

**2019
ANNUAL REPORT**

Riverland Christian Radio Inc





Our mission

- To impact lives, bringing hope and positivity to the Riverland community
- To promote good physical, emotional, mental and spiritual health by presenting programmes that are positive, uplifting, entertaining and informative.
- To present a Biblical worldview that leads people to a revelation of God's grace
- To encourage and assist the local Christian Church to connect in positive and encouraging ways with their communities.
- To influence people and communities for their present and future well-being, through communicating God's life-giving words of hope.

Our vision

To communicate in a contemporary way, the truth, relevance and power of the gospel of Jesus Christ through radio.

Our History

Riverland Christian Radio Inc formally came into being in 1998. The following eight years were filled with planning and promoting the concept of a Contemporary Christian Community Broadcaster for the Riverland and raising funds and support for the venture. Riverland Life FM began test broadcasts on the 11th December 2005 and received a temporary community broadcasting licence, initially at 93.9 MHz.

The station office in Loxton was used for both administration and radio production, despite having no studios. A number of 107.9 Life FM announcers in Adelaide gave their time and voices to our broadcast. In 2006, Doug Oakley trained local volunteers in announcing and programming. Gary Wheatcroft was our first General Manager (part-time).

In 2008, to make way for the new ABC News radio service, the ACMA changed the radio frequency of Riverland Life FM to 100.7 MHz.

In 2009 regular live outside broadcasts of the Riverland Football League commenced and two studios were built. In November that year Jason Evans served as General Manager for the next 2 years. In 2012 Heather Saunders took over this role (as Station Manager) after volunteering as Music & Production Director and Office Administrator for 5 years.

In July 2018, a major milestone was reached with the allocation of the full 5-year community radio broadcasting license for the Riverland.

In November 2019, we were allocated the licence to run a repeat transmitter in Waikerie.

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AN OVERVIEW OF RIVERLAND LIFE FM

ABOUT US

Riverland Christian Radio Inc, trading as Riverland Life FM holds the only community broadcasting licence for FM radio transmission in the Riverland region of South Australia.

ACMA Broadcast Licence Area: Riverland RA1
Community Broadcast Licence #10177
Community Interest: Religious - Christian

ABN: 72 851 565 374

Riverland Christian Radio Inc is registered for GST

Riverland Christian Radio Inc is endorsed as an income tax exempt charitable entity and is listed on the Register of Cultural Organisations (ROCO) as a deductible gift recipient. The Riverland Christian Radio Inc Cultural Fund, was established to receive tax-deductible donations.

Riverland Christian Radio Inc is registered with the Australian Charities and Not-for-profits Commission (ACNC).

CONTACT US

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Riverland Life FM Local Sport

AN OVERVIEW OF RIVERLAND LIFE FM

OUR PEOPLE

Board of Management	Position
Tim Vivian	Chairperson
Paul Devenport	Vice-Chairperson
Louise Gutsche	Secretary, Sponsorship Co-ordinator
Samuel Taylor	Technical Co-ordinator
Erin Harrald	Promotions Co-ordinator
Peter Magarey	Board Member
Michelle Campbell	Board Member (retired October 2019)
Marg Phillips	Board Member
Scott Main	Board Member
Chris Fulham	Treasurer (commenced October 2019)

Staff	Position
Heather Saunders	Station Manager
Margot Smythe	Office Assistant

Volunteer Team	Role
Michael Western	Tech Support
Rohan Scarfe	Presenter / Tech Support
Shane Phillips	Presenter
Erin Harrald	Presenter
Trevor Scott	Presenter
Sophie Western	Presenter
Lory Jungfer	Presenter
Tayla Jungfer	Presenter
Jayden Everett	Presenter
Darcy Everett	Presenter
Lucilla Everett	Presenter
Abbie Reimann	Presenter
Phoebe Ellard	Presenter
Arianah Sander	Presenter
Pammy Main	OB Presenter
Other Volunteers	Role
Henk Scheggetman	OB Tech
Travis Dubrich	Football Commentator
Tim Jackson	Football Commentator
Joe Schwab	Football Broadcast Co-ordinator and Commentator
Ben Files	Football Commentator
Greg Graetz	Football Commentator
Samantha Thomas	Football Commentator

CHAIRPERSON'S REPORT

"Commit to the Lord whatever you do, and he will establish your plans" – Proverbs 16:3

So being my first year as Chairperson I certainly have had huge shoes to fill and still feel like I am out of my depth!

