



# CBAA

## CONFERENCE

9-12 NOVEMBER 2017

# GOLD COAST



COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA

## Thursday, 9 November 2017

Time	Event
13:30-17:00	<b>Registrations open</b> Gold Coast Convention & Exhibition Centre 2684-2690 Gold Coast Hwy, Broadbeach QLD 4218
15:00-17:00	<b>Local Station Visit</b> Join us in visiting 4CRB, a local community radio station located in Burleigh Heads. Shuttles will leave from the Gold Coast Convention and Exhibition Centre, and return to the Sofitel. Limited capacity. Registrations to secure your place will soon be available via the conference registration portal.
18:00-19:30	<b>Wet Your Whistle – Conference Kick-Starter at the Sofitel Gold Coast Broadbeach</b> Set up your conference for success with the unmissable 2017 CBAA Conference Kick-Starter. Our reinvigorated launch is a rooftop, pool-side soiree where you can get face to face with industry thought leaders, sector organisations, the CBAA's board and staff, as well as connecting with other community broadcasters from all over Australia. Enjoy stunning Gold Coast Hinterland and Pacific Ocean views and light refreshments.  Tickets are \$55.00 and are available via the <a href="#">conference registration portal</a> .  Pool Deck, Sofitel Gold Coast Broadbeach, 81 Surf Parade Broadbeach, Gold Coast, QLD 4218.

## Friday, 10 November 2017

All Friday sessions will take place at the Gold Coast Convention & Exhibition Centre.

Time	Session	Room
8:00	<b>Registrations Open</b>	
9:00-9:30	<b>Welcome</b>	Plenary
9:30-11:00	<b>Keynote Address: Voices of Innovation – The Power of Positive Human Collisions with Tania de Jong</b> In community radio, we know that every voice matters. Tania de Jong, knows this too and is passionate about the power of voices working together. As our keynote speaker, Tania will begin our program by showing you how your station can awaken the potential of its people through the development of a strong creative and collaborative voice.  Your people, your station community, is brimming with untapped potential, and, together, has everything that is required to enhance innovation and creativity through the power of positive human collisions.  In this interactive presentation, Tania will empower you and your station to build an inclusive culture where innovation can flourish and opportunity is found in diversity, and develop resilience and learn from failure.  The perfect start to our packed two-day program, prepare to walk away inspired, uplifted and entertained with the steps to implement positive human collisions in your station and community.	Plenary
11:00-11:30	<b>Morning Tea</b>	Expo Area
11:30-12:30	<b>DEBATE: Is Community Radio About the Listener or About the Person On Air?</b>	Plenary

