

PMBA 2020

Annual Report



THREE D RADIO

South Australian Music's Number
One Support Act Since 1979

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Three D Radio's values

Music is at the centre of everything we do!

We are all about the music and connecting people to it. That's why we are here!

Progressive by name, progressive by nature.

Three D Radio is creative, embraces new ideas and evolves with the industry and community it supports.

Good, better, best.

We aim to be the best and learn from our mistakes. Our music, our people and our processes are high quality and we strive for excellence.

Everyone is welcome

People are welcome at Three D Radio regardless of age, race, background and gender. We service a diverse community.

We involve everyone – no matter what!

We involve our members, subscribers and listeners in our work and respond to their needs. We are an inclusive organisation and encourage active participation in station operations, decision making and in the broader music industry.

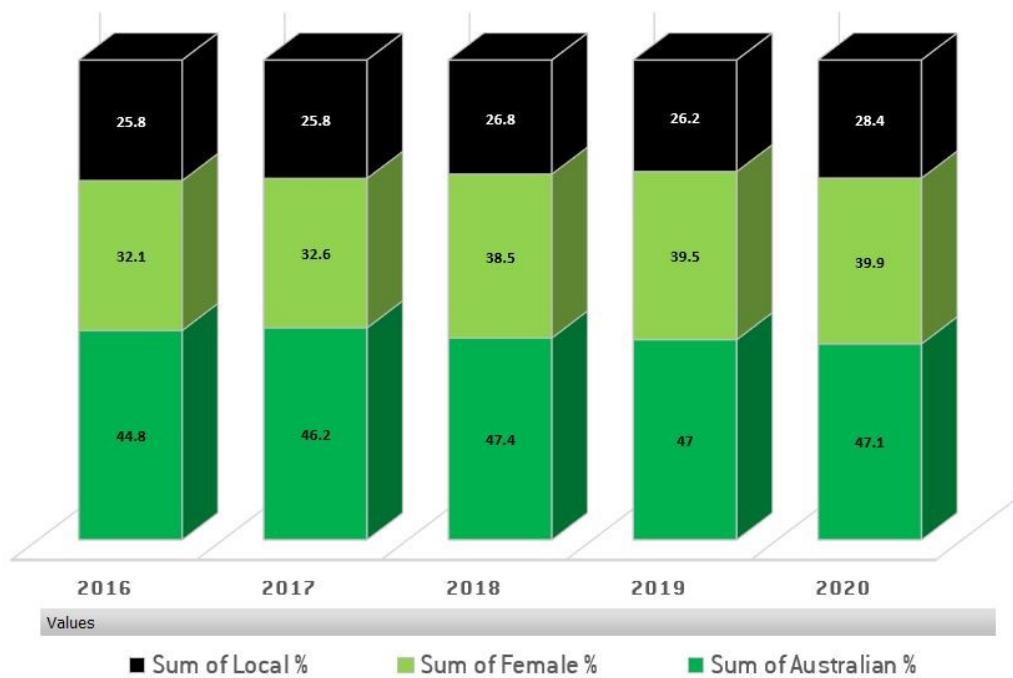
Chair's Report

I'd like to begin my report by acknowledging the lands that we meet upon and broadcast from, those of the Kaurna people. Always was, always will be. My respect to elders past and present.

This year has shown just how quickly things can change, and proven the resilience and community spirit that our members, subscribers, sponsors, stakeholders and listeners have shown. On behalf of your Board, Thank you! A year of extreme challenges, which has not stopped us achieving great successes.

I would like to thank the outgoing members of the Board since last AGM for their valued contributions and commitment. Noris Ioannou, Damien Kelly, and Melanie Dancer. Incoming Board members include Allison West, Andrew Butlin, Bernadette Wright, Johann Dreyer, Tiff Stodart, Thomas McFarlane, Libby Parker, and Tess Penglis.

