

# indigo fm



## President's Report 2022-23

By Scott Landells

- A year of strong partnerships - past year 1 July 2022 - 30 June 2023
- activities within that time frame + recent updates from the past 4 months

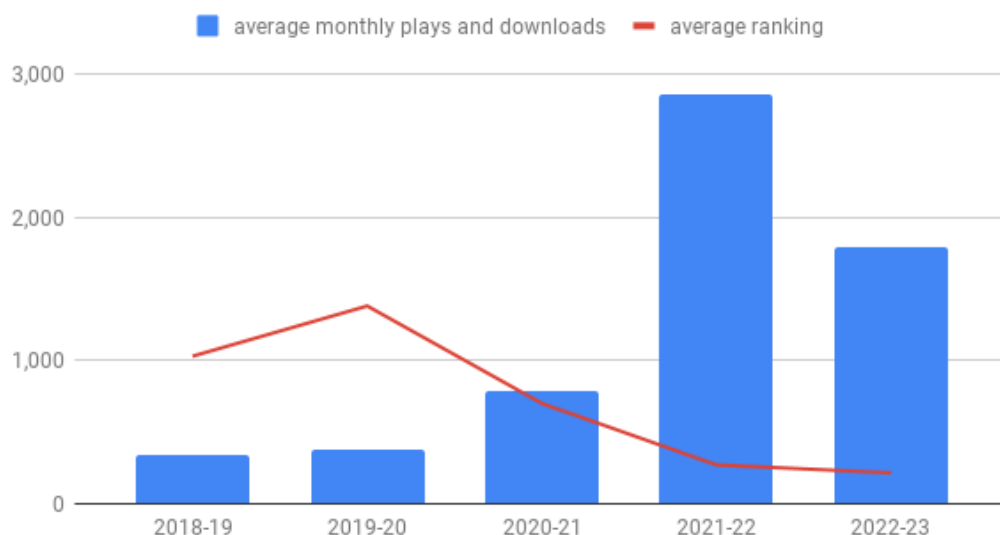
## Live Streaming

- Tangam and Yackandandah live streams commenced Oct 2022, joining Beechworth

## Podcasts

- 2022 - 2023 we recorded 4 of our 10 highest weekly positions ever
  - Cracked Podomatic's Top 50 just once (June 2023)
- Below is a chart showing how our Podcast plays and downloads grew substantially from 2018-22, though the raw stats did taper off in 2022-23. Our average weekly ranking (red line) has continued its trend to 216, down from 271 in 2021-22 (lower = higher rank). This odd combination (less listening = rise in rankings) may indicate a fall in the audience that Podomatic is reaching. Perhaps their audience peaked during Covid. This may be why they have offered us extremely generous upgrade deals since 2021. We have been taking up their offer to distribute our podcasts to Apple, Spotify, iHeart Radio, TuneIn etc.

average monthly plays and downloads and average ranking



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## Committee of Management

- Role: Governance and Strategic Planning - general oversight.
- Comprise
  - Tiff Ellis (Secretary), Greg Clydesdale (VP), Nigel Jones (General) and myself. Bernie Jovaras (Treasurer) departed for his Glasgow “gap year” in April 2023. Phil Fraser re-joined the CoM in December 2022.
  - I took on the Treasurer role from Bernie.
  - We met 4 times (Feb, Apr, Jul, Sep) via Zoom.
- Financial performance **profit \$5,524 - turnaround \$8,700**
  - Reflective of Beyond Blue Advertising revenue plus Yack Folk Festival resumption
  - 2023-24 (first qtr \$591 profit)
  - 2022-23 healthy profit of \$5,524
  - **2021-22 loss of \$3,124 #**
  - 2020-21 healthy profit of \$4,315 #
  - **2019-20 loss of \$1,457 #**
  - **2018-19 loss of \$701**
  - **2017-18 loss of \$388**
  - 2016-17 healthy profit of \$3,053

# Covid impacted
- Strategic Goals
  - Project “Connect / Live Online”
    - Sponsorship - First National - Live Streaming
    - Exploring Website upgrade / refresh and Apps
  - Growing Primary School Involvement
    - Kiewa Valley, Wooragee
  - **Membership - increase to 100 subscribers (72 members)**
- Made contact APRA / AMCOS Fees
  - Paid early in 2023-24

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## Partnerships

- Indigo Shire (Youth), Arts Yackandandah, First National, Yack Folk Festival, Beyond Blue, BULS, Yackandandah Community Centre, Destination Rutherglen, Arts Rutherglen, Chiltern TDI.

