



2017 ANNUAL REPORT

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On behalf of the 4ZZZ Board I'd like to thank all the paid workers and many volunteers whose efforts over the past twelve months have kept our station alive and thriving.

The last year has been one of change and consolidation which I believe has put the station in a position to create and take advantage of new opportunities to become more effective, more influential and more connected to the communities we seek to support and empower.



At the time of last year's AGM, we were just finalising a restructure to having a single person in the role of Station Manager, rather than dividing the position between two people. I'd like to thank Innez Tulloch, who acted in the role while we recruited for the position.

After reviewing applications and interviewing a number of people, the Board decided to appoint Claire Whiting to the position. Claire played a pivotal role in developing and finalising our new three-year Strategic Plan, and getting the station started on adapting the way we do things so we can better meet the goals within that plan. Claire decided to move on from the position after about six months, and the Board thanks and pays tribute to her for all her hard work and commitment during that time.

The Board appointed Grace Pashley to act in the Station Manager position while we conducted another recruitment process. This period coincided with Radiothon, which produced a record amount of funds and a boost in overall subscriber numbers. Huge thanks to everyone who helped bring about this result.

Grace was subsequently appointed permanently to the Manager position, and is already embarking on further fundraising and sponsorship opportunities.

Following some of the discussion at last year's AGM, the practice of having regular general catch ups for station staff and volunteers has also been implemented. I believe the more opportunity there is for communication and interaction among the diverse group of people who participate in the station, the better we will become, so I hope this activity continues into the future.

Due to other commitments, I have decided not to re-nominate for the position of Chair this year, but I hope to be able to maintain a role as a general member of the Board, as well as continue to volunteer with the station where I can. I feel very honoured to have had the opportunity to serve as Chair of such a magnificent organisation - there are so many amazing people who have been part of the ZZZ journey over the last 40+ years and it's been a great privilege to have been able to be a part of it along the way.

I want to give special thanks to my fellow Board members over the past two and a bit years that I have served as Chair. The stability, continuity and commitment that all Board members have given over that time has been a key factor in enabling us to effectively tackle some of the challenges facing the station.

Stability and continuity is important to enable the Board to be effective in its role, but regular replenishment is also essential. This year we were pleased to welcome Mark Louttit and Kellie Riordan on to the Board part way through the year, as Anna Carlson and Kim Stewart stepped down. A big thank you to Kim and Anna for their efforts and their ongoing work they continue to do with the station.

Some exciting opportunities await us in the coming couple of years, in amongst some significant challenges that still need to be worked through.

I am confident we have a good staff team in place, with Grace at the helm, and an experienced, skilled Board to underpin that. I believe I can speak for all the Board when I say that ZZZ is capable of significantly improving our subscriber and revenue base. With improvements in our online presence and internal systems we should be able more effectively reach many more people and better support independent music, culture and activism in our region.

Treasurers Report

Tina Furlanetto | Treasurer

For the year ended 30 June 2017, the Statement of Profit and Loss displays a loss of \$52,586. The loss was mainly due to a decrease in revenue, and, a small increase in expenses year on year.

Revenue for the year was below last year by 19%. Revenue decreased across all categories with an accumulated total of \$106,147. The main areas which declined was grants, sponsorship and subscription revenue. Last financial year included 4ZZZ's 40th year birthday celebrations and this main reason for the change in revenue.



Expenses for the year have increased by \$7,533. The major increases were in telephone and internet, this is due to upgrading the ICT capability for the station. Also, fees and permits increased. This includes expenditure for Broadcast Park improvements and in FY16_17, the station began paying for digital radio fees.

4ZZZ's cash position also decrease by \$62,107 year on year, mainly due to the decrease of revenue. However, the station met all its financial obligations for the year. The station's major long term liability is the loan associated with the premises. We

continue to pay off this loan and the liability at reporting date is \$32,042, a decrease of \$12,226 when compared to last year.