	<p>Join 6 panellists in a lively and stimulating discussion about the purpose of community broadcasting.</p> <p>Panellists include Dot West (IRCA), Nick Dunkerley (Hindenburg), Conrad Browne (Vision Australia), Rebecca Beare (Fine Music 102.5) and more to be announced.</p>	
	<p><b>Media Lab: Skills for All – Smart Phone Journalism</b></p> <p>Learn how you can turn your smart phone into a one-person newsroom. Get practical skills and tips on the best apps and techniques to get the most out of your smart phone as a multi-media reporting tool.</p> <p>Presented by Brad Marsellos, ABC.</p>	Media Lab (Room 4)
12:30-13:45	<b>Lunch</b>	Expo Area
12:45-13:45	<p><b>Women's Forum</b></p> <p>This forum provides an opportunity for discussion issues facing women in community broadcasting at a station and sector-wide level and ideas to overcome them. Where relevant, ideas discussed in this forum will be presented to the CBAA Board via the new CBAA Board Women's Representative, to be elected on the day (nominations have now closed). Join in this session to have your say on women in community radio, share your experiences and network. Lunch will be provided.</p>	Room 6
13:45-15:20	<b>WORKSHOP SESSION 1</b>	
	<p><b>Talking 'Digital Transformation'</b></p> <p>Following an overview of radio digitisation (DAB+) to date and current planning, join as a panel examines various aspects of 'digital transformation' and community radio operations. How does the use of digital technologies impact on the operation of stations, inform content creation and production, or change connections with audiences and communities? How are stations utilising the opportunities of digital platforms to broaden or focus areas of content across multiple broadcast and online platforms? Are digital technologies and spaces creating fresh approaches to community access and engagement, training, participation or producing more diverse content?</p> <p>Presented by David Sice and Kath Letch, Digital Radio Project, CBAA.</p>	Room 7
	<p><b>How to Connect with Your Community to Help Your Station Thrive</b></p> <p>Community engagement is vital to the sustainability of a community radio station, as your community makes up your volunteers, listeners, sponsors and supporters. As a community station, you also have a responsibility to engage, including legal requirements that you must meet. In this session, learn about the different types of stakeholder engagement and their benefits, and be introduced to a framework that you can use to increase your engagement. You'll also hear from stations about different tools you can use; from focus groups, to research, OBs and more!</p> <p>Presenters to be announced.</p>	Room 8
13:45-14:30	<p><b>CBF Grants: Outcomes, Ideas and Tips</b></p> <p>The Community Broadcasting Foundation has grants to assist community broadcasters with equipment, operational support, content production, training and other projects and initiatives. This workshop will focus on the CBF's Development &amp; Operations grants and Content grants, and will showcase successful grant outcomes to inspire your next application. Find out what the Grants Advisory Committees are looking for in grant applications and how your applications are assessed. With the next major CBF grant round opening in early 2018, don't miss this update on CBF grants, as well as tips and advice on how to make your application stand out from the crowd.</p> <p>Presented by Jo Curtin, Community Broadcasting Foundation Executive Officer.</p>	Room 5

	<p><b>The Importance of Radio in 'Media-Dark' Areas</b></p> <p>In Australia, news is valued and journalism enjoys professional respect. But it's not like that everywhere. Since leaving AFTRS and starting AMT seven years ago, Steve Ahern's company has been working with news media in difficult countries such as Afghanistan and 'media-dark' areas of the world. In this session, Steve will discuss examples of what happens when news media are under threat, when fake news is used to destabilise countries and the important role of radio in such challenging media environments.</p> <p>Presented by Steve Ahern, AMT and RadiolInfo.</p>	Room 6
13:45 - 15:15	<p><b>Media Lab: Skills Boost 1 - Interviewing in the Field</b></p> <p>In this first session, in a series of skills boosters for broadcasters, learn the skills required to get meaningful field interviews that also sound great. Bring your own field recorder or smart phone and book into the whole 'Skills Boost' series for the full experience.</p> <p>Presented by Nick Dunkerley, Hindenburg.</p>	Media Lab (Room 4)
14:35-15:20	<p><b>A Roadmap to Building a Strong Station</b></p> <p>Why does governance matter? How can it help me day to day and in the long term? Get first access to the free Community Radio Station Health Check - a tool that helps you assess your station's governance and provides you with advice on how to improve. Governance is not just about compliance, it is also about your station's sustainability and future growth.</p> <p>Presented by Jon Bisset, CBAA and Giordana Caputo, CMT0.</p>	Room 5
	<p><b>All you need is an idea! National Features &amp; Documentary Series</b></p> <p>The CBAA's National Features and Documentary Series is an annual showcase of new work from emerging producers and is the biggest initiative of its kind in the country. It's suited to anyone who has a great idea for a radio feature but needs help in planning and producing it. Participants receive industry-standard radio training through the Community Media Training Organisation, support from an experienced mentor, payment for their work, and national distribution via the Community Radio Network. Come along to see a selection of work produced this year and get tips for applying for NFDS in 2018, including what makes a good story, the creative use of sound and how you can develop your pitch. NFDS is supported by the Community Broadcasting Foundation.</p> <p>Presented by Martin Walters, Community Radio Network, CBAA, Andrew McLellan, Community Radio Network, CBAA, and Giordana Caputo, CMT0.</p>	Room 6
15:20-16:00	<b>Afternoon Tea</b>	Expo Area
16:00-18:00	<p><b>CBAA AGM and Open Forum</b></p> <p>Board nominations closed on 13 October. An open forum where members have an opportunity to discuss matters of interest to community broadcasters will follow the CBAA AGM.</p>	Plenary
16:00-18:00	<p><b>Media Lab Skills Boost 2 - Editing Techniques</b></p> <p>In this second Skills Boost session, Nick Dunkerley from Hindenburg will guide you through using the digital audio workstation, Hindenburg, to turn your recordings into pristinely edited radio content. Bring your own laptop and book into the whole 'Skills Boost' series for the full experience.</p>	Media Lab (Room 4)



