



## *MEMBERS' NEWSLETTER*

**AUTUMN 2017**

### *What's been happening?*

#### **Licence Renewal and Business Plan**

Our licence renewal application was completed in early December and forwarded to the relevant authority. The Station was notified in late January that the application was successful and the licence will be renewed for another 5 years when the current period expires. Aligned to the licence renewal but separate from it, a 5-year Business Plan has also been completed. Association Members who wish to view a copy of the Business Plan should contact the office.

#### **Balcony Make-over**

Office volunteers are grateful to Jill for tidying the balcony. With new plants, a clean-up and table and chairs, the area is a delightful spot for a meeting, lunch, or just to get outside for a break.

#### **Back to normal**

Following temporary changes during the Festive Season, our schedules are back to normal. The boundless and ubiquitous Des Deighton has left and has been replaced on Sunday mornings by Steve Meechan. Lu Phillips, who has filled in from time-to-time for about a year, now has a regular 'gig' on *60s on Sunday* at 1:00pm. The updated programme guide is on the back page of this newsletter.

# *Engaging With Our Community*

## Recent Promotional Activities



**Buderim Christmas Carols** Umbrellas and tarpaulins were the order of the night during a brief summer shower at Buderim Christmas Carols where 104.9 Sunshine FM was a sponsor.



**Australia Day, Maleny** Ready for the influx of visitors at the celebrations at the showgrounds

## **Mooloolaba Rotary Club**

Station Manager, Greg McCosker, spoke at a Mooloolaba Rotary meeting in January. He outlined some of the history of the Station and community radio generally and described radio as 'theatre of the mind' where the presenter effectively speaks to an 'individual' not an audience. According to club president, Paul Prass, the close and continuing bond between Sunshine FM and Mooloolaba Rotary was evident throughout Greg's presentation.

## **Australia Day Awards**



Sunshine FM was nominated for the 2017 Sunshine Coast Australia Day Awards sponsored by the Sunshine Coast Council

## *Sunshine FM Radio Association, Inc., business*

### **President's Statement**

I've now been "in the chair" for 5 months. Getting to know the people who work to make this great station even better has been a real pleasure. I've been constantly delighted by the passionate commitment displayed by both volunteers and paid staff - all of whom I consider to be part-time volunteers given the extra hours they work above and beyond their paid employment.

The Management Committee has packed in quite a bit since the AGM including:

- Ratifying typo amendments to our Constitution as agreed at our last AGM.
- Approving revisions to our Programming, Policies and Procedures.
- Applying for Deductible Gift Recipient (DGR) Status. This tax status allows donors to receive a tax deduction for eligible gifts made to a registered not-for-profit organisation.
- Approving the terms of reference of our Business Subcommittee, now to be called the Audit, Risk and Finance Subcommittee - a name which more appropriately reflects the function of this important group. Current members are Treasurer Charles Godfrey (Chairman), Kath Tegg (Secretary), Management Committee member Ian Wright and myself.
- Commencing work on social events to allow members to socialise together on a regular basis.
- Preparing and submitting our licence renewal application. This 5cm thick document was prepared by Michael Shapter and Station Manager Greg and is our submission to the Australian Communications and Media Authority (ACMA) for the renewal of our broadcasting licence for the 5-year period commencing in December 2017. Yes, we're required to submit the application 12 months in advance of the expiry of our current licence. I'd like to congratulate and thank Michael and Greg for the great work they have put in over the past few months to assemble this comprehensive submission. As a result of their great work, ACMA sent us a reply late last month saying, in part "providing no significant issues arise in relation to 4SFM's service in the meantime, the licence will be renewed approximately eight weeks prior to the expiry date of the current licence". Well done Michael and Greg.

Immediate-Past President Jim Hales submitted an excellent recommendation to the Sunshine Council in which he nominated Sunshine FM for the Community Organisation category of the 2017 Sunshine Council Australia Day Awards. The ceremony was held at Woombye on 24 January and although we didn't win the award we featured well in a group of about 25 nominees - the award went to the Innovation Centre Sunshine Coast.

In my broadcast Christmas message I described Sunshine FM as the "greatest little radio station on the planet". The more I get to know how we operate and get to know the people involved the more I believe I was correct.

Paul Warren  
President

## **Money Matters**

To be the “greatest little radio station on the planet” requires “the best sales people on the planet” to bring in the revenue to keep pace with the necessary increase in costs as we seek to improve the Station. How lucky we are to have Account Managers who not only rise to the challenge but are setting new benchmarks for sponsorships. I am pleased to report sponsorship revenue for the seven months to 31 January exceeded budget and was significantly ahead of the same period last year. Sales for February 2017 are already well ahead of budget and could be an all-time record for Sunshine FM. This is a fantastic effort from Sharon and John.

Expenses over the period have risen mainly as a result of an increase in employment costs. The Station Manager and Management Committee are conscious of the need to contain costs but we cannot have a highly successful radio station without ensuring that we have the best resources available in critical areas of the operation. Despite the increase in costs, it is pleasing to note that our operating profit for the seven months of this financial year is ahead of budget and contrasts with the significant loss incurred for the same period last year. Indications are that we will achieve our budget for the financial year.

As far as our cash flow is concerned, the Management Committee’s objective is to have cash reserves equal to at least three times our monthly costs. Again, I am pleased to report that at 31 January we have achieved that objective.

Charles Godfrey  
Treasurer

## **Membership**

The Association currently has:

Financial Members – 103

Life Members - 13

Subscribers – 23 Gold and 16 Silver

For this financial year, the Membership Sub-committee consists of Rhonda Cundall and Jill Cutting and they will be seeking additional ways to increase membership and subscriber numbers for the Association.

## **Community Engagement**

For this financial year, the Community Engagement Sub-committee consists of Ellie Seeley, Greg McCosker and Michael Shapter. With the success of last year’s activities they will be looking at expanding the Station’s engagement with the Sunshine Coast community for 2017. The events we attended late last year included: Buy a Bale, Caloundra Power Boat Club; Buderim Community Carols; Velvet Country Music Club Concert; and Maroochy Waters Country Music Club; and so far this year, the Australia Day event at Maleny (as mentioned elsewhere in is newsletter).

## Member's Discount Scheme

Sunshine FM is working to expand a scheme that will provide benefits to Members. New membership cards have been issued and a list of participating businesses is featured on the 'Members' page of our website with details of their discount.



### Arabella Guest House

297 Mooloolaba Road, Buderim 4556

**Phone:** (07) 5478 1339

**Offer:** 10% discount on any purchase for member's who presents their card at the Guest house.



### Buderim Pest Control

**Phone:** 0400 459586

**Offer:** 10% off the normal price of General Pest Control and Termite Inspections. Current prices at 1st June 2016 are:  
Termite inspection \$200, after discount \$180.  
General Pest Control on 3-4 bedroom house \$150, after discount \$135.

Both General Pest and Inspection done at the same time \$300, after discount \$270.



### Caloundra Discount Tyres

15 Daniel Street, Caloundra West 4551

**Phone:** (07) 54915504

**Offer:** 10% discount on purchases from the shop.



**the silva spoon**

### The silva spoon

Shop 1, 27 Cotton Tree Parade, Cotton Tree

**Phone:** (07) 5443 882

**Offer:** 10% discount on any purchase.



### Sunstate Jewellers

2 Allen Street, Moffat Beach 4551

**Phone:** 1300 808 881

**Offer:** An additional 7% paid above the daily rate for all gold and metal buying or a complimentary professional jewellery item cleaned, hand polished and check/mini service valued at \$30