The past year has seen us continue our direction of achieving the strategic plan agreed upon. The Board has been represented by majority female members, our intakes have increased our female membership (2015=26% | 2017=28% | 2019=30% and now in 2020 sitting at just over 33%) and our broadcasted sound continues to surpass the minimal quotas we are raising. Check out this graph below, numbers represent the percentage of total tracks aired. Local on top, female centre, and Australian tracks at the base. Huge thank you to GG Alan Bindig for compiling this



These are excellent numbers, and shows how we are really striving for an on-air sound that better reflects and represents our community (*in the 2016 census females account for 50.7% of South Australians and 47.6% of Adelaide residents*)

Interestingly, when we remove the Ghoul-airied tracks from the statistics we don't see great change. Looking at Female content aired, Ghoul included Vs No Ghoul;



The overall strategic plan has continued to suffer from lack of targeted measures (Goals/Performance Indicators) but this does not suggest the intent and passion is not there. As an association we must all consider our plan with every decision we make. I hope more within the membership can help the incoming Board with achieving our vision, by whatever means, skillsets, and contributions we are able to. The Plan is the Associations. The Association is its members. The plan belongs to every one of us.

Other key events include the realisation of just how time flies with our 40+1 year's celebrations. Admittedly these were somewhat dampened by the pandemic, but what we did achieve was celebrated, including the inaugural Depthcharge artwork competition, a record busting Radiothon in August 2020, and an exhibition of Three D history on the walls of station sponsor The Wheatsheaf Hotel.

Another important achievement this year has been the successful negotiation with our landlords at Mt Lofty (BAI Communications) for a much reduced ongoing fee. These talks were over 12 months in the making, and have resulted in a near 50% saving for us, effective Nov 1st 2020. Please join me in thanking your Board members for their input and support in this very important decision. An excellent result indeed.

We lost a 15-year running program with Youth FM, for reasons outside of COVID, yet continue to hold discussions with Norwood Payneham & St Peters (NPSP) council on how we may again partner on a similar model.

2020 is the year I leave your Board. After first being elected in 2015, then re-elected again in 2017, it was the summer of 2018/2019 that whilst mid-term in my elected role, I took the appointment to position of Chair as it remained vacant. With that appointment I took the term, so this marks 5 years having been elected just twice. I could not have predicted how this would be. If so, perhaps I would not have initially stood for election. That said however, I have no regrets for my tenure on your Board. The lived experience, personal development, friendships forged, challenges & opportunities have been incredible. Thank you Three D Radio for allowing me this experience, and thank you to every member who has supported me along the way. I have worked with broadcasting legends, authors, musicians, publicists, trainers, lawyers, governance experts, respected journalists, publicans, communications & strategy managers and so much more. It has been truly awesome and I again thank you all for the opportunity to serve your Board, and I look forward to assisting future Boards from the membership.

Geoff Peake

Treasurer's Report

Words from Allison West,

The audited financial statements are attached to this annual report in Appendix A.

Once again, we can present to the membership a very strong financial situation as indicated by the Statement of Financial Performance with an income of \$118,209, down \$6.5k on 2018/19 income.

The interest income has decreased as a result of lower levels of cash being held in Term Deposits and the very low interest rates. Venue promotion income also decreased by nearly \$4k as a result of the COVID shutdown of our sponsors.

Radiothon continues to be a major income source for the association so congratulations to all the hard work done by the team during that period.

Total expenses is \$99k, which is \$14k down on 2018/19. The one off consultancy fee of \$15k in 2018/19 is the main driver of this decrease.

Net surplus in 2019/20 is \$18,978, up \$7k on 2018/19.

Our Statement of Financial Position also reflects a healthy financial situation. Our Assets include bank accounts (cheque and term deposit) totalling \$190,481, down \$17k on 2018/19. Our only ongoing liability is the loan from the council which is now at \$4,317. This loan was initially thought to be fully paid out, however Norwood, Payneham & St Peter's (NPSP) council have since come back saying they made an error in the final payout figure and we still have this small amount outstanding. I have had our Auditor review the councils calculations and she concurred with this residual amount payable. I have agreed with NPSP Council that we can repay this with no further interest payable when the COVID situation has eased.

Many thanks again to Rosa Nistico of the admin team, who continues to do the bulk of the finance processing.

PMBA Board of 2020

GEOFF PEEKE – Elected member Nov 2017 -Appointed Chair Feb 2019



Outgoing from your Board at the 2020 AGM, I wish to thank every member of the PMBA for the opportunity to serve on the Board. The experience, personal growth, friendships and challenges over the years have been truly awesome. To be a part of the strategic decision making process, lease negotiations and renewals, and even complaints handling have given me such great life experience that I wish to thank you all for the kind support and encouragement to push through tough times.

I'll be returning to the membership to help support your future Board in implementing the strategic decisions agreed upon.

