



Orange Community Broadcasters Ltd

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Strategic Plan 2022 – 2027

1. Introduction and History

Orange Community Broadcasters, FM107.5, has been operating for 24 years, since 1998, from its studio at 77 Kite Street, Orange, NSW 2800 with the transmitter located on Mount Canobolas (Gaanhabula). OCB made the change from an incorporated association to a company limited by guarantee that is a charity for the start of the 2021 – 2022 financial year.

OCB's licence is for the local government areas of Orange, Cabonne and Blayney and the broadcast area goes much further afield and includes Oberon, Dubbo, Wellington Cowra, Parkes, Forbes, Bathurst and Lithgow.

2. Board and Membership

The Board of Directors consists of:

Chairman and Treasurer Amanda Spalding

Secretary and Public Officer Darrell Hair

Directors

Jon Carter, Graeme Renaud, Mark Vale.

There is a vacancy for another director to join the Board.

Current membership numbers are 68 of which 25 are women (37%). One member is under 18. Of these members, 29 are regular presenters of which 9 are women (31%) and one is under 18. Two of our presenters are registered as disabled.

Vision

FM107.5 is the community broadcaster for Orange, Cabonne and Blayney, engaged with and providing the local community of the Central West with locally produced information, news, music, and entertainment locally, and providing a local voice for people from different backgrounds.

Mission

FM107.5 aims to contribute to the health and wellbeing of our local communities by providing access to a truly independent, community owned and operated 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 with authentic local voices and
- upholding the **guiding principles of community broadcasting:**
- Promote harmony and diversity and contribute to an inclusive, cohesive, and culturally diverse Australian community
- Pursue the principles of democracy, access, and equity, especially for people and issues not adequately represented in other media
- Enhance the diversity or programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia

- Demonstrate independence in programming as well as in editorial and management decisions
- Support and develop local arts and music
- Increase community involvement in broadcasting.

Central West Demographics

The detailed demographics of the Orange, Cabonne and Blayney Local Government Areas, and trends for the Central West Libraries region (Cabonne, Blayney, Orange, Cowra and Forbes) are in Appendix 1 from the 2016 census. In summary, the Central West is predominantly a white English speaking area where the population is growing in the urban centres and becoming more diverse with the growing counties of origin being India, Philippines, South Africa and China.

Overall, the residents of Orange are younger than the residents of more rural parts of the region and it has a higher proportion of residents of working age.

Listeners

The Audience Summary for the Orange and Bathurst areas is at Appendix 2 and shows that 30% of the population over the age of 15 listen to community radio, which means 26,000 people are listening, with 1,000 people listening exclusively to community radio. Some 7,000 listeners are over 55 and the remaining 19,000 are between 15 and 55. More men (60%) than women (39%) listen to community radio in the Orange and Bathurst region and 1% of listeners identify as gender diverse.

Objectives

1. To operate as a charity that is a company limited by guarantee that is sustainable and to undertake all measures necessary to provide a radio broadcasting service to encourage, enable and facilitate communication within the community by operating and developing community media activities.
2. To enable and facilitate communication within the community by broadcasting programs dealing with local issues, events, culture and activities that are authentic and excellent, innovative, sustainable, accessible, trusted and diverse and engage in important conversations so that local Australian stories are told and heard.
3. To promote the work of Australian musicians and performers.
4. To provide the opportunity for community groups and related associations, organisations and individuals to be involved in the production and presentation of original programs.
5. To encourage and develop uses of radio for community and public affairs, education, culture, information, entertainment and recreation by, for and directed to the local community by presenters who are representative of the local community
6. To promote and encourage innovative and experimental uses of radio.
7. To teach, train, instruct, prepare and assist members to produce material for transmission and to provide facilities for members to learn and practise the technical and aesthetic aspects of radio broadcasting and production.

GOALS:



GOAL 1: Sound Governance

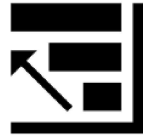
OCB will ensure that our governance processes are sound and ethical ensuring that we can achieve our vision and objectives.

(including frequency of Board meetings, Board performance, risk appetite, succession planning, committees, policies and procedures including being recognised as a Child Safe organisation).



GOAL 2: Finances, Funding & Sponsorship

The Board of OCB will manage and monitor the finances to ensure that the company is viable, financially sustainable and fulfills its commitments to sponsors, funding bodies and the local community. (including charity status, budget, business plan, stakeholders, sponsors, philanthropy, grants).



