

On behalf of your elected Committee of Management of Indigo FM, it is with great pleasure that I bring you the President's Report summarising our efforts and achievements of the past 12 months.

- **Meeting frequency**

Your Committee met on 7 occasions since election 12 months ago. We met in September, October and November 2016 before moving to bi-monthly meetings for 2017 hence we met in February, April, June and August. This move to bi-monthly meetings signalled a renewed focus on hands-on organising while still maintaining an appropriate level of governance and oversight. I feel we have taken important steps towards this balance but there still remains plenty to do.

We began with 7 members and added an 8th member when Denis Ginnivan joined the team in March. Shortly afterwards we accepted the resignation of Greig Withers due to work reasons, who was not replaced.

- **Sub - Committees - Marketing, Tech-Programming**

Our Marketing Sub-Committee was in essence Doug Wallen, Laurie Horder and myself with occasional contributions from others including Jo Le Mura, Shaun Rogers, Greg Morrison and Greig Withers. It is definitely in need of better resourcing however, the results achieved speak for themselves and are a great credit to the group effort and the steady work from Doug. We ran 3 new events - Spin A Story in Yackandandah, a Music Trivia Night in Beechworth and a Record Fair in Chiltern with each one a huge success. We also ordered some new merchandise in the form of T-Shirts and Stubby Holders. And we have recently set up an Indigo FM merchandise shop on Redbubble - you can now order your own personalised range of Indigo FM items from this link <https://www.redbubble.com/shop/indigofm> .

From a Social Media perspective we now have added Twitter, Instagram and a YouTube channel to our promotional arsenal. For what it's worth our online presence has been raised significantly probably best illustrated by our Podcast account. In 2015 we averaged 234 plays/downloads per month. Whilst this dropped to 150 in 2016 it has risen astronomically in 2017 and now sits at over 400 plays/downloads of Indigo FM shows per month.

This Sub-Committee is busy, has fun and gets results. To join it simply email us at indigofmradiomarketing@gmail.com or come to our next meeting on Sunday November 5.

- **Financial**

Our focus on Marketing has had a big financial reward. Our financial statement reports a net profit for the 2016-17 financial year in excess of \$3,000. Now we aim to spend those funds to upgrade our facilities and equipment. I want to thank Andrea for her work in the past year taking on the Treasurer's role following Trish Montgomery's resignation.

- **Memberships**

Sponsors aside, Indigo FM currently has 93 members. We have 14 businesses, 4 community groups, 10 couples, 39 individuals and 26 Concession Members. Your Committee is recommending a reduction in the Business Rate from \$120 to \$72. You may recall it was \$60 and doubled 12 months ago. We will decide this item later on tonight. One of the big challenges we have faced in recent times has been renewal and retention of members. We have recently upgraded our website to accommodate on-line payments and memberships which will hopefully greatly improve our capacity in this area.

Scott Landells, President

- **Event support**

In the past year we have actively supported Beechworth Music Festival, Yackandandah Folk Festival, Chiltern Jam Weekend, Rutherglen Agricultural Show, Back To Yack, Yackandandah Garden Club's Mini Garden Competition, Butson Park Yackandandah's Redevelopment Plan and Beechworth Golden Horseshoes as well as an event outside our Shire in Mountaingrass in Harrierville.

- **Site summary**

The theme of all our sites is renewal. Beechworth is definitely on the move, Yackandandah is seriously considering a move and Chiltern is looking for a home after two instances where tenancy offers fell through at the last minute. In each scenario we now must budget to contribute toward the running cost of sites we occupy and that will present a challenge, but one I feel we can meet with a combination of quality people, smart marketing and engaging with integrity. Being selected by Indigo shire Council as the lead tenant for the former Child and Maternal Health Centre Building in Beechworth is a huge vote of confidence from our local government on the worth and credibility of Indigo FM. This didn't just happen. We have focused in recent years in respecting Council's role and processes and having built up respectful relationships with councillors and staff alike. At Beechworth we are greatly looking forward to a partnership with both Beechworth Urban Landcare & Sustainability and Beechworth Women's Shed at our new facility which we intend to name the **Bunya Centre**.

We did make a difficult decision to close our Rutherglen site in October 2016. What this lesson taught us is that we are best to own our radio licences outright as conflicting priorities, values and ethics made it too difficult to reach agreement and thus guarantee the safety of our members at this site.

- **Highlights - Council Election coverage, Indigo FM News, YFF, BMF Van upgrade**

There have been many highlights in the past 12 months. These are bookended with our coverage of Indigo Shire Council's Candidates Forum and an upgrade to the BMF van to make it a true mobile radio site. In between our active support for Beechworth Music Festival and Yackandandah Folk Festival saw each hold very successful events. These are wonderful win-win partnerships and it's exciting to know that our role is highly valued as these events go from strength to strength.

Indigo FM is a very unique organisation - around 100 volunteer members, no paid employees and encompassing a broad range of communities including online. On average each week, 40 volunteer hours were contributed by committee members and officials - a similar 30 hours per week were contributed in presenter hours. That's 70 voluntary hours per week - an effort we can all be very proud of, for it takes both a fair degree of commitment and spirit of generosity to volunteer that contribution. I think that says something very positive about how we feel about Indigo FM. I think it's a fair call to rate that level of contribution as a highlight, a contribution we should never take for granted.

- **Presenters**

The real stars of Indigo FM are many of you in this room - our volunteer presenters. It is you we rely on so much to promote Indigo FM, provide on-air content and engage with our audience. In turning up to do your show we prove over and over again beyond doubt that we are a very significant diverse and vibrant local community voice.

Our presenters passion and creativity are a constant highlight and, of course, provide the public voice of Indigo FM. One presenter who I think deserves special mention is Shaun Rogers. Shaun is not yet 18yo yet he has done weekly shows from our Beechworth studio since he was 14. Inside the past year this young veteran has created a weekly Indigo FM News show, which now include contributions from Yackandandah Primary school students. Shaun is showing great initiative and leadership, not just among his peers, but for all here at Indigo FM. Well done Shaun, and well done to each and every presenter for consistently bringing your energy and talents to our airwaves this past year

- **Radiothon**

Our 4th annual Radiothon commences next month. It's our major Membership Drive and we will be out in the community promoting Indigo FM and encouraging new and existing Members to sign up and be in the running for a raft of wonderful Festival prizes.

- **Partner Support**

I wish to thank the spirit and resilience of our Chiltern Working Party - Mick Webster, Kevin Mayhew, Angele James, Ian Charlton and Joanne Le Mura and also the advice and guidance of Paul Dickinson in helping progress our Chiltern venture. It's been an often frustrating exercise but we will shortly be on air thanks to Paul's generosity and hope to find a permanent home in coming months.

I'd also like to acknowledge the ongoing support of key partners Beechworth Secondary College, Beechworth and District Community Bank, Indigo Shire Council, Beechworth Music Festival, Yackandandah Folk Festival and Yackandandah Community Centre. In the case of Beechworth Secondary College and Yackandandah Community Centre these "homes" have provided so much more than a radio studio - they have given us stability, profile, storage and a physical presence and that has allowed us to build and grow our membership, asset base and programs.

In closing I wish to thank outgoing members of your Committee of Management, Lex, Jo, Ally, Denis, Andrea, Greg and myself. Some of us have re-nominated and some have decided to step down - we will allow our democratic process to run its course and wish the incoming Committee of Indigo FM every success.

Scott Landells
President