ANDREW BUTLIN -Secretary, appointed member May 2020



After joining the PMBA Board in May 2020, I am proud to be part of an association who has a strong connection with the community and its members.

I look forward to being involved with ThreeD to see its continued success over the coming years.

ALLISON WEST - Treasurer, elected 2019 AGM



Having been handed the reins of the Treasurer position from Ali A in Nov 2019 I have plunged headfirst into the financial life of Three D radio. I am so proud to be a part of such a strong community station that I am putting my hand up and nominating to do it all over again for the next term of Treasurer.

TIFF STODART – Volunteers Representative – Elected 2019 AGM



LIBBY PARKER – Appointed Jan 2020 elected May 2020



LUCINDA POW – Jan 2019 Co-opted member, Elected Nov 2020

Hello Members,
This meeting is tinged with some sadness knowing that it marks the end of my term as a Board Member.
My goodness! I've enjoyed being part of the Board, convenor of SSPAM since Jan 2019. I've learnt so much, and met so many wonderful people. You'll still see my face about the place! I have full intention of being an active member at the Station, and on SSPAM, and look forward to now getting on the Mystery Train!
Thanks for your support throughout my term.



BERNADETTE WRIGHT – Co-opted JAN 2020



THOMAS MCFARLANE – Co-opted JAN 2020

Hi all, a barrister by day, I have been a co-opted member of the Board throughout most of 2020 (thanks DK!) and after an eventful year, and a steep learning curve, I am keen to continue my involvement and will be putting my hand up for an elected position on the Board going forwards.

Prior to joining the Board, I have been a long-time listener, subscriber and supporter of Three D, and recognise its fundamental importance in providing an interesting and genuinely diverse musical alternative in Adelaide. My first interactions with the station came about as a teenager in the mid-1990s participating in Rock and Roll High School broadcasts, and at the same time obtaining a first-rate education in all manner of genres of music through my obsessive listening to various shows. Thereafter, as an active member of various local bands, and then as a promoter of gigs for local, interstate and overseas acts, I also came to value the station's critical importance as an (and often the only) outlet on the airwaves in Adelaide for promoting local artists and live music generally.

Although I am no longer as actively involved in live music these days, I am highly motivated and keen to contribute to the ongoing success of Three D, ensuring that the station is always improving and is still here doing what it does best for generations to come.



JOHANN DREYER – Co-opted Jan 2020

This last year was one of the most extraordinary years of my life, joining the board and helping the station steer through these crazy times has definitely taught me a lot and strengthened me as a person. Seeing the passion and dedication that runs so deep in the community that is Three D has been inspirational and I wish you all the very best for the years to come.