In last year's AGM papers, the financials reported were based on figures before minor adjustments were applied. These adjustments are immaterial and the correct papers were reviewed and approved by the auditor. In this year's AGM papers, the figures for FY15_16 is the final result for that year. Also during the year, there was a change in the station's auditor. The previous auditor sold the business and this year's accounts were prepared by the new company SRJ Walker Wayland, who completed the audit and maintained the same fee for this year.

Managers Report

Grace Pashley | Station Manager

As we celebrate our 25th anniversary of being stationed at our Barry Parade headquarters, 4ZZZ's 2017 AGM is a good time to reflect on how far we've come and the people who have brought us to where we are today. To start that process, I would like to acknowledge the work of my predecessors Claire Whiting, Innez Tulloch and Michelle Brown for their immense contributions and lasting impacts on where 4ZZZ is now. If not for the willpower, sheer dedication and of course, the overtime, of the Station Managers who lead this institution we wouldn't be where we are today.



The same can be said of our outgoing Chairperson Andrew Bartlett, who along with the entire board has had to navigate the station through significant changes during his four-year tenure in the role. Andrew's calm, steady and reasoned presence has been felt by staff and volunteers alike and has contributed to the optimism about 4ZZZ's future. Many thanks to Andrew and the entire board for their efforts behind the scenes this year, they have been a great support.

To take a snapshot of the station in November of 2017 would reveal a record number of subscribers, new sponsors coming on board, collaborations with other Brisbane community radio stations and campaigns that have received a great response in the community and that can be built on over the coming years. At the beginning of the year we went through a strategic planning process that led to a revision of our mission statement and identified engagement, broadcasting and capacity as key focus areas for growth and improvements over the next three years.

The sector is in a strong place, with 5.3 million listeners to community radio across the country every week. It just goes to show that even in an age of hyper-accessibility where streaming apps mean entire libraries of music are available on your phone or

computer, people still engage with the media that gives back to them. The community aspect of what we do is as relevant as ever.

Although our progress hasn't always been linear, it is certainly looking positive.



Staff & Board Snapshot

4ZZZ Board of Directors

The following persons were directors of the company during the whole of the financial year and up to the date of this report, unless otherwise stated:

- Andrew Bartlett
- Mark Louttit
- Stephen Stockwell
- Tina Furlanetto
- Andrew Allan
- Lucas Moore
- Kellie Riordan
- Denise Foley

4ZZZ Staff & Coordinators

- Station Manager: Grace Pashley
- Sponsorship Manager: Jacob Viel
- Tech Manager: Patrick King
- Programming Development Coordinator: Blair Martin
- Finance & Admin Officer: Ann Ashton
- Training Coordinator: Blair Martin
- News Coordinators: Nicole Keramos, Jack McDonnell, Maddie Watt, Connor Pound
- Music Department Coordinator: Nick Rodwell
- Interviews Coordinator: Jo Palmer
- Reviews Coordinators: Olivia Shoesmith & Elizabeth Ralph
- Digital Content Coordinator: Matt Dennien
- Giveaways Coordinator: Bri Denmeade

Department Updates

Sponsorship: Jacob Viel, Sponsorship Manager

This year has been one of ups and downs, so I'll list some of the challenges and achievements of 2017. Completing a very successful Radiothon was a great achievement to be part of. The prizes were of a record number with approximately 60 lucky subscribers taking home a Radiothon prize. Challenging aspects of this is the huge amount of work involved, admin and a number of guess work on how to achieve this result making up months of work. Overall it was huge efforts with huge results.

This year we gained an Assistant to the Sponsorship Manager, a much needed and appreciated volunteer role which assists the Sponsorship Manager 2-4 days a week assisting with huge amounts of admin to complete the role effervescently, a challenge of this was not having someone for support for the first 7 months of the role.

Radio Times sponsorship money was higher this year creating a number of new relationships, challenges of this was the amount of guess work involved in achieving this goal, as no records are kept due to the time restraints of the role this comes up often in the role.

