

MUSIC BROADCASTING SOCIETY OF SOUTH AUSTRALIA

Report of the Board of Directors For the Year Ending 30 June 2018

As required by the Rules of Association, this report covers the activities of the Society for the period **1 July 2017 to 30 June 2018** and is submitted to members for approval at the **Annual General Meeting to be held on 12 November 2018**.

Patron

The Board acknowledges the ongoing support of Barbara Hardy OA as Patron of the Music Broadcasting Society of SA

The Board of Directors

As at 1 July 2017, the members of the Board of Directors were:

President: Sam Tolley

Vice President: Thomas Doran

Treasurer: David Anthony

Secretary: Christopher Stone

Ordinary Directors: Barry Horwood, Jill Kirby, Robert Knight, and Merle Reed.

At the 2017 AGM, the positions of President, Treasurer, Secretary and two Ordinary Directors became vacant. The call for nominations resulted in the following appointments:

President: Sam Tolley (for a term of office until the 2019 AGM)

Treasurer: David Anthony (for a term of office until the 2019 AGM)

Secretary: George Gatenby (vice Christopher Stone until the 2018 AGM)

Ordinary Directors: Emily Sutherland and David Wiffen (for a term of office until the 2019 AGM).

Otherwise the Board positions were unchanged.

In January 2018, the Board accepted the resignation of Barry Horwood as ordinary director and did not appoint anyone to replace him. The Board is indebted to Barry for his contribution.

The Board held 9 meetings during the reporting period, not including a special meeting to review the strategic plan.

Membership

As at 30 June 2018, there were 690 Members of the Association including 3 Honorary Life Members. This represented a decrease of 24 compared with the last reporting period.

As at 30 June 2018 there were 39 Arts Diary and Jazz Diary supporters, a decrease of 4. There were 125 members registered as Volunteers, a decrease of 11.

Station Management

For the reporting period, the station Manager was Denis Wall. The Board thanks him for his commitment and energy, manifested in his willingness to go beyond the strict requirement of the position to engage in the direction of some key promotional and fundraising events as well. His term of appointment is due to expire on 12 November 2018.

The Station Manager is assisted by the Coordination Committee. Members of the Coordination Committee report to the Manager who convenes a meeting with them every month. The Coordinators for the reporting period were:

Administration – Christopher Millington
Finances and Membership – David Anthony
Marketing and Sponsorship – Peter Bleby
Programming and Standards – Emily Sutherland
Technical and Operational Support – Peter Davis

Business Model Review

At its January meeting, the Board resolved ‘to canvass the possibility of making significant changes in the station’s ethos and culture, with a view to securing income, in the face of changing social attitudes.’ (Item 6, 24/1/18) At the following meeting the Board appointed Treasurer, David Anthony, to conduct a wide-ranging review, including meetings with community and business leaders in Adelaide, and our Music Broadcasting Society sister stations. The review would continue with a view to completion in September, after wider discussion with members, and culminate with due consideration at the 2018 AGM.

Consultation began with a breakfast meeting in May and a lunch in June where discussions were held with outside experts.

Communication with members and listeners

During the reporting period the Newsletter to volunteers was maintained in its attractive new presentation. It has continued to be well received and has enabled the Manager and others to provide volunteers with regular information about the station. All volunteers have been encouraged to consider contributing material to it.

The *Fine Music* members’ newsletter increased from 3 editions per year to quarterly with a consistent editor and support group.

The station web site and Facebook page have also been important links with members, the listening audience and the wider community. Presenters have been encouraged to use the Facebook page to promote their programs and it has also been used to promote station events and activities.

Volunteer recruitment and management

Recruitment and training of new presenters continues. New volunteers came to the station during the year from Volunteering SA-NT and from Radio Adelaide. The Administration Coordinator oversaw the induction program for all new volunteers.

Programming & Standards

The Programming and Standards Committee assisted the Manager with the implementation of the new program grid in December 2017. The most significant changes were moving the start time of *Prelude* to 8am and introducing - for *Cantabile* and *Sounds Classical* - the more widespread 2-hour standard daytime duration for classical music broadcasting. New programs were added to the grid - *Local Musicians*, *Local Concert*, *Jazz Moods* and *In the Spotlight*.