DAMIEN KELLY - Co-opted Feb 2019, Elected 2019 AGM, resigned Sept 2020



MEL DANCER – Co-opted Dec 2019, Resigned Oct 2020



TESS PENGLIS – Appointed November 2020

Board Meeting Dates and Attendance

Date	Present	Apology	Comments
Nov 18 2019	Geoff Peake, Alison West, Tiff Stodart, Noris Ioannou, Lucinda Pow, Damien Kelly,		
Dec 16 2019	Geoff Peake, Alison West, Lucinda Pow, Mel Dancer, Damien Kelly	Noris Ioannou, Tiff Stodart	
Jan 29 2020	Geoff Peake, Alison West, Libby Parker, Mel Dancer, Bernadette Wright, Johann Dreyer, Thomas McFarlane	Tiff Stodart, Damien Kelly	
Feb 17 2020	Geoff Peake, Alison West, Tiff Stodart, Bernadette Wright, Mel Dancer, Damien Kelly, Johann Dreyer	Lucinda Pow, Libby Parker, Thomas McFarlane	
Mar 16 2020	Geoff Peake, Alison West, Tiff Stodart, Johann Dreyer, Mel Dancer, Thomas McFarlane, Damien Kelly	Libby Parker, Bernadette Wright, Lucinda Pow	
Apr 20 2020	Geoff Peake, Alison West, Tiff Stodart, Johann Dreyer, Thomas McFarlane, Damien Kelly, Lucinda Pow, Bernadette Wright, Mel Dancer, Libby Parker	Nil	
May 6 2020	Geoff Peake, Alison West, Tiff Stodart, Lucinda Pow, Bernadette Wright, Mel Dancer,	Libby Parker, Thomas McFarlane, Damien Kelly, Johann Dreyer, Andrew Butlin	Extraordinary meeting
May 18 2020	Geoff Peake, Alison West, Tiff Stodart, Damien Kelly, Lucinda Pow, Bernadette Wright, Mel Dancer, Andrew Butlin	Libby Parker, Thomas McFarlane, Johann Dreyer	
15 June 2020	Geoff Peake, Alison West, Andrew Butlin, Tiff Stodart, Damien Kelly, Lucinda Pow, Bernadette Wright, Mel Dancer, Libby Parker, Thomas McFarlane, Johann Dreyer	Nil	Guest – Mark Cullen
20 July 2020	Geoff Peake, Andrew Butlin, Lucinda Pow, Mel Dancer, Thomas McFarlane, Johann Dreyer, Damien Kelly	Tiff Stodart, Libby Parker, Alison West, Bernadette Wright	
17 Aug 2020	Geoff Peake, Alison West, Andrew Butlin, Tiff Stodart, Thomas McFarlane, Lucinda Pow, Johann Dreyer, Bernadette Wright, Damien Kelly	Libby Parker, Mel Dancer	
21 Sept 2020	Geoff Peake, Alison West, Andrew Butlin, Tiff Stodart, Lucinda Pow, Johann Dreyer, Libby Parker, Mel Dancer, Bernadette Wright	Damien Kelly, Thomas McFarlane, Bernadette Wright	Guest - Ali Ayliffe
19 Oct 2020	Geoff Peake, Alison West, Thomas McFarlane, Lucinda Pow, Johann Dreyer, Libby Parker, Damien Kelly	Andrew Butlin, Tiff Stodart	BW absent
16 Nov 2020	Geoff Peake, Andrew Butlin, Tess Penglis, Lucinda Pow, Thomas McFarlane, Bernadette Wright, Libby Parker	Allison West, Tiff Stodart, Johann Dreyer	LiP absent
17 Nov 2020	Geoff Peake, Alison West, Andrew Butlin, Lucinda Pow, Thomas McFarlane, Bernadette Wright, Libby Parker, Johann Dreyer	Tess Penglis, Tiff Stodart	Extraordinary meeting

2020 – The year of COVID-19

Well what a year – hope you are all safe and well. It has been a year of ongoing change which at times has unfolded quicker than many of us have been able to keep up with. Restrictions, directions, definitions of ‘essential’, inability to visit our loved ones in their most needed times.

I want to thank you all for your cooperation and flexibility throughout 2020, in what is simply a challenging and dare I say it ‘unprecedented’ time. Every conversation I have with people is full of positivity which is amazing in the circumstances and greatly appreciated.

We have all adapted to keep our station going, and it is this dedication I hope every member can recognise in every other member. Importantly, this includes staying away if at all unwell or if recently been in the company of people with COVID symptoms. The attitude of ‘Soldiering On’ through a cough or cold is no longer acceptable, rather it has become a risk with potential for catastrophic outcomes as we have seen here in SA just in November 2020.

Please do not let complacency put our beloved community at risk. We must continue to follow the expert advice of keeping social distance, maintaining hand hygiene, getting tested if any symptoms (no matter how mild), and controlling our droplet transmission! Coughing into a tissue then binning it, sneezing into your elbow then washing your hands and face, using mic socks, and I am not sure of the advice on blowing out candles on a cake....

Thank you all once again, I am incredibly lucky to be working with such an awesome group of volunteers.

Stay safe

Geoff Peake

Committee Reports

Finance & Admin

Convenor: Allison West

Members: Rosa Nistico, Sandy Jacobe, Judi Dyson, Danica Siegmann

Word from Allison West

Role succeeded from Ali A in Nov 2019 (mid term)

The work of the admin team, as with all areas of station life, had been majorly disrupted during the COVID shutdowns and the team should be commended for their flexibility and commitment to continuing the major functions of the team, being data processing, mail, bookkeeping, following up queries, liaising with committees etc. As usual, Radiothon is the most intense time of the year, during which all the team rose to the occasion. Thanks to each and everyone of the team for their contribution during 2019-2020.

Music

Convenor: Bernadette Wright

Members: Ian Moore, Chris Coxhill, Jamie Woolaway, Mark Windsor

The good folk over at our Music committee have again survived without a regular convenor present. In 2020 Bernadette Wright stepped into this role and has been impressed with the massive task that compiling a Depthcharge compilation is. In 2020 this task was made larger by our first ever public artwork competition. A process that was met with more than a few challenges, and certainly involved many members working beyond their usual scope to see that it came through with the excellent result that it did.

