about preparation – regrettably poor preparation is obvious.

The Saturday Sports Round-Up with Gordon Allen and Fraser Little has been a very exciting initiative that has given local sport a voice and gained the station an increased profile and a raft of new listeners.

Another highlight for me has been the North West Disability Services program “Community Views” broadcast each Wednesday at 3.00pm. The growth in confidence of the young people from NWDS and the quality of the program in bringing disability issues to the community has been outstanding. It is an exciting example of community radio “connecting” with its community. I commend Jeff Ruitenbach for his personal commitment to this program and his leadership of the Program Committee.

### **Governance:**

The ACMA Code of Practice places obligations on community broadcasters as a condition of their licence. While 2CCR FM was essentially compliant, the board formally approved the following policies in the past year:

- Music Policy;
- Volunteer Policy;
- Sponsorship Policy.

Consistent with the Sponsorship Policy and the ACMA requirements, the board affirmed on 13 September that “No sponsor may be promoted and no sponsorship announcements broadcast until and unless that sponsor has entered into a signed sponsorship agreement with the station and paid the appropriate sponsorship fee”. I commend the efforts of the Sponsorship Committee and all presenters in ensuring compliance with this requirement.

In the past year, Frank Dengate and John Leary resigned from the board. The board replaced them with Brian Lankow and Raj Batra and appointed Jeff Ruitenbach to the board position of Assistant Secretary.

### **2CCR FM Music:**

For the past two years, Larry Price as Music Director has invested considerable expertise and resources in preparing 2CCR FM music. Late last year, Larry resigned from this role.

The membership, on the recommendation of the board, agreed to retain the essential character of 2CCR FM Music as “Adult contemporary with a jazz leaning” with a target audience of 35 – 65 years”. It also affirmed that 2CCR Music was “music with character – not too heavy, not too light.”

The board asked David Bunt to further develop 2CCR FM Music with a standard “Zara” categorisation that would assist both the automation computer and the on-air presenters.

While David has received considerable assistance from a large number of members, he has invested many hours to provide an outstanding array of music that meets the agreed definition and the commitment to a minimum 30% Australian content for 2CCR FM Music. I have received much unsolicited praise for the music and the station “sound.”



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### **Sponsorship:**

The board's goal is to build the station's profile and sponsorship to a level that we can eliminate air-fees for program presenters. This past year, the Sponsorship Committee, under Tony Jenkins, has progressed this objective with a range of new sponsors. While we still have some way to go, I have been encouraged by the results they have achieved and believe we can comfortably set a larger sponsorship target for 2009/10.

### **Thanks:**

My thanks to all members for your contribution to the Association in the past year. We are a wonderful station in a vibrant and dynamic region of Australia and it is the ongoing contribution of our members to the Association that will continue to keep us strong and relevant in a very competitive radio market.

My thanks to the board for your support, advice and assistance during what has been a very busy year. I particularly thank Peter Grullemans, Steve Boyd, Sue Boyd and Andrew Harrison for their contribution to the station and, although not nominated for the 2009/10 board, hope they will retain their involvement in 2CCR FM and the Association.

I must acknowledge the support of David Bunt, the previous Chairman. David accepted an invitation from the board to be a Consultant to the station and the Program Committee. He subsequently accepted the challenge to be responsible for 2CCR FM Music and to introduce new music, consistent with the definition, to ensure we met the 30% Australian content requirement. He also accepted, and filled with distinction, the role of Station Manager following the resignation of Steve Boyd from the role due to additional responsibilities at work. David has been a tower of strength, provided wisdom and advice when required, and willingly shared his vast experience in radio to assist all aspects of 2CCR FM.

Finally I acknowledge the outstanding contribution Jeff Ruitenbach has made over many years to the Association, but particularly in the past twelve months as Office Manager, Chairman of the Program Committee, presenter, trainer and mentor to new presenters and latterly as a board member. Jeff has had a consistent presence at the station in the past year and has made a major contribution to the significant outcomes achieved in the past twelve months.

**Chris Cunliffe-Jones**  
**Chairman**



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### SECRETARY'S REPORT

The past twelve months have been very exciting. I perceive a sense of purpose and achievement at the station, and for me, it has been a very rewarding time.