Looking back on the achievements the idea is to continue the next year and simply do it again but do it better. So I look forward to the new year and placing in steps although maybe be slow steps its attempts to making a more accessible Sponsorship department.

Music Department: Nick Rodwell, Music Coordinator

Over the course of 2017 the Music Department changed hands, implemented new servicing strategies, devised a new approach for engaging interns and maintained its standard of library additions.

Announcers now have a variety of access points for discovering new music. The Best New Arrivals (BNAs) of the digital hot bin, complemented by the BNA mini-reviews, was introduced and maintained a promising level of engagement. A genre-based spreadsheet was also introduced to a growing engagement.

Upon the change of hands within the Coordinator role, intern-exit interviews were held to develop intern engagement and as such new program has been developed to better utilise the skill sets of the current and prospective interns and better serve our musical communities.

Across all of this our Australian and local libraries are looking really rather healthy.



New Department: Nicole Keramos, Jack McDonnell, Connor Pound, Maddie Watt, News Coordinators

2017 has been a great year for 4ZZZ's news & current affairs staple Brisbane Line, which has always been an integral part of the news department (and the station itself), and this continued when this current coordinator team took over from our predecessors. Most of that credit should go to our Brisbane Line Coordinator, Jack McDonnell of course, but it should be known that we were all involved in brainstorming ways to improve training, encourage more Zedliners to transition to the show, and make that transition more accessible and less daunting. Having a number of regular and casual reporters has certainly helped maintain the quality of stories going to air, as well as help Saturday's presenters win 'Excellence in Spoken Word, News & Current Affairs Programming' at the 2017 CBA Awards.

Tech Department: Patrick King, Tech Manager

4ZZZ saw through a major overhaul of its telecommunications services, replacing a heavily saturated ADSL service with a fixed line fibre optic service and replacing the end of contract analogue phone service with a modern SIP service. These upgrades have massively increased the stations internet speed and capacity, our ability to stream and distribute content and improved the overall stability of our network connectivity.

4ZZZ committed to a full upgrade and redevelopment of its public website and consolidation of auxiliary web services. The aim of this project is to build a compelling modern experience for listening to the stations broadcast content through live and on-demand streaming and podcasting, consuming our off-air content such as news and reviews, provide new systems for our community to engage with the station, as well as making the stations supporting web infrastructure secure and up to date. The completed project will be friendly across all devices and should have an initial public rollout in the new year. This project aims to keep growing after launch to keep 4ZZZ web features evolving with the station.

The station has made a number of additional improvements to its behind the scenes systems, including investments in upgraded tech, reappraisal of systems, processes and assets, and ongoing developments to its admin systems and databases. 4ZZZ continues to provide training and experience to volunteers who want to contribute to the stations technical needs and build their own skills at the same time.

Digital Content Department: Matt Dennien, Digital Content Coordinator

The 2017 Radiothon campaign was a major achievement of the department over the year, with a social media strategy developed and across Facebook, Twitter, and Instagram featuring daily prize graphics, and an Open Day video project. The launch of the Building Blitz campaign has been another, one that involved the distillation of a large amount of information into the production of a launch video and graphic assets.

4ZZZ’s social media presence has continued to grow steadily across the year with Facebook likes up roughly 10% to over 24,000, and often outperforming other larger Australian community radio stations on engagement. 4ZZZ’s Twitter following is also trending up—now above 15K—with a 30% increase in monthly reach. On Instagram we have expanded the use of Stories for experimental video content and information sharing and have also seen our followers increase above 4,000—and a weekly reach of over half that.