A survey of members in August 2018 allowed the station to gauge reaction to the new programming schedule. The majority of respondents were in favor of the changes. Both Jazz and Classical presenters have produced fine *In the Spotlight* programs. *Local Musicians* and *Local Concerts* programmes were introduced as a way of engaging the music community more closely.

We have have instituted a method of training the new Jazz presenters under a mentor system, bringing it into line with the process used in the induction of Classical presenters. While there were several new Jazz presenters in the reporting period, there is a need for more Classical presenters.

Complex issues in the transmission process have presented a challenge for presenters. But, with the ever-vigilant technical staff on hand to help sort out difficulties as they arose, programs still went to air on time and of broadcast quality.

Technical and Operations

It has been a very eventful year for the technical group. Our recording team has continued to record and produce local concerts performed by students, emerging artists and professionals alike, in the classical, jazz, folk and world music genres, to provide material for broadcast on 5mbs. More than 75 hours of material was produced in the 2017-2018 financial year.

The recording of events not only provides material for broadcasting but, possibly more importantly, valuable service to the musical community by providing the artist with a produced copy of their work.

The production team performed many functions during the year, including the production of recorded material not only for the recording group but for programs to be played to air at some later date. With technical engineers and programmers, they maintain and upgrade our IT and computer equipment and manage the audio process through to our transmitter.

After a year of disruption caused by the cutting of our analogue Studio to Transmitter Link (STL) and its subsequent replacement with a 'double-hop' Digital STL via SAPN, our on-air operations have settled down of late and are expected to remain stable until our Transmitter relocation. Our technical staff also maintain studio equipment and a team of rippers produce high grade recordings for on-air use.

Negotiations have continued with SAPN in a bid to relocate our transmitter to their site at Belair after an unsuccessful attempt to relocate to Mt Osmond Golf Club. Locating to the SAPN site will reduce our running costs as well as provide better coverage of our allotted broadcast licence area.

Marketing and Sponsorship

The efforts over the last four years or so to improve the level of community recognition of the station have brought some results in the form of additional sponsorships, but there is still a long way to go. These are among the matters that will be addressed by the implementation of our new business model.

On-air sponsors have included Australian Festival of Chamber Music, Australian Youth Orchestra, Musica Viva, Australian String Quartet, Adelaide Fringe, Adelaide Youth Orchestra, Adelaide Symphony Orchestra, Adelaide Male Voice Choir, Stirling Golf Club, Selby and Friends, and Fish Records.

New promotional activities included new leaflets for distribution at a range of concerts. The major fundraising events for the year included a concert given by Konstantin Shamray, who is also a volunteer at 5mbs. The Donation Drive at the end of the reporting period was also a success.

In collaboration with the extensive work associated with the development of the new business model, the Marketing and Sponsorship group presented a submission to the Board in support of the division of the department into separate Marketing/Public Relation and Sponsorship/Fund Raising functions.

Young Virtuosi Award – 2017

The South Australian finals concert was held in St John's Church, Halifax Street in the city on Sunday 15 October. Katrina McKenzie, soprano, won the vocal prize, and Madelaine Stewart, flautist, was the overall South Australian Young Virtuoso Award winner. She represented SA in the National finals.

Access Groups and Arts/Jazz Diary

There were three access organizations – Recitals Australia, The Accompanists Guild of SA and the Flute Society of SA and they broadcast programs on a regular basis, featuring local performers.

Arts Diary continued to provide listeners with information about concerts, events and performances organised by local professional and amateur performing and visual arts groups. 5mbs is the only Adelaide station providing this service.

Acknowledgements

As with many voluntary organizations, the workload is often shared unevenly with a few key people spending a disproportionate amount of time in making sure the organization operates effectively. Whilst this is true for 5mbs, the Board acknowledges with gratitude the contribution made by all volunteers no matter how much time and resources they give.

Sam Tolley,
President

George Gatenby,
Secretary