GOAL 3: Community Engagement, Publicity & Profile Raising

OCB will strive to be a well-recognised and respected community radio station that caters to the information and entertainment needs of the wider community in Central West NSW.

(including outside broadcasts, questionnaires, social media, branding, marketing, website).



GOAL 4: Members & Volunteers

OCB will expand the existing membership base and ensure that we foster a caring and respectful culture that supports on air presenters and other volunteers to deliver excellence in community broadcasting.

(including newsletters, membership benefits, membership drives, presenters are representative of the community we serve).



GOAL 5: Management & Programming

OCB will support the General Manager and other volunteers to deliver a variety of programs that reflect the expressed needs of listeners and the wider Central West community.

(including programming, podcasts, outside broadcasts).



GOAL 6: Technical and Asset Management

OCB will develop and maintain an asset register, manage assets and plan for future needs so that they can be part of the business plan and future budgets.
(including fault logs, asset planning and management)

Sub-Committees

A sub-committee has been established for each Goal to develop OCB's **Five Year Plan** in consultation with members and stakeholders.

Stakeholders

The Councils of Orange, Cabonne, Blayney, Cowra, Forbes, Parkes, Oberon and Lithgow.

Local Aboriginal Land Councils in the Central West

Community Groups

Schools

Universities

Sponsors and potential sponsors.

Board Approval

This Strategic Plan 2022 -2027 was approved by the Board of Directors on 21st February 2022.

Appendix 1 – Demographics

Demographics of our Licence Area

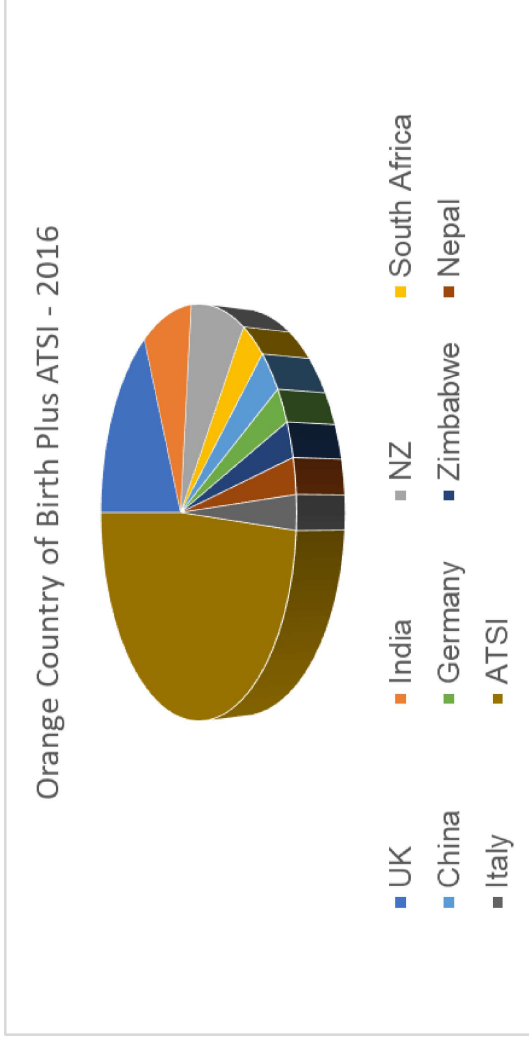
Orange LGA – 2016

Born in Australia 94% of which Aboriginal and Torres Strait Islander 9.2% = 3,110

Australia	33,654
UK	803
India	377
NZ	368
South Africa	145
China	140
Germany	109
Zimbabwe	107
Nepal	105
Italy	101
	35,909

Working age population – 61.2%

2016 population 35,909. Overseas born 9.4% (2011 8.5%)



Cabonne LGA

Born in Australia 94.1% - Aboriginal and Torres Strait Islander 4.8% = 607

Born in Australia	12,776
Northwest Europe	393
Sub Saharan Africa	68
Southeast Asia	67
South and East Europe	27
Other Overseas Born	<u>246</u>
Total 2016	<u>13,577</u>

Working age population 58.7%

2016 Population 13,577. Born overseas 5.9% (6.2% in 2011)

Blayney LGA

Born in Australia 93.8% - Aboriginal and Torres Strait Islander 4.7% = 324

Born in Australia	6,888
Northwest Europe	257
NZ and Oceania	88
Other Overseas Born	<u>110</u>
Total 2016	<u>7,343</u>