# Saturday, 11 November 2017

All Saturday sessions will take place at the Gold Coast Convention & Exhibition Centre.

Time	Session	Room
8:00	<b>Registrations open</b>	
9:00 – 9:30	<b>Media Lab Drop-In</b> The Media Lab is open bright and early for drop-ins: <ul style="list-style-type: none"> <li>• Get an introduction to the Hindenburg editing software.</li> <li>• Learn about training opportunities from the CMTO.</li> <li>• See the Radius EPG system in action with the Digital Radio Project (DRP).</li> </ul>	Media Lab (Room 4)
9:00-12:00	<b>Deep Dive</b> <i>(extended session)</i> A three-hour intensive workshop designed especially for General Managers from stations with ten or more full time staff and/or with turnovers greater than ~\$700,000/annum. The Deep Dive provides participants with an opportunity to share best practice, network with their peers and discuss the unique challenges and opportunities they face. This session has limited capacity and advanced booking is essential – email <a href="mailto:ryuen@cbaa.org.au">ryuen@cbaa.org.au</a> to register.  Facilitated by Jon Bisset, CBAA Chief Executive Officer.	Room 8
9:30-10:30	<b>WORKSHOP SESSION 2</b>	
	<b>What works? Engaging People with a Disability in Community Radio</b> Since 2015 Kim Stewart has been running radio groups with people with a disability (PWD), in conjunction with an array of community groups including the Community Living Association, Nundah Activities Centre, West End Community House, ABC Brisbane and community radio 4ZZZ.  In 2017 she interviewed PWD from around Australia for her doctoral research to find out what worked for them: how did they get involved in community radio, what helped, what didn't. Kim puts forward a model, based on those interviews, of how community radio might move forward to include more PWD on air and in our station communities.  Presented by Kim Stewart, 4ZZZ	Room 7
	<b>How To Recruit Amazing New Board Directors with Diversity From Your Membership and Beyond</b> Does your station's board struggle with succession planning and leave volunteer board members feeling overloaded? Are you stuck in a board succession planning "popularity contest"? Find out about simple and effective methods to recruit amazing new directors from a diverse range of backgrounds and set them up for success. These practical board succession planning strategies can help you build a board that steps up in an era of increasing need for good governance and financial sustainability in community radio stations.  Presented by Jodie Willmer, not-for-profit governance expert, lifelong member and former broadcaster with JOY 94.9.	Room 6
	<b>Tech Boot Camp for the Non-Technical: What You Need to Know About Your Station's Stuff</b> As a station manager or committee member, it's your job to validate that grant application, make the financial decision on a tech acquisition, fix the whoosywhatzit in an emergency, and guide the tech team. If you're not "tech" inclined, this can leave you feeling in over your head. Attend this workshop to find out what you don't know, and leave knowing just enough. It will cover phones, studios, transmitters, OBs, air conditioning, and a heap more, and answer	Room 5