Being the Chairperson certainly has nothing to do with seniority or hierarchy, nothing to do with titles, nothing to do with personal attributes and it certainly isn't anything to do with management. The chairperson's leadership is a process of social influence, which maximises the efforts of others, towards the achievement of a goal.

That goal for us is to maintain our aims for the station...which are:

1. To operate a successful Christian Radio Station.
2. To compliment and assist existing church projects in the Riverland through the use of Radio.
3. To present quality radio programs that express Christian truths and values.
4. To have a lasting impact on the meaning and purpose of life for people of all ages, with emphasis on young adults and families.
5. To present positive, uplifting and encouraging programs to entertain and inform.
6. To provide an alternative means of communicating the Good News of Jesus to those in any walk of life, who may not be reached by any other media, or method.

None of this is possible without a successful board. Heather Saunders, Station Manager, continues to be the core of RLFM. Her sacrificial giving of her time and her heart has meant that we have been on-air 24/7 for our 14th year. We thank Heather for her massive inputs we thank and the Lord for His work through her.

Our Board Members have each brought valuable inputs and blessings to RLFM this year. Our team works well together as one body and together there is nothing we can not achieve. Paul Devenport (Vice Chair), Louise Gutsche (Secretary), Erin Harrald, Samuel Taylor, Marg Phillips, Michelle Campbell, Scott Main and Peter Magarey. This is the strongest board we have seen in some time and I thank the Lord for each person's attributes and talent's that they bring to the table. Our station is what it is because of your tireless efforts. I personally thank each one of you for your dedication to the station.

Winter brings football and like all years we heavily rely on our commentary team along with our Tech support. A special thankyou to Samuel and Henk for committing your time every Saturday to make our commentators sound awesome. We have had another successful year of RFL but sadly we farewell Travis Dubrich who called his last game during this years Grand Final. Travis has been a favourite among our listeners for 11 years and words can not thank him enough for the effort that he has given to our station. As early as this week we started to plan for next year's broadcast, and I look forward to seeing how this ministry will evolve and grow. A special thankyou to our Station Sponsors for supporting the football broadcast.

The station, like all community groups struggles for volunteers so if you can spare some time to help, then please talk to Heather or one of the board members to see where you could be of assistance.

As we look more into serving our community in a greater way and having more of a visual stamp we are struck with opposition and others trying to discredit us which tells us we are certainly heading in the direction the Lord would have us. Please continue to hold the station in your prayers as we look to Jesus, our Head, for his wisdom and power in the coming year.

Yours in Christ

Tim Vivian
Chairperson

STATION MANAGER'S REPORT

One thing that is always in mind at Riverland Life FM is our core 'purpose for being', which is serve the Lord in proclaiming His gospel. The other thing that has been a big focus this year is seeking to implement the strategies that were developed during the previous year as part of our ACMA license application process. The strategies serve the purpose. They are practical ways to grow the station's reach into the Riverland, increase participation, and speak to new listeners. A key part of this is our Community Engagement Program. This year we have made a good start with much of this, despite being a very small team. Our community engagement efforts also aim to encourage the investment of prayer, practical participation and financial support by Riverland Christians in the mission of the station.

The Riverland Football League broadcast is a long-standing community engagement activity which we hope will continue. Community engagement activities can be over the radio or 'on the ground' in the community – or both. Community engagement raises the profile of the station and gives us opportunities to connect with people more directly. Community engagement activities this year include such things as taking part in the Loxton Mardi Gras parade, and entering a team in the Cancer Council Relay for Life to be held in Berri this month. Our Promotions Co-ordinator, Erin Harrald, has taken the lead in these activities.