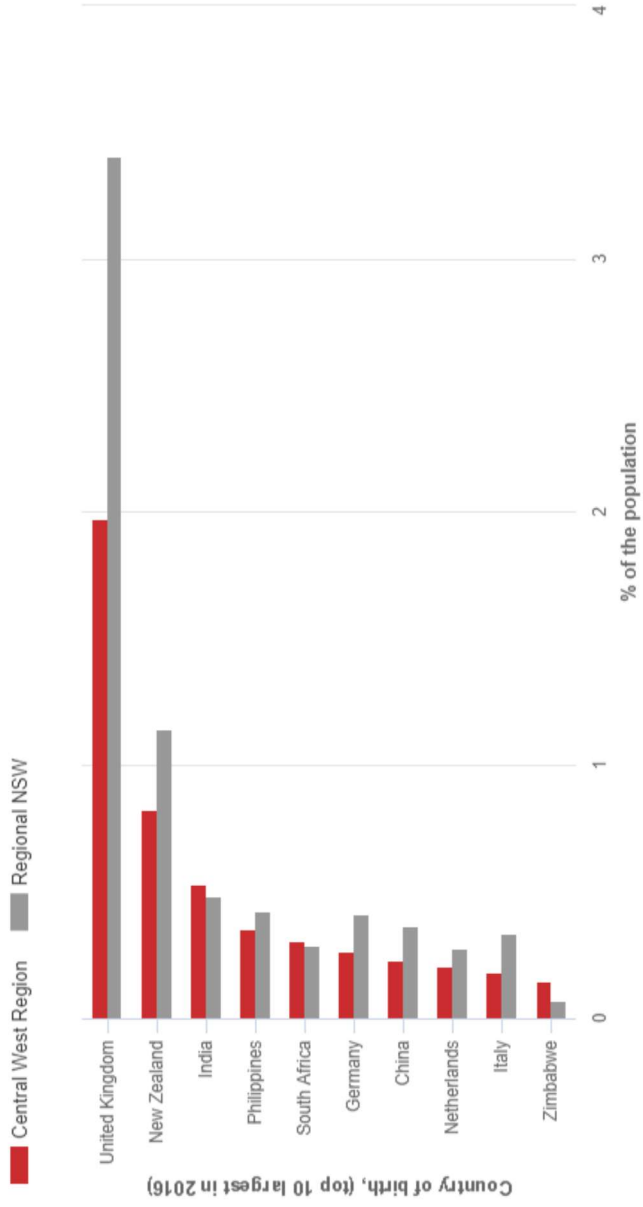
Working age population 59.4%

2016 Population 7,343. Born overseas 6.2% (5.9% in 2011).

Central West Demographics

Demographic trends information is available for the **Central West Libraries** area that consists of the local government areas of Blayney, Cabonne, Orange, Cowra and Forbes that shows the trends from 2011 to 2016 revealing a significant increase in residents born in India, followed by the Philippines, South Africa and China. The Central West Libraries area has unusually large numbers of young people and children under 19 as shown in the Age-Sex Pyramid below.

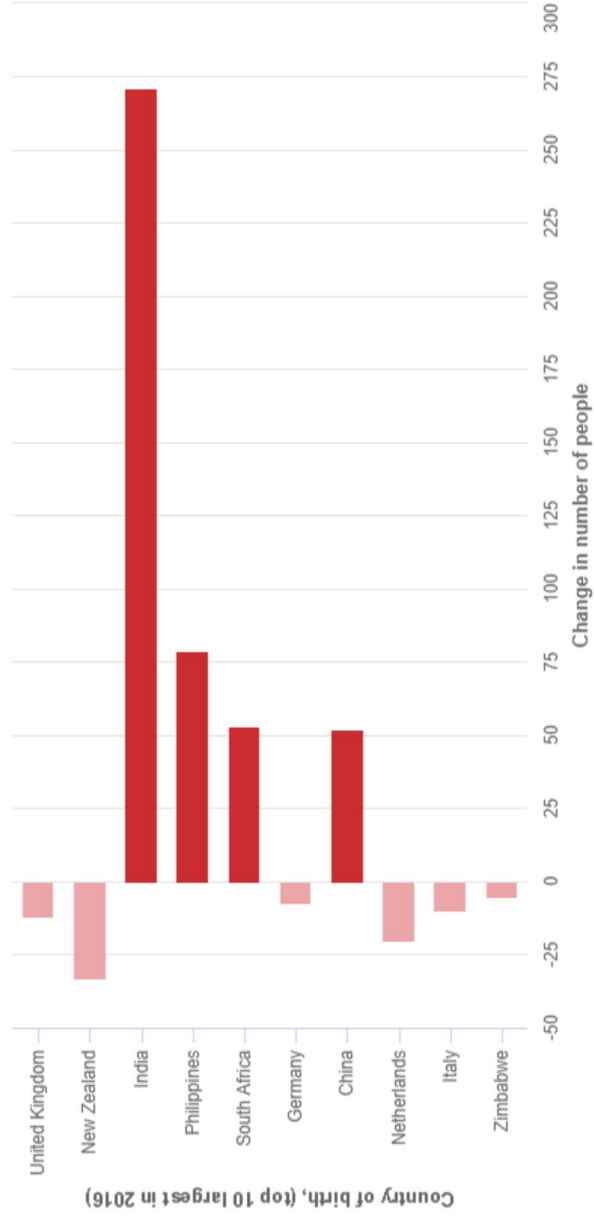
Birthplace, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by id (informed decisions).

