

89.3FM 2GLF ACCESS FEES

OVERVIEW

89.3FM 2GLF has charged some form of access fee to certain types of programs since its inception. This has been a vital source revenue for the Co-operative to fund its broadcasting activities.

The board has identified the current system needed review due to the lack of fairness with a handful of programs being charged and a majority not. Additionally, the funding model across the Community Broadcasting and Media sector is changing with more focus towards sustainability and project based funding.

A series of workshops has been conducted with the presenters and members of the station to gain feedback on future options. The board has considered all this feedback when developing the proposed model.

OBJECTIVE

- Equitable, fair and transparent policy for charging access fees for all presenters
- Ensure the station can cover the operating costs for running the station
- Provide access to the broadcast facilities in a cost-effective manner for all members
- Provide a simple system to administer for the Co-operative
- Gain support from the membership for the future funding of the station

PROPOSAL

- All programs will pay the same hourly rate to broadcast on 89.3FM
- Each program will pay \$40 (including GST) per month for each hour broadcast (i.e. if you broadcast a one-hour program each week, the fee will be \$40 (inc. GST) per month)
- Access Fees will apply on April 1st 2018 at the same time the new Program Grid starts

PROGRAM IMPACT

- For programs that previously paid an airtime fee with a grant rebate, the new out of pocket cost for a program is around half the amount.
- For programs that previously paid an airtime fee, the new out of pocket cost for a program is around a tenth of the previous amount.
- Other programs will pay an access fee for the first time – around the price of a Coffee & Cake for each hour broadcast.

REVENUE IMPACT

The board expect the new model to generate revenue of between \$50,000 – \$55,000 per year depending on the number of programs broadcast in a calendar year.

This will cover the station's ongoing operational costs (day to day excluding capital and special projects) and is inline with the amount previously collected from Access Fees and Operating Funding from the Ethnic Grant.

The station will still need to raise funding through sponsorship, membership & fundraising to help build a financial reserve and fund other projects (with the assistance of any available grant funding).

POLICY OUTLINE

Programs will be invoiced a month prior to broadcast and must ensure they have paid any access fees prior to broadcasting their program.

If a program does not show or can't make a shift, they will still be charged an access fee. The fill in presenter should not be charged a fee. If the program does not complete the broadcast year, they must provide at least four weeks notice (as per the current policy) and will be charged until the end of the notice period.

If the program cannot go to air for technical outage prevent any broadcast going to air (e.g. power outage that affects the program airing on 89.3FM), programming reasons (e.g. Station Outside Broadcast) a credit will be provided for the affected program. Program suspensions will be considered on a case by case basis.

All other station commitments must be met (e.g broadcast sponsorships and other community announcements). Programs will not directly receive any money from sponsorship sold.

Programs must nominate a single contact to receive the invoice. We are unable to split the invoice but encourage programs with multiple presenters to split the cost between each other.

All programs will pay the same hourly rate regardless of time of day, type of program, concession status or prepayment. It costs the station the same amount to broadcast for one hour irrespective of the time.

REVIEW

- The board intends to review the rate charged each year balancing the financial position, the needs of the Co-operative and presenters.
- This will be in addition to the annual review for the Membership Fee.