Another way to engage with supporters, and to communicate with individuals, is through social media. Facebook and other online platforms are important additional ways for us to stay connected with people. We use Facebook to highlight what is happening on the radio, and what we and others (such as local churches, community groups and our mission partners) are doing. The website is also a greatly improved source of information and a convenient place to join up or renew memberships or give a donation. Membership remains very important as a measure of our relationship with our support base, and both the ACMA and grant bodies such as the Community Broadcasting Foundation (CBF) look at subscriber numbers when they assess our progress. As well as making possible most of our outside broadcasts, Samuel Taylor has made an enormous contribution this year to the website and our IT. Samuel and Erin have also dedicated a lot of time to maintaining our presence on Facebook.

We made a big step forward in our capacity to keep up with the workload when we employed our Office Assistant, Margot Smythe, funded through grants from the CBF. Margot has assisted with newsletter production, E-news, Appeals and community engagement activities, as well as numerous office jobs. When you come into the station office you can see the very positive transformation that is a result of her work!

Getting back to the radio itself, another objective is to increase our word-based radio content and we have made some modest progress with this. New shows this year include RYM Time, hosted by Erin with involvement of the Riverland Youth Ministries team and local youth, Sports Life, hosted by Trevor Scott, and Grass Roots SA Sports (a product of 1079Life in Adelaide). RYM Time and Sports Life have been very effective in bringing new voices onto the radio, with interviews and guest presenters. The Lord has also given to us a desire to enable Aboriginal Christians to participate in the radio service, and we are seeking His wisdom in how we may achieve this.

In conclusion, we are making progress in our goal to increase participation in all areas. Membership is slowly building (still much to achieve there), the Board of Management has grown, and individual Board members are active in their executive and co-ordinator roles. Louise Gutsche, our Sponsorship Co-ordinator (as well as Board Secretary), has updated our Sponsorship offers, guided the promotion of these, and sought out new sales opportunities; Promotions and communications are diversifying and developing. Community engagement is at the forefront, creating more opportunities to share the gospel; new voices are being heard on-air. The station's capacity to grow and develop is improving with better IT and technical services, more people actively involved, an increasingly skilled team and positive plans for future development.

Financially, it's still a wild ride much of the time and I praise and thank God for His faithfulness in keeping us going through the lean times. His timing truly is precise!

Looking to 2020, besides the continuation of all of the above, we expect to establish a repeat transmitter in Waikerie.

Thank you to all the people I've mentioned, and numerous others, such as our Board members, who have taken part in various projects and activities, both on and off air. Thank you to Rohan Scarfe for faithfully presenting the morning weather – rain or shine! – and for running off to the Transmission tower when an emergency arises. Thanks too to Shane Phillips who co-presents the Tuesday night show with Rohan. Thank you again to Gary Wheatcroft for backing Rohan up with the weather bulletins, and for his work with the Waikerie Project.

Heather Saunders
Station Manager



COMMUNITY ENGAGEMENT 2019

Our community engagement program was the big focus in 2019.

The objective of our engagement program is to enable a broad cross-section of the community to participate in the operations and activities of the station. Engagement activities allow our team to get out into the community to be seen, to 'fly our flag' and to speak face to face with listeners and tell people about Riverland Life FM.

Erin Harrauld led the charge with a series of visits early in the year, to churches in various towns. This is an important way to connect with our supporter base, let people know about how they can get involved and encourage them to join up as members.

New this year was our entry in the Riverland Relay for Life event held to raise funds for the Cancer Council, an activity that gave us an opportunity to engage with people who didn't know much about the station. This involved a few fund-raising activities on behalf of the Cancer Council in the lead up to the Relay held in October. At the Relay our team joined in the parades and took turns walking around the Berri oval. Some keen ones ran their laps and we are grateful for the efforts of the sturdy few who did the night walking. We also ran an outside broadcast and had many people come to our tent to share their stories and experiences of cancer. It was a very positive time and the team enjoyed it very much.

We were unable to attend the Riverland Field Days in 2019 due to a clash of dates with the Riverland Football League Grand Final.

Studio Workshop sessions were held a couple of times this year, less than we hoped, but they were useful opportunities to get people behind the microphones to polish their presentation and at the same time to produce some very useful audio to put to air. We made progress this year in getting people together for Programming meetings, where we discussed current content, programming proposals and issues raised by listeners.