Our members are embracing the ability to upload digital submissions to the library for all to share, here are some stats on music entering the library over the last 12 months

Number of **new releases** processed in the past 12 months broken down by format:

- **MP3** – 2, 390 * **CD** – 713 ***OTHER** - 4

List of the **10 most active** people processing **digital new releases** in the past 12 months, Massive thankyou to everybody!

Clint – 802,
Mark W – 587,
Kim – 234,
Ashley – 210,
Chris C – 198,

Roman -106,
Clayton – 79
Karl – 43
Danica – 42,
Shannon - 32

Building & Technical

Convenor: Geoff Peake

Members: Ian Moore, Charley Farley, David Corkill, Michael Marner, Eve Black

Words from Geoff

Huge thanks to the hard work and dedication of our technical team. I could talk in detail about every dot point below and how it came to be, how it betters the station, how so many things improve our experience.... But rather, I'll just summarise at a high level of a few things that have been taking place over the last year.

- Negotiations to review and improve contract with BAI Comms (Mt Lofty lease)
- Migration to nbn, vastly increased speeds both up and down, and the opportunity to upgrade our phone system with unlimited lines (currently under construction)
- Update of PCs in station. 7 in total purchased, refurbished and upgraded to solid state hard drives.
- Program written which asks you to select your pre-record file, loads it into VLC, and then once the file is finished it triggers the Ghoul. Brilliant! Less dead air the better.
- Further fit out of Studio 3 from the Live From Studio Three crew, improving the sound which improves our listeners experience.
- **Huge** upgrade to our playout software Three D Player and the Listmaker, Highlights include: Larger, re-sizeable window allows you to have the player and logging sheet side by side instead of switching back forth between them.
- When searching the catalogue: columns are now in the same order as the logging sheet (artist, track, album, duration); columns fit into the available space so you can see all the info without scrolling; displays Local & Female quota info; you can view **all** the information from the catalogue for each release; you can now copy & paste text from the player into your logging sheet - saves a lot of typing; you can search only new releases; you can sort results by artist or by release date.
- In the playlist: artist & title are displayed (not just title); you can preview songs directly from the playlist; timer shows both total time and time remaining.
- And... there is more to come ☺

The above list does not cover the weekly maintenance, fault repair, remote door releasing, research & development, etc etc that the tech team do. I hope you can join me in thanking them for all they do, next time you see them.

Programming

Convenor: Damien Kelly/Tiff Stodart

Members: Kim Roberts, Chris Coxhill, Mark Cullen, Sue Turner, Michelle Daniell, Ashlea Crane and Matt Hayward.

Words from Tiff

Meetings are held monthly at the station, with the addition of the socially distant Zoom as an option from April. Due to the nature of the committee remit, any necessary conversation between scheduled meetings are held via multiple platforms, allowing outcomes to be more immediate and effective when members are unable to come together personally.

As always, several new announcers have also joined the on-air line-up from recent training courses. Taking up graveyard shifts, fill-ins and in many cases, quickly finding daytime shows as well. Welcome to them all - your enthusiasm is infectious!

The implementation of gender parity to our quota system is proving to be a simple addition, with many announcers demonstrating the ease of fulfilling this requirement. This period saw our quota for female content increase from 25% to 30% across the station. Some shows/announcers are setting their targets higher, for personal satisfaction, and to counteract the difficulties some specialist shows find in reaching ideal quota targets. There is a strong desire for Three D Radio to be a leader in the community radio sector, encouraging best practice will ensure this is a reality.

The station has also been continuing its commitment to ensuring artists and performers are paid for their works. We participate in the data collection of all tracks aired over four weekly periods throughout the year and submit the data to APRA AMCOS. Royalties keep the music coming and ensures the industry's future. Which is what we all want to hear, and is the very reason correct completion of logging sheets is a vital part of broadcasting on Three D Radio.