At our peak we had 171 members. Renewal notices were sent out by post to all members, and we are starting to see the renewals being returned.

As of the date of this report, we have 116 paid up members. All but 19 of our presenters are financial.

There are no outstanding debts, with all bills and invoices have been paid.

As mentioned at the last General Meeting, we introduced MYOB into the organisation, with the input is now completely in the hands of Glenys Marcus. MYOB has become our principal accounting tool, but in the short term at least, air fees are still being tracked in Excel.

As Secretary, I have introduced some refinements with regard to mailing. All letters, forms and envelopes are computer generated and have the names, addresses and membership number of the recipient. Jeff has been extremely helpful in ensuring that the correct letter gets to the correct person.

**TONY JENKINS – SECRETARY**



## PROGRAM COMMITTEE REPORT

Firstly, may I thank those members of the committee for their time to attend monthly meetings to discuss the placement of proposed programs plus other matters?

Most meetings were attended by all 8 members in the past year, with the last meeting held earlier this month to wrap up a successful year giving Parramatta, Holroyd & The Hills a local community radio station a listening choice.

The 2CCRfm Program Committee manages the airtime which is outside 2CCRfm Board control hours, namely 3pm-Midnight weekdays and Saturday 6am-Noon & 2pm – 2am Sunday/6am to Midnight on Sunday.

The Program Committee also trained announcers for 2CCRfm Station Music Shifts and made recommendations to the 2CCRfm Board of programme proposal decisions. Eighteen programs were approved during this past year, while there were some departures who found careers in the commercial broadcasting sector.

As the Program Committee Chairman, I found this role very satisfying, a challenge indeed and I thank all those new and current presenters who patiently waited for outcomes of their programme proposals to be decided.

There is specialist programming for all interests embracing youth, sport, jazz, rock, blues, religion, disability services, lifestyle, nostalgia, local current affairs and different cultures.

Several new programmes have been approved recently and I'm pleased to say they are gaining popularity with listeners emails and telephone calls, also the live streaming via the station's website has proved very popular.

Earlier this year the Program Committee approved a work experience program that is Locally/State Federal funded. The NWDS (Northwest Disability Services) one hour program broadcasting activities and information for those living with a disability within the Northwest locality. The program has proved so popular that other community radio stations have also enquired about the program. NWDS recently celebrated 25yrs in the Northwest and our Chairman of 2CCRfm & I presented a Community Service Award for Broadcasting on 2CCRfm, at the NWDS, 25th Anniversary Ball at Castle Hill RSL held earlier this month.

The program has given much confidence knowing that they are just as much part of the community as you and I take for granted. It took only 4 weeks of training once a week to prepare them as the program is recorded in advance. It was planned as a 24 week project that NWDS have decided to extend program for time being.

The 2CCRfm program schedule is attached. Please note most shifts are filled and we are trialling the after Midnight weekend shifts with Lidia Roy with *Velvet Lounge* on Friday and Ben Childs with *After Dark* on Saturday, These two presenters requested those times.

A pool of casual back up announcers have been trained for the various station music shifts while the specialist program presenters have always made efforts to have announcers fill in for their absence should it arise.

### Programme Proposals Approved.

During the '08 -'09 period the 2CCRfm Programme Committee received eighteen new proposals and they were carefully discussed on merit and demonstration Mp3 file. They were approved and recommended to the Board of 2CCRfm for confirmation with a probationary period of six weeks. (See below list of approved.)



