



# Voice Radio Broadcasting Association Inc

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## Business Plan November 2002

### Station Purpose/Mission

Voice Radio Broadcasting Association Inc is a non – profit organisation which provides a community broadcasting service to the people of Chatswood.

We aim to contribute to the health and social wealth of our local community by providing access to a truly independent, community owned and run local radio station which will:

Improve access to local information, community events and entertainment

Increase the sense of connectedness in our community between people of all ages, social, cultural and ethnic backgrounds.

Provide a forum for engaging in discussion on issues of local, national and international importance.

1.

## Historical Overview

Voice Radio was formed in 1994 to provide a community radio broadcasting service in the Chatswood City.

In its 8 years of existence 2VRB has: -

- Acquired the only permanent community radio licence in the area.
- Secured a long-term, low rent lease on modern premises for its studios.
- Fitted out broadcast & production studios with professional quality equipment.
- Provided up to 60 hours per week of locally produced programming.
- Installed it's own receiver & satellite dish for ComRadSat, the community radio satellite service of the Community Broadcasting Association of Australia.
- Installed a UHF radio link to a commercial transmission site & installed a stereo transmitter.
- Installed a computer for use with audio production & to allow Internet & email access.
- Posted it's own website on the Internet at [www.voiceradio.org.au](http://www.voiceradio.org.au).
- Membership of approximately 250 individuals, families & institutional members.
- Raised awareness of community radio in the Chatswood area.

2.

## **Voice Radio Management**

Voice Radio is co-ordinated by a management committee of volunteers filling the following positions.

- President
- Vice President
- Secretary
- Treasurer
- 5 Ordinary Committee members
- 1 staff representative (non voting)
- 1 youth representative (voting)

## **Market Share**

Voice Radio is located in Chatswood, East Sydney. The LAP of this area overlaps with a number of other stations: -

4x Permanent commercial licences  
4x Narrowcast licences  
4x ABC radio services  
3x Community radio station.

As the only community radio station in the Chatswood area, Voice Radio sees its market as providing quality, commercial free radio for the citizens of the Chatswood Council area. As we don't sell advertising like commercial stations, we don't believe that we need to compete with the other licence holders in this area on a commercial basis.

## **Financial Statement**

Voice Radio derives its income from 3 main sources, membership, fundraising & grants. In the past these have provided sufficient income to cover the stations running costs.

To meet the increasing costs associated with the running of the station we will be seeking to raise our income through: -

- Increased membership fees
- Increasing membership numbers
- Sourcing of more community grants
- Running local music benefits and fundraisers.

3.

### **Short Term Objectives (12months or less)**

1. **Establishment of our own transmission site at Mt Hill, Chatswood.** We have recently purchased a 23M- guyed tower and will be erecting this on a leased block of land on Mt Hill, Chatswood. We are currently negotiating to acquire, at a small cost, a suitable enclosure to house our transmitter, STL receiver & associated equipment. The funds to undertake this are already allocated.
2. **Installation of DDN computer to our existing ComRadSat receiver.** The addition of the digital delivery network (DDN) computer to our production facilities will allow for more flexible programming for the station. We have applied for a grant for this equipment from the CBF.
3. **Installation of Air Conditioning.** We currently have an application into the Local Government for the installation of split system air conditioning into our broadcast & production studios. These will make working in these areas more bearable in the summer months.
4. **Get professional training for NAG announcers.** We have applied for a grant from Sports & Recreation NSW to allow us to undertake professional training in the production of programming & CSA's. As a small community station, we have not had access to the types of training available to major metropolitan stations.
5. **Purchase a purpose built outside broadcast unit.** This will allow us to undertake outside broadcasts at community, sporting & cultural events on a regular basis, raising our public profile in the community. Funding for this is being sourced from the NSW's Gaming Community Benefits Fund. We will make this van available to other community stations at a non-profit leasing rate.

4.

## **Long Term Objectives (> 12 months)**

### **1. Appointment of a part time Station Manager.**

The appointment of a part time station manager will allow us to undertake a number of functions that we would like to pursue such as: -

- Increasing membership of the Association.
- Contacting businesses to promote institutional membership.
- Promote awareness of the stations existence & services with businesses, community groups & the listening public in general.
- Undertake announcer training & program co-ordination.

### **2. Initiate formal recruitment & training program.**

We would like to put in place a formal recruitment & training program for new announcers wishing to produce their own programs. This could take the form of a short training course in such areas as: -

- Equipment operation,
- Announcement procedure,
- Codes of practice.
- VRB procedures.

### **3. Locate a secure source of permanent funding.**

The location of a permanent source of funding will be required, as the operating costs of the station will continue to rise. These funds could be raised from a number of areas including: -

- A permanent grant from the local shire council, service group or community organisation.
- Signing of a sponsorship arrangement with major company.
- Selling of advertising or sponsorship in allocated time slots.

## 5.

## Financial Income & Expenditure Projections Statement

### Income Projections

	2001.	2002.	2003.
Grants	6500	6000	7000
Donations	500	500	500
Memberships	1500	2500	3000
Fundraising	4000	12000	15000
<b>Total \$</b>	<b>12500</b>	<b>21000</b>	<b>25500</b>

### Expenditure Projections

	2001.	2002.	2003.
Studio Maintenance	5000	6000	7500
Building /site Maintenance	2500	3000	3500
Administration Costs	1000	1500	2000
Other			
Insurance	800	1000	1200
Phone /Fax	500	600	700
Licences	100	120	120
CBAA	1200	1400	1500
APRA	1500	1600	1600
PPCA		840	840
Rent	500	700	800
Power	500	500	500
Sundries	1000	1200	1400
<b>Estimated Total Operation Costs \$</b>	<b>14600</b>	<b>18460</b>	<b>21660</b>