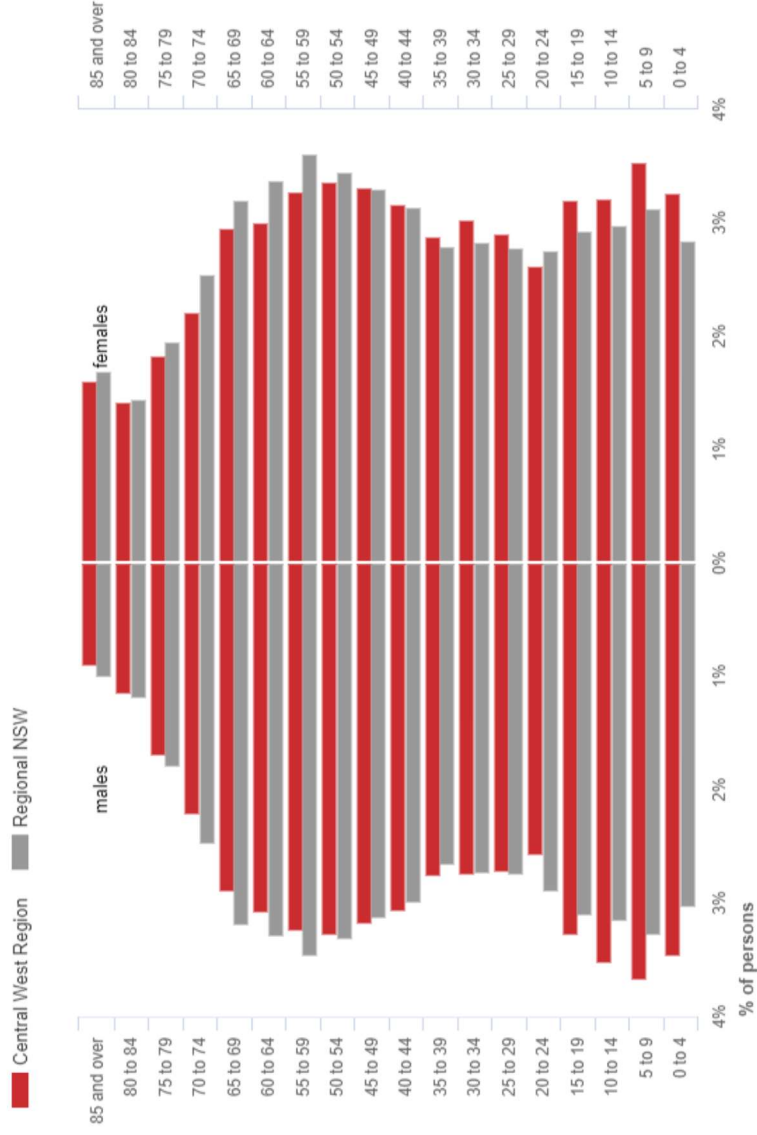
Change in birthplace, 2011 to 2016

Central West Region



Source: Australian Bureau of Statistics, [Census of Population and Housing, 2011 and 2016 \(Usual residence data\)](#). Compiled and presented in profile.id by [id](#) (informed decisions).