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- **Saturday Sports Round-Up** – Sat 8am-9.30am (10am tbc.) with Gordon Allen & Fraser Little.
- **Tim's Music Jam** – Saturday 10am-11am with Tim Wongsee our youngest presenter on air. Various music & interviews.
- **The Smooth Spot** – Saturday 5-7pm with Pavlov Dee. Smooth Jazz.
- **Dorrynasium** – Saturday 11am – Midday with Dorry Jamal. House Music review countdown and interviews. (Commences- Sat Sept 5th'09).
- **After Dark** – Midnight Sat - 2am with Ben Childs. (Alternative/Pop Indie music and interviews).
- **Light N Life** – Sun 6.30am-7am. Salvation Army Christian program.
- **Sunday Nostalgic** – Sun 2-4pm with Doug Solomons .Music from the 30s thru to 70s.
- **On the Boards** – Mon 3-4pm w Geoff Duncan, Review of local Musical/Dramatic societies in Parramatta/Holroyd and The Hills LGAs, plus interviews and music. (Commences Monday 7 September).
- **Sitting In The Pocket** – Mon 4-6pm with Brandon O'Donnell, Jazz Music review program plus interviews.
- **Tasty Bits** – Monday 11.00pm-Midnight with Steve Lewis. Funk, Jazz, Indie music of all genres. Album reviews.
- **Fabulous Fifties** – Tues 3-4pm with David Bunt. Retro 50s music of various artists and groups.
- **NWDS – Community Views** - Wed 3-4pm with NWDS Team. (Information on services for Disabled Community in the Northwest along with Carers' Corner and interviews. Topics also presented on various interests/experiences).
- **CASHA** – Wed 4-6pm w Courtenay Davies. Indie Brit Pop- reviews on the latest indie music local/international scene.
- **The Mojo** – Thu 4-6pm w Hayley Pearse & Lucas Harkins – Latest Music, Topical Segments and Youth Issues.
- **Liberation Frequency** – Thu 10pm – Midnight with Jono Boulet and Tim Jenkins. Electro, Rock, Ambient music and band interviews.
- **Mixed Bag of Music** – Fri 3 – 5 pm with Glenys Marcus playing music from Country to Folk/Blues plus interviews.
- **Country Hour** – 5-6pm with John Marcus playing mostly Country & Ballads along with requests from listeners.
- **Velvet Lounge** – 12.30am – 2.30am Sat with Lidia Roy. Music from various artists and lifestyle matters /interviews.

I am personally pleased the way 2CCRFM's profile has lifted this past year in the community as it has been a interesting road from humble beginnings which I was involved in the 1986 test broadcasts to licence hearing and granting in 1989 and "On Air" officially in late 1992, 24hrs a day. I have established many friendships along the way and sharing a passion for music and being a part of proactive and vibrant community station. I look forward to continuing on and being part of 2CCRFM for a long time.

Jeff Ruitenbach  
Program Committee Chairman



### **SPONSORSHIP COMMITTEE REPORT**

The Sponsorship Committee now comprises of 7 persons including myself. The other members are: Alex Cayas, Joe Tham, Laurie Flood, Ross Fear, Steve Boyd and a new member: Tony Keo. A membership nominee, Stephen Wilkins has also shown interest in joining.

Income from sponsorships over the year is difficult for me to evaluate, but we have had 16 Station Sponsorships this year. As always much sponsorship is laid against the payment of airfees. In a number of instances, we arranged renewals of these sponsorships and in 2 cases rejuvenated the relationship between 2CCR and old sponsors.

Our present sponsors:

Avonlea Labels, Boral Bricks Pty Ltd, Castle Hill Music Store, Universal Magazines, The Taggart Group, Emerton Fish Market, Birdland, Vocalist Workshop, Auto Barn Dural, Lopi & Heatmaster, HomeWorld, Hills Shire Times, Custom Care Pharmacy, Home Option Gallery, Beat Disc, Powerhouse Discovery Centre, SkinSense Clinic, St Germain, Factotum Solutions, Mary Bacon, Hills Craft Market, Len Wallis, Success Point and Hills Building and Design Awards.

The Sponsorship Committee has undertaken to track all sponsorships, and either invoice directly, or remind presenters when sponsorships are due for renewal. This has been most successful, with, as mentioned above, a number of both station sponsors and program sponsors renewing their agreements

We have direct contractual agreements with all station sponsors and show sponsors.

I would like to thank the committee, with special mention of three members who have come up with ideas that may help us raise the station profile in future:

Alex Cayas, Joe Than & Ross Fear have been extremely productive with ideas for sponsorship, fund raising and marketing. They have suggested a number of avenues that may help us increase both our finances and image. All suggestions from the committee have, and will in future, be sent to the Board for authorisation.