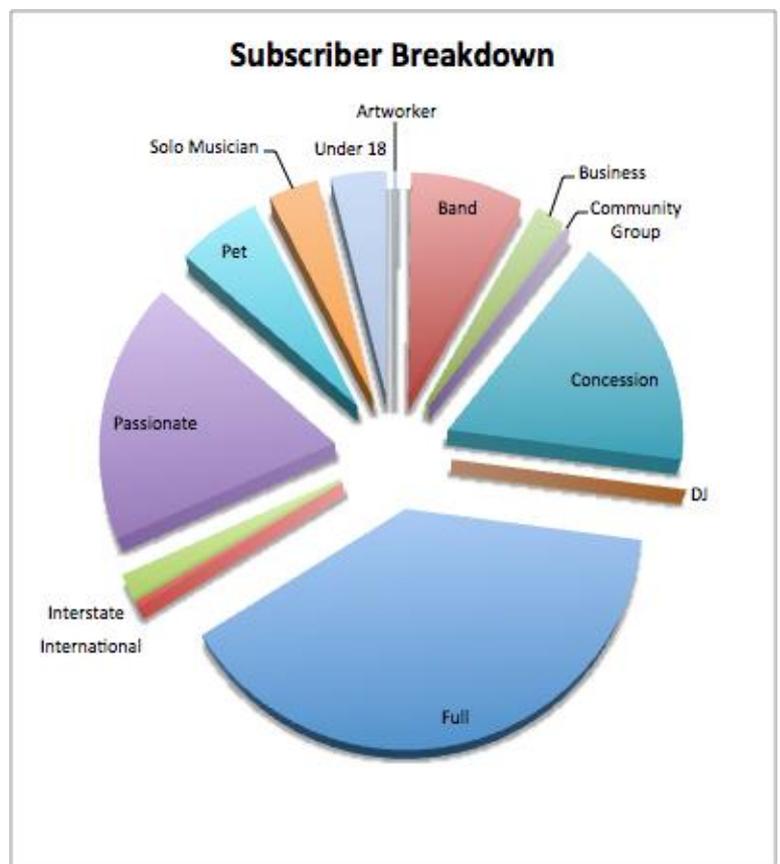
Subscriber Breakdown

Total active subscribers: 2427

Subtypes:

Artworker:	5
Band:	196
Business:	50
Community Group:	8
Concession:	397
DJ:	1
Full:	943
International:	13
Interstate:	42
Passionate:	447
Pet:	146
Solo Musician:	83
Under 18:	96

We have seen a significant increase in total subscribers following our record-breaking 2017 Radiothon, with this total the highest figure in the last 7 years by roughly 400 subscribers.



Radiothon 2017

The theme for Radiothon 2017 was ‘We Built this Station’ in celebration of being at our current premises on Barry Parade in Fortitude Valley for 25 years. The building was leased off the Brisbane headquarters of the Australian Communist Party in 1992 and has since seen hundreds of 4ZZZ volunteers through its doors.

This year’s artwork was designed by Radio Reversal host and former 4ZZZ board member Anna Carlson, whose illustration brought our building with all its quirks and