Age-sex pyramid, 2016

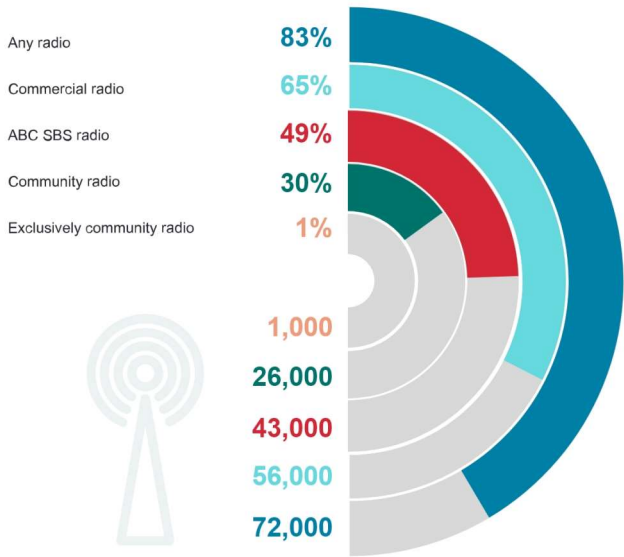


Source: Australian Bureau of Statistics, [Census of Population and Housing, selected years between 1991-2016 \(Enumerated data\)](#). Compiled and presented in profile.id by [id](#) (informed decisions).

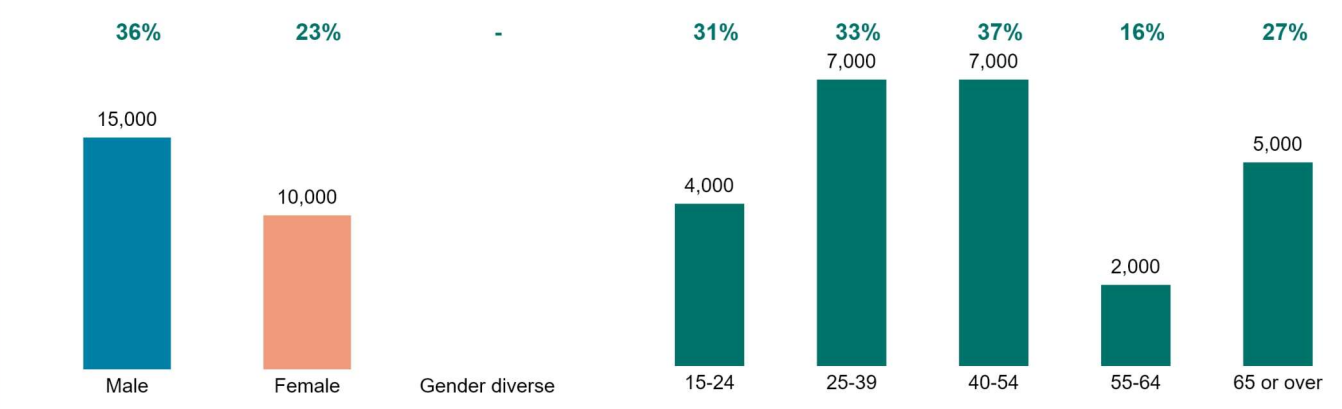


AUDIENCE SUMMARY - Orange/Bathurst

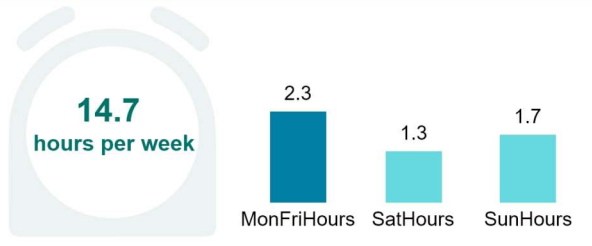
Market Overview - Population 15+



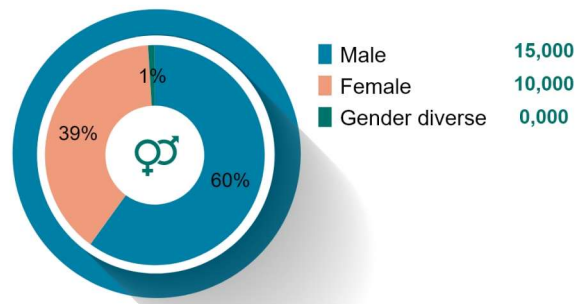
Community Audience Reach



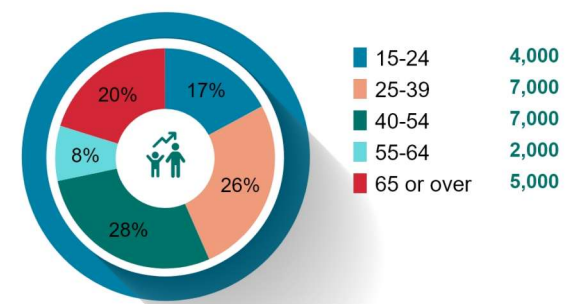
Time Spend Listening



Gender Profile



Age Profile



Filter: 2021W2, Orange/Bathurst