It has been a pleasure to work with such motivated members

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**TONY JENKINS**

**CHAIRMAN, SPONSORSHIP COMMITTEE**



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### Annual Technical Report 2009

The last year has been a year of progress for the technical team at Cumberland Community Radio. We have had many momentous achievements, which have been spread over the course of the entire year.

We have also been building a strong team of people who are interested in tech, and are keen to help out. Greg Hill has been with us helping on the technical team since the start of 2009, and has contributed significantly ever since. Nick Cooke and Sean Baker have also joined the team as recently as a few weeks ago. They are both a similar age as me. While they don't have much experience, they are enthusiastic and I have been training them every week and getting them to perform some of the day to day tasks. I am very grateful for all of these people who have been able to contribute.

Some of the achievements over the past twelve months have been:

- **Integration of all IT equipment into an Active Directory;** All of our computer hardware is now integrated with the one central authentication directory, giving us more control over every aspect of our computers
- **Development of Backup procedures;** All of our data on the network is backed up every night and taken off site weekly, to ensure we are protected against catastrophic failures. We constantly monitor this process to ensure it is functioning
- **Consolidation of Storage;** The storage of music and other files now resides on a central server, with local copies available on every studio PC to ensure maximum resilience and high availability of data
- **Repair of transmitters;** Our primary transmitter experienced some trouble, primarily due to age. We called in the services of long time transmitter technician Phillip Barnes, who repaired the components and restored us to full power. The process showed some flaws in our procedures in relation to this, but we worked through it and used the experience to improve our processes
- **Further development of our web presence;** 2ccrfm.com has been subject to ongoing design changes to improve usability and functionality. Instead of a major redesign, we opted to go for more incremental changes which allowed us to check each change for usability issues. We are constantly adding fresh content and refining existing content, so if you have a passion for content writing, I invite you to speak to me
- **Asset Management;** We have installed asset and issue management software. Our IT hardware assets have been tagged with labels and all the data has been added to the database. We will bring all software under asset management as well within the next quarter. Online issue management will also be rolled out in the same time frame allowing presenters to record problems while they are on air. This will provide better control and visibility of technical problems
- **Hardware Upgrades;** New computer hardware has been installed progressively, and this has given us numerous benefits, such as allowing both computers in Studio 2 to play music to air from Zara.

It has been a momentous year with large advances, and I look forward to what will be happening in the next twelve months.

**Anthony Eden**  
**Technical Manager**



## STATION MANAGER/CONSULTANT'S REPORT

I agreed to take on the Station Manager's role when Steve Boyd was unable to continue in the position. Thanks go to Steve for the work he put it during his tenure.

During the year, a number of the tasks I was doing have been handed over to others. Leonie Dixon is now producing the daily broadcast schedules; Glenys Marcus is looking after the Air Fees invoice/statements and the task of administering the station's music is about to be handed over to a music committee.

I would like to thank Sue Boyd for her assistance with the preparing of information for Air Fees during the year. I would also like to thank those who have contributed to the 2CCR Music Library. Greg Hill, Tony Jenkins, David Sinclair and Ross Fear have made major contributions, and many others have also contributed material. Added to our physical library, the electronic additions give us a much broader selection of music. Thanks to John Leary and Larry Price for their early work in this area, and when John was unable to continue, the task fell to me. The new Board will be forming a Music Committee to oversee this important work, early in its new year. Interested people are asked to contact the Secretary for details.

Community Radio is a "curious beast" – on the one hand ACMA (the industry watchdog) wants the community to be actively involved in the "operation and programming" of the station, and yet the Board is charged with the responsibility of operating the station in a proper manner. These two elements can work together, but it does, at times, lead to tensions that don't exist in other organisations. It is only natural that people come into the station with their own interests paramount, but as a manager and consultant, it is my task, along with the Board, to look at the whole picture to ensure the long term future for the station. This does not always sit well with some, but often is it necessary to "take the flak" and keep a steady course despite the temporary injury to some fragile egos.

The Board needs to move quickly to appoint a new Station Manager, and may possibly look at a paid part-time position.

My role as Consultant will change slightly, as I will, in future, be the Consultant to the Chairman, dealing with matters referred by him.

Thank you for your support over the past few years.

DAVID BUNT