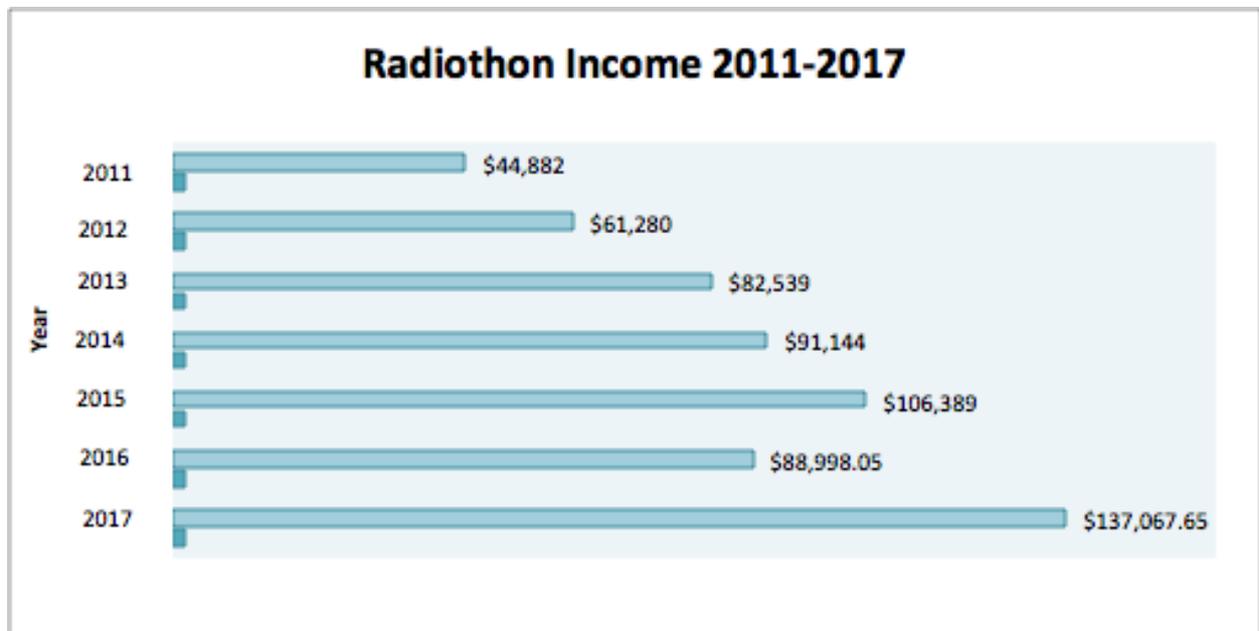
context to life. Grace Pashley, Nic Addenbrooke, Matt Dennien and Kat Lukin provided additional design for the digital graphics.

The people who have come through our doors over the last 25 years are equally as integral to our building's story as the bricks and mortar. We want folks in our community to share what the 4ZZZ station building means to them by sharing a memory and photo of yourself at the station on social media using the hashtag #WeBuiltThisStation.



We set a target of \$100,000 and as previously stated, far exceeded this target eventually raising \$137,068. This is a fantastic result brought about by a dedicated team of staff but also announcers and volunteers who worked tirelessly to get the word out about subscribing. This result has implications for future targets that we set, aiming higher and building on some of the processes that contributed to the success of 2017 so that we can continue an upwards trajectory of Radiothon income in 2018 and beyond.

Radiothon income over the last 6 years:



Radiothon subscriber categories breakdown:

Category	2016	2017	%
Artworker	4	3	-33%
Band	57	93	38%
Business	28	37	24%
Community Group	3	5	4%
Concession	161	214	24%
Full	349	712	50%
International	11	7	-57%
Interstate	12	32	62%
Passionate	195	363	46%
Pet	97	123	21%
Solo musician	27	37	27%
Under 18	40	62	22%



Campaigns

Hot 100 Hangout

To celebrate the 2016 Hot 100 countdown, we invited our listeners to The Triffid for a party on New Years Day where everyone could get together and hang the year that was out to dry. We did an outside broadcast for the top 40 tracks from The Triffid's beer garden with the tracks 100-59 being broadcast from the 4ZZZ studios and played over the The Triffid PA.

The day was a success with a merch stall set up, a raffle of sponsor-donations as well as Moneiths and The Triffid sponsoring the event. The Triffid were happy with the event and are happy to host the Hot 100 Hangout for 2017 again this year.



Queensland Women's Week

4ZZZ's Queensland Women's Week celebrations focused on the accomplishments of Queenslanders across the gender spectrum. 4ZZZ produced the "Changemakers" podcasts with interviews from musicians, record label runners and members of the Brisbane Lions AFLW team. With the help of a grant from the Queensland Government we were able to put on two events with all female and gender diverse lineups run by women in 'Hidden Treasures' and 'Open House'.

Brisbane Live Music Week / March Music Month

March of 2017 saw a ramping up of our annual March Music Month celebrations, with a revamp of Brisbane Live Music Week. This year the 4ZZZ outside broadcast team led by announcer Branko Cosic coordinated an entire week of carpark gigs broadcast live to air for half hour drive time sets.