## Radiothon 2022

- presence at Quercus Christmas Fair, Yack Women's Shed High Country Fair, Tangam Open Day, Quercus Craft Market
- partner with Beechworth Music Festival, Bridge Rd Brewers, Yackandandah Folk Festival, Kev McGennan High Country Photography and many other businesses

## Tech-Programming SC

- Playlist
  - minimum 15% Indigenous & 70% Australian content
- Rodecaster to
  - Wooragee PS - Mar 2023
  - Future Proof - May 2023
- Upgraded PC at Tangam - thanks Dean - Apr 2023
- Nature Sounds recordings - Stanley State Forest & Chiltern Mt Pilot NP

## Marketing SC

- Chaired by Tiff Ellis
- Doug Wallen, Nigel, myself + Funno

## Yackandandah

- Spencer returned May 2023 (2-3 days per week)
- New shows
  - Yack Garden Club + Yack Women's Shed
  - Ada and Nyssa's Book Talk
- School programs
  - Yackandandah Primary School - 4 pairs x Year 5 / 6 students

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## Beechworth

- Beechworth Site Co-ordinator - Neil Funston
- New presenters
  - Nay Hobrock - commenced May 2023
  - Kev McGennan - commenced Feb 2023

## Tangambalanga

- Turnover of presenters - current Ross, Kaylene, Charles and Greg
  - Kaylene - Country
  - Greg - interviewed local identities
  - Ross - returning after a break
  - Charles - recovering from serious illness
- KVPS Fete with Rodecaster in March 2023
  - Engaged 18 very keen young people

## Chiltern

- looking for a suitable venue - potential EOI former library
- Supporting Chiltern Tourism Development Inc activities
  - Markets, Antique Fair

## Bunya House

- Strong partnership with BULS

## Rutherglen

- Arts Rutherglen + Destination Rutherglen are members
- Supported **Busking Rutherglen** event - May 2023 plus live music program
  - Tennyson King, Joel Havea, Minor Gold, Little Quirks
  - Young local support acts - Jack Gregory, Molly Jane, Lilly Ciufici and Sadie Mustoe

## Memberships

- 72 (Beech 24, Yack 23, Other 16, Tangam 6, Chiltern 3)

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## Thanks So So Much .....

- Michael Rosenbrock - Live Streaming
- Tony Stockdale @ First National Bonnici & Assoc (Beechworth)  
- Live Streaming Sponsor
- Angela Bishop - Training of Yack PS team + YWS / Garden Club
- "Funno" Neil Funston - Site Coordinator Beechworth
- Committee of Management - Tiff, Bernie, Nigel, Phil & Greg
- Sub-Committee - Sandy Geddes, Doug Wallen, Ken Halse, Dean Shawcross
- Bunya House - John Hawker, Sally Anfruns, Greg Clydesdale, Sandy Geddes
- Lu and Ella - Indigo Shire Youth
- Lex and Rikki - Beechworth Music Festival
- Chris and Craig - Yackandandah Folk Festival
- Jane, David and Karen - Yackandandah Community Centre
- All our dedicated volunteers (announcers, techs, helpers, parents, partners)

## Summary

A very rewarding 12 months where we have bedded down live streaming and find ourselves fairly financially stable. Strengthened our partnership with Indigo Shire and have grown our Schools program.

## Future areas of focus

- Strategic / Succession Planning,
- Marketing to a global audience,
- Selective advertising eg Beyond Blue,
- Arts Grants,
- a second Rodecaster to grow Schools programs
  - Chiltern PS coming on board in 2024!!!