In 2019 we ran local shows with local presenters Monday to Friday, and our Riverland Football League OB on Saturdays, April to September. Once again, 13 individuals participated in regular announcing, not counting the Football Broadcast commentation team.

Volunteer time spent maintaining our online promotions and communications increased in 2019. Facebook posts, email bulletins and website information updates are a vital part of community engagement.

Waikerie

Riverland Life FM has long enjoyed strong support from Waikerie, despite the distance and poor reception of the radio signal in the township. We hope that this will change next year and start to build a closer working relationship with supporters there. The Riverland LAP, the broadcast local area plan prepared by the ACMA, provided for a repeat transmitter at Cosy Corner near Morgan, in order to improve FM signal reception. However, in the second half of the year, the Riverland LAP was placed under review with a period of community consultation. As a result, in November this year our application to run a repeat transmitter in Waikerie was accepted. As this year draws to a close we look forward to 2020 being the year when we finally reach our long held goal to have our broadcast heard clearly in Waikerie.

TREASURY REPORT

BUDGET REVIEW

In our 5-year plan, the Income target for July 2018 to June 2019 was \$96,600. Our actual Income was \$84,200. Donations from individual supporters remained at the level of previous years, and sponsorship increased. The total amounts in Grants, and in general donations was reduced. Fundraising also received less income in part because some of our fundraising activities were part of the Relay for Life for the Cancer Council.

While sponsorship has held up well, the number of individual business sponsors is less than in previous years. There is room for much improvement!

The budget in the 5-year plan looks to increase sponsorship and fundraising each year but these goals will depend upon also growing our team numbers.

Membership was slightly less in this period.

Expenses were slightly less than budgeted, but more than incurred in 2017-2018. This increase included a new item, the employment costs for the Office Assistant, which was financed through a grant from the Community Broadcasting Foundation. The budget figure for salary and wages was not all used and is not likely to be next year. Another increase in operational costs came from the fees charged for memberships to Community Broadcasting associations (CBAA, CMAA).

ASSETS

There were no new hard assets purchased in 2019. A review of our equipment and other assets would now be timely in order to assess our priorities with regard to replacing any aged equipment. The Waikerie transmission project will likely require some purchasing of equipment in 2020.

SUMMARY

2018-2019 resulted in a loss of \$8,859, compared to a profit in 2017-2018 of \$8,027. The Financial summary in the Income and Expenditure Statement would suggest that efforts to increase grant funding and fundraising for the station would go a long way to address this situation. We are working hard to increase community awareness of the opportunities to invest in the station, with time, in volunteering, and financially. This is a matter of building and growing, which will take time and perseverance. We appreciate very much our regular financial supporters and our members and we ask that you would pray for and support our team as best you can so that Riverland Life FM can be enriched, not only in financial resources but in what we can provide to our community through excellent, family-friendly radio.

Heather Saunders
(on behalf of the Board of Management)

The AUDITOR'S REPORT 2018-2019 is available on request.

ACKNOWLEDGMENTS

Riverland Life FM acknowledges and thanks the following agencies and individuals for their valuable contributions to the station in 2019:

Grants Funding



Community Broadcasting Foundation Ltd

The **Community Broadcasting Foundation** (CBF) greatly assisted the station financially and in meeting our community engagement goals, through funding support for our transmission costs and funds for an Office Assistant for a few hours per week.

Loxton Mardi Gras Committee

We were grateful for funds received from the Loxton Mardi Gras, for the purchase of audio equipment for our volunteers to use in the studio and in the field.

Sponsors

Ken's Exhaust Systems
 Scarfes Electronics
 The Country Bakehouse
 Rivergum Christian College
 Beech Hardware Barmera
 Nitschke Bulk Transport
 Flight Motors
 Berri Betta Home Living
 Creative Pools & Landscaping
 Hoods Agrimotive
 Living Waters Christian Community
 Mike Taylor Accounting
 Reimaginn Consulting
 PIRSA Fruit Fly Campaign

Association Memberships

Christian Media & The Arts Australia
 South Australian Community Broadcasters Association
 Community Broadcasting Association of Australia

Retiring Board Members

Michelle Campbell

Thank you to all our members and donors – your partnership in the ministry is an integral part of Riverland Life FM and a great encouragement to our team.