The campaign involved all weekday drive time announcers booking a Brisbane band to play a set, resulting in Bad Bangers, Some Jerks, Nice Biscuit, Go Van Go and Dirty Liars all having sets broadcast live to listeners across the country. The campaign culminated in a Saturday carpark gig headlined by Biscotti, with Orlando Furious, Julia R Anderson and Amaringo, with all sets being broadcast live.

The result of the BLMW campaign was 4.5 hours of live music broadcast on 102.1fm throughout the week. This week of live music wrapped up the broader March Music Month campaign focusing on increasing 4ZZZ’s musician subscriptions, with several prizes for bands and solo artists who subscribed during March. Cairns band The Taste won an all expenses paid carpark gig and Luke Daniel Peacock (pictured) won a session recording at QUT studios.

4ZZZ does Open House

2017 was the first time 4ZZZ participated in the Brisbane Open House festival and this was due to the efforts of News Coordinator Nicole Keramos, who initiated our involvement to inform the public about the important role we’ve played in Brisbane’s social and political history. The news coordinators provided much needed support to me in my role as Administration Coordinator, as well as planning and participating on the day. At least 135 people visited on the day.

4ZZZ supports the ‘Yes’ vote

In line with our mission statement and decades of work supporting Brisbane’s queer community, 4ZZZ was an early supporter of the ‘Yes’ campaign in the same sex marriage postal vote. We received great feedback from the community thanking us for being vocal supporters of equal rights in what was a clear manifestation of our ethos as a community broadcaster with a long history of supporting marginalised communities. Queer Radio (pictured) celebrated the vote on the historic November 15th.



Building Blitz

After compiling quotes for a list of building repairs at our beloved Barry Parade headquarters, we quickly realised we were going to need financial assistance to raise the money to complete the maintenance works. We set a goal of raising 15k and secured a 'Plus1' grant through arts funding organisation Creative Partnerships Australia that will match the funds 4ZZZ can raise dollar for dollar. This means that when we reach our goal of 15k, CPA will chip in another 15 resulting in 30k to go towards building and maintenance works around the station.

The campaign kicked off in November 2017 and will run through to January 2018. It has involved an extensive online strategy where campaign-specific content has been used to inform our audience of the campaign and to drive people to donate through our Australian Cultural Fund page, to great success. Creative Partnerships Australia have commended our digital content for the Building Blitz and have asked to profile our campaign as an exemplar for other organisations to see.

Community Recognition

CBAA Awards

4ZZZ was well represented again this year at the CBAA Awards with the entries and finalists in several categories.

- Contribution to Australian Music - Live Delay
- Excellence in Spoken Word, News and Current Affairs Programming – Saturday Brisbane Line
- Best Station Production - 'Get a Yes' CSA series on consent

We ended up taking a trophy home in the category of Excellence in Spoken Word, News and Current Affairs Programming for Saturday Brisbane Line program, congratulations again to announcers Lucy Czerwinski and Craig Garrett on the win. It's a fantastic recognition, indicative of the strength of our current affairs programming across the board at 4ZZZ.



Reclink Community Cup

The iconic game and community radio staple made it's way to Brisbane for the second time after beginning in Melbourne 25 years ago as a way to raise money for Reclink Australia, but also a way for Melbournites to take the rivalry between musos and media to the footy field.

This year's theme was 'Streets of Your Town', made even more fitting by the excellent reception and turnout at the 2017 Brisbane game held at Leyshon Park in Yeronga. 4ZZZ put our best athletes forward joining forces with other local media to put together a robust Brisbane Lines team. Although friendly at trainings, we gave the musos in the Rocking Horses team a run for their money on game day, resulting in a historic #OneInARow win for the Lines. We have the trophy under fierce guard at the station, and look forward to our next chance to win it all over again at Reclink Cup 2018.