A very big challenge that the committee is experiencing is filling weekday daytime slots. Some slots have been unfilled for many months. Further to that is the complacent nature of some announcers to simply post a no-show on the bulletin board without following the appropriate channels for seeking a fill-in. If you have a show on Three D, you have a commitment to turn up for that show. If you cannot turn up for that show, you must try to organise a replacement. No-shows decreases the quality of broadcasts and leads to complaints from our listeners. A planned absence needs a replacement, and we appreciate that sometimes things happen beyond our control that makes turning up for a show impossible. The committee encourages all announcers with permanent shows to have a pre-record handy for such emergencies. Unfortunately, only a small number of announcers follow this suggestion. If you find there is no announcer after your show is finished, please default to the Ghoul, so the music can continue for as long as necessary and, again, for diversity purposes.

To enhance the experience of the Three D listener, the committee encourages direct communication between announcers of neighbouring shows. This means that all involved are aware of what is going on, and reduces any stress caused by ill communication!

Keeping an eye on the bulletin board, particularly the Shift Scanner thread, for any availabilities, or for possible fill-in opportunities is also encouraged. Though the Ghoul does serve a purpose in an emergency, the listeners prefer real live announcers, especially during the day!

All announcers need to remember that, for many reasons such as on-air diversity and to fulfil the terms of the PMBA's licence, it is important to keep shows interesting by e.g. not playing the same artists every week, and certainly to avoid large numbers of "own goals". The committee is pleased that these concerns have not been occurring as frequently, if at all!

Programming will continue to monitor shows into 2020/21, so please check the status of your shows to make sure you are meeting the above requirements.

Programming meets every third Wednesday of the month at the station (or via zoom!), and new members are **always** welcome.

Sponsorship, Sales, Promotions & Marketing

Convenor: Lucinda Pow

Members: Clayton Reinhardt, Allison West, Mary Cavallaro; Grace Monaghan; Tiff Stodart

Words by Lucinda.

A key deliverable of the SSPAM committee is Radiothon, the Station's flagship fundraising drive.

Radiothon 2019 continued to build on previous years' successes. Pledges reached \$56,320, an increase in over 10% on the previous year's \$50,545. As per previous years, internet subscriptions rose. In 2018 we took \$12,090 over the internet, in 2019 this rose to \$14,377.

Abby Howlett, The Real Mac and Lucy the Band played at the After Party, which was still great fun, and well attended despite the rain!

Huge thanks to SSPAM, and the wider Station Membership who contribute to this vital activity.

Three D turns 40!

The 21 December 2019 marked the 40th anniversary of Three D's first ever broadcast. To mark the occasion, the SSPAM committee threw a Members party on premises. It was terrific to have so many Members representing across Three D's four decades.





The SSPAM Committee had hoped that the party held on 21 December would kick off a full calendar of events throughout 2020, but COVID had other ideas!

The disruption COVID-19 has made it difficult to maintain momentum throughout the year, and as always the SSPAM Committee would benefit from additional members.

Volunteers & Training

Convenor: Geoff Peake

Members: Ali Ayliffe, Chris Coxhill, Suzy Russel

Words from Ali,

This year, the regular members of the VAT committee consisted of Geoff Peake, who convened the committee, Ali Ayliffe, Suzy Russell and Chris Coxhill. We had planned to continue its usual custom of two intakes of volunteers annually but of course this year that plan did not go ahead as intended. During the latter part of 2019 we welcomed Michaela Kis, Sonia Mir, Emryk Prout, Danica Seigmann, Oscar Ellery, Anwyn Davies and Candy Parham to the association. Anwyn joined the admin team as did Danica, while Candy joined the live to air sound team.

While Michaela completed Mystery Train she moved to Melbourne for new job in December so did not continue with her membership. All others completed Mystery Train, joined by Clayton Reinhart and Ken Grady, who were already members.

As mentioned, the planned intake of new volunteers could not go ahead in April due to COVID19. However, we plan to do a smaller intake, asking for Expressions of Interest in volunteering via the website, later in 2020.

The VAT team has met each month during the year, mostly this year by Zoom. Suzy Russell who has contributed greatly over the past few years decided to leave the committee during 2020, but will continue as part of the team of Mystery Trainers. We thank her for her considerable contribution—she has been a great asset to VAT both as a member of the formal committee and as a member of the wider working group of VAT.

Other members who contributed to the work of VAT include our Mystery Trainers so thanks also go to Andrew Bunney, Charley Farley, Alex Marunczak, Bob Powell, Matthew Hayward, Amy Raybould, and Chris Coxhill

Appendix A – Audited Financial Statements



Progressive Music
Broadcasting Assoc. A