	all your questions.  Presented by John Maizels, Technorama, President	
	<b>Media Lab Skills for All - Social Tools for Station Volunteers</b> In this round-robin skills session you'll learn about a range of online tools that makes collaborating easy. Whether its scheduling meetings, getting volunteer input on an event or planning a program, there's an online tool that can help.	Media Lab (Room 4)
10:30-11:00	<b>Morning Tea</b>	Expo Area
11:00	<b>Remembrance Day Service</b>	Expo Area
11:05-12:00	<b>WORKSHOP SESSION 3</b>	
	<b>Build From Your Strengths with a Station Content Strategy</b> Wondering where you should focus your station's volunteers and content to inspire your program makers, deepen community engagement and breathe new life into your reputation and reach? Explore how a Station Content Strategy can help you identify your content strengths and efficiently integrate on-air, web simulcast, radio on demand, your website and social media to make the most of your content and grow your audience. Discover cost effective tools to help with this including the CBAA's new Radio On Demand platform and Radio Website Services.  Presented by Maddy Stirton, Chelsea Deeley, Chris Johnson, and special guests.	Room 5
	<b>Engaging Indigenous and Ethnic Communities</b> Community radio has an important role to play in cultural celebration and preservation for all Australians, including Indigenous Australians and those who've travelled from other countries to call Australia home. Stations of all communities of interest can engage these groups in their program-making to give a voice to those under-represented in other media and share their language, music and stories to help nurture strong cultural identities and broaden understanding in the wider community. In this workshop, learn more about the benefits of engaging with people in Indigenous and ethnic communities and the benefits of doing so for your station and community.  Presented by Charitha Dissanayke, 3MDR, and Chris Roper, Community Broadcasting Foundation.	Room 6
	<b>Using Communication and Partnerships to Engage Young People</b> What does youth engagement and participation look like at your station? Do you find that it's a case of the door is always open but no one is walking through it? Or is it that there is a pool of young people trying to get in but no real support for their participation? Either way youth engagement is an important part of keeping our stations moving and thriving. In this panel, hear from young people from stations big and small and discuss effective communication and engagement strategies, what opportunities lie in building partnerships with schools and institutions and how to maintain meaningful relationships with young people.  Presented by Campbell McNolty, SYN Media, Molly George, SYN Media, James Preston, Alive 90.5, and Dylan Storer, Wangki Yupurnanupurru Radio.	Room 7
	<b>Media Lab Skills for All - Smart Phone Journalism (repeat)</b> Brad Marsellos from the ABC joins us in the CMTO MediaLab to share how you can turn your smart phone into a one-person newsroom. Brad will share practical skills and tips on the best apps and techniques to get the most out of your smart phone as a multi-media reporting tool.	(Media Lab) Room 4
12:00-13:00	<b>Lunch</b>	Expo Area
12:00-13:00	<b>Youth Forum</b> This forum welcomes conference delegates under 26 years of age, to meet and discuss the role that young people play in community broadcasting, and any	Room 8

	issues young people are facing at a station or sector-wide level. Where relevant, ideas discussed in this forum will be presented to the CBAA Board via the CBAA Board's Youth Representative, Pip Younes. Lunch will be provided.	
12:00-13:00	<b>Indigenous Forum</b> This forum is targeted at Indigenous delegates and organisations. Join the forum to meet and discuss specific needs for Indigenous groups in community broadcasting, share your interests and experiences, and network. Lunch will be provided.	Room 6
13:00-14:00	<b>WORKSHOP SESSION 4</b>	
	<b>Radio Replay – A Revolution for Australian Music and Programming</b> Imagine it being easy and affordable give your station's content lasting coverage beyond the airwaves. In this session, hear how stations are using tools like Amrap Pages and the CBAA's new Radio On Demand platform to make any song or radio segment available for replay online, anytime and how it gives them a competitive edge, gets content onto people's social media news feeds and mobile phones, encourages Australian musicians to promote your programs and grows your audience.  Presented by Chelsea Deeley, Brooke Olsen, Chris Johnson and special station guests.	Room 5
	<b>Should You Make a Podcast?</b> What's really involved in making a successful podcasts? Are they really different to radio programs? How to help your podcast rise to the top and cover complex or niche topics? What do audiences and the platforms need? How do you turn your ideas into online and real life events? Join the team behind community radio's most successful podcasts to learn from their experience.  Presented by 2ser's Melanie Withnall, Emma Lancaster, and Nic Healey.	Room 6
	<b>How to Manage Interpersonal Conflict in Your Station</b> Whatever your role, dealing with interpersonal conflict can make life miserable – before, during and after hours. In this interactive session, learn about some of the common causes of conflict and how and why it escalates, before building skills and strategies to assist you to de-escalate and contain conflicts as well as managing both disagreements and people more effectively.  Presented by Professor Melinda Edwards, MeWise.	Room 7
	<b>The Power of Connecting to Your Local Business Community</b> While many community radio stations have strong community connections, they often neglect their local business community to their detriment. The key to building sustainable relationships is simple, rewarding and requires little investment. And the pay-off of having a strong base of business supporters is substantial. In this workshop, explore developing a planned approach to local business relationship management, snapshot successful networking events and through a combination of proven concepts, creative ideas and interactive participation, build a simple solution for your station.  Presented by Stephen Pead, Your Sales Solutions.	Room 8
	<b>Media Lab Skills Boost 3 – Mastering Techniques</b> In this third and final Skills Boost session, find out how to use the digital audio workstation, Hindenburg, to master your audio for broadcast. Bring your own laptop and book into the whole 'Skills Boost' series for the full experience.  Presented by Nick Dunkerley, Hindenburg.	(Media Lab) Room 4
14:00-15:00	<b>Afternoon Tea</b>	Expo Area

14:30 – 15:30	<b>Media Lab Drop-In</b> The Media Lab is open bright and early for drop-ins: <ul style="list-style-type: none"> <li>• Get an introduction to the Hindenburg editing software.</li> <li>• Learn about training opportunities from the CMTO.</li> <li>• See the Radius EPG system in action with the Digital Radio Project (DRP).</li> </ul>	Media Lab (Room 4)
15:00-15:30	<b>APRA Ambassador James Blundell, Performance &amp; Q+A</b> There are many terms people use when describing James Blundell. Icon. Legend. Controversial. Rebel. Acknowledged by many as the act that single-handedly shaped modern Australian country music, this is your chance to get face to face with the five-time ARIA Award nominee. Watch James perform live and ask him all about how he got his big break and the role community radio has played in his career.	Plenary
15:30-16:30	<b>Technology and the Future of Radio</b> Hear about the the latest in consumer technology and the potential impact on the radio industry. New ways to reach your audience, new ways to engage with audiences and new ways to measure your reach and effectiveness. It's a lot more than just AM versus Streaming – there's a whole lot to be considering when determining your audience strategy.  Presented by Trevor Long, Technology commentator.	Plenary
16:30-16:45	<b>Official Conference Close</b>	Plenary
18:15-22:30	<b>2017 CBAA Community Radio Awards Gala Dinner</b> Join us for community radio's night of nights! The CBAA Community Radio Awards Gala Dinner is the highlight of the CBAA Conference social calendar and an opportunity to come together and celebrate outstanding work and contributions by stations and individuals across the sector. Attend to wine, dine and socialise with community broadcasters from all over Australia.  Tickets are \$130.00 and available via the <a href="#">conference registration portal</a> . This includes a 3-course meal and beverages (beer, wine, soft drinks) over three hours. Drinks are at bar prices after this time.	Hall 4

## Sunday, 12 November 2017

Time	Event
9:00-10:00	<b>Networking Breakfast at Sofitel Gold Coast Broadbeach</b> Catch up with conference delegates over a hot breakfast at the Sofitel Gold Coast Broadbeach to finish off the conference. Breakfast is included for delegates staying at the Sofitel on Saturday, 11 November. Otherwise, breakfast is \$30 per person and registration is via the <a href="#">conference registration portal</a> .  81 Surf Parade Broadbeach, Gold Coast, QLD 4218



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