

INDUSTRY FORUM 2

GROWING INCOME STREAMS

Facilitator: Jodie Bell, Goolarri Media



Panelists/Contributors:

- Claire Stuchbery, CBF
- Lee Hubber, Spots and Spaces
- Dr Donna Odegaard, Radio Larrakia
- Naomi Moran, Koori Mail

Summary:

How to grow your sponsorship/advertising income, attract philanthropic funding, diversify business models, and increase your organisation's capacity

Purpose/ Key Outcomes:

- Build the income and capacity within the sector
- Useful tools to take back to your station/ org
- Tips to feed into a 'Promoting and Growing Your Organisation' Toolkit – how it could be used to build income and sustainability

Topics for Discussion:

- How do we approach the Australian government's apparent expectation that government information campaigns will be delivered free due to the provision of IAS funding?
- What is happening with new approaches to philanthropic funding that look at social impact investing rather than outright donations?
- What kinds of activities and relationships are philanthropics interested in and over what period does the relationship building and partnership need to ideally take place?
- What kind of skills do you need to have in your organisation to build income streams additional to government funding?
- Do we need evaluation tools to identify the value return for income (funding or self-generated)?
- What opportunities are there for entrepreneurial activities (for example a coffee shop at the radio station)? If so what are they and what are the implications for the not-for-profit status of an organisation?
- Are there differences in opportunities available for non-government income generation if you are remote compared to regional compared to urban? What are they?
- Are there legal or licensing considerations for different types of fund raising activities, for example raffles or local business sponsorships?

Notes of Discussion:

Dr Donna Odegaard, Radio Larrakia:

- Radio Larrakia is a community radio station, started in 1997
- 2006- had a restructure, got it back on track with new board
- We're land rich and dirt poor- don't get the recognition we deserve
- Our main investment is our people
- Our license helps us reach our people, tell their stories, and promote and build our own industries around music, etc
- I've been a businesswoman for 40 years- we needed a model that would look after the social investment, our people, communities, jobs, growing capacity
- Needed an injection of funds- put in own funds to buy TV license, built capacity
- Cultural responsibilities
- Our radio station is a vehicle for more than broadcasting-
- We now have Aboriginal TV, a full commercial TV license- 100% ATSI content, its commercial but acts as a not-for-profit, all income back into the organisation
- Now we have 4 TV services,
- The community station Radio Larrakia is the flagship
- The toolkit idea is a good idea to support the sector
- Not-for-profit framework, need to support all aspects of our orgs
- Philanthropic sector can use IRCA to get to our sector
- Had to change narrative to include business side, can share within a toolkit

- Got a lot happening in NT- developing the North, trans-Tasman collaboration
- I'm pushing for investment in First Nations media

Claire Stuchbery, CBF:

- Have philanthropy and partnership person at CBF
- All current CBF funding comes from DOCA for content and D&O grant
- CBF funds could be used for one-off salary support to develop the toolkit, printing of booklets, or set up a platform

Naomi Moran, Koori Mail:

- Koori Mail is self-funded Aboriginal business, 27 years, owned by 5 orgs in Lismore Bundjalung country (each 20% shareholders), started by one man Owen Currie?
- He reached out for funding and 5 local community orgs supported him
- we aren't getting govt or philanthropic funding
- Our business model – can provide ongoing support and mentoring
- We need to be relevant- authentic stories and only national ATSI newspaper
- Advertising is highest source of income
- Need realistic structure to survive – given current trend of moving news online
- Started as GM in 2016- done restructure over last 12 months
- Our product is our bread and butter
- We need to do more self-promotion and marketing – inc. through partnerships and connections
- Revenue also enables Koori Mail to meet its cultural responsibility, to provide finances/ initiatives for education scholarships
- Want to put money into radio stations spots too
- I have to do great negotiations with sponsors to increase our revenue
- We are now Supply Nation certified, how IPP can support our business
- With gov't support for campaigns, we can support everyone else in this room

Lee Hubber, I&G/Spots and Space:

- They sponsor you because you're **connected and involved community orgs with a voice**
- You have built your orgs up with strong community engagement and trusted voices
- What you do can't be replicated by any other provider
- Last year newspaper ads dropped by 25%
- Google and Facebook have taken much of the market
- Multi-cultural ads spend– 3 time the spend for internet than newspaper and radio (25%); was 90% for news and radio 10 years ago
- Indigenous sector- radio earned more than internet last year- your good work is doing that

- Your IAS funding is your main income; sponsorship and project funding (e.g. ear health campaign) are the best way to generate extra funding
- This conference will help build your single loud voice – your voices will get heard if you work together
- I&G has a brochure to show you how to monetise your websites

Jodie Bell, facilitator:

- How do we get more campaigns happening like the ear health campaign?

Lee:

- Ear health campaign had great outcomes report
- Govt needs to fund media orgs to do campaigns rather than fund health

GMan (from audience):

- It would be good to have a webinar on using our websites to do campaigns

Lee:

- Some companies talking about Aboriginal environments-
- Our solution: build a vertical network- one server, serve ads through your website, you get paid for every visitor through your website

Panelist Bios:**Claire Stuchbery, CBF**

Claire Stuchbery is the Acting Executive Officer at the Community Broadcasting Foundation and has worked supporting grant applicants for five years. Prior to the CBF, Claire ran a sponsorship agency called 4PeopleMedia, specialising in accessing sponsorship revenue for community broadcasting stations which built on the knowledge she attained from working as a Sponsorship Manager at PBS FM in Melbourne. Claire has been involved in community broadcasting for about 25 years, mainly as a broadcaster but also as a staff member, Board member and sponsorship supporter at different times.

Lee Hubber, Spots and Spaces

Lee Hubber's radio career started in student radio in New Zealand and University Radio in Perth. In the 1990's he was National Marketing Director at the CBAA and Marketing Manager at SBS Radio. In 1994 he established I & G, now Spots and Spaces, to generate income for community media. Apart from day to day sales, Lee has managed three major content projects with the sector for Drugs, STI's and Ear Health.

Dr Donna Odegaard, Radio Larrakia

Dr Donna Odegaard is CEO of Aboriginal Broadcasting Australia, and Chairperson of Aboriginal TV and Larrakia Radio. As well as her Indigenous media achievements, Dr Odegaard has thirty years' experience in Aboriginal affairs, Aboriginal heritage, education, health, native title, land rights, community development and Indigenous business.

In June 2016, she was made a Member in the General Division of the Order of Australia for significant service to Indigenous cultural heritage in roles with broadcast media organisations, education and training and reconciliation. Dr Odegaard was a Nominee for Australian of the Year in 2015.

Naomi Moran, Koori Mail

Naomi is a Bundjalung/Dhungetti woman from Northern NSW. Naomi started her media career as a 15 year old, working at the Koori Mail. After 10 years there, working across all departments, Naomi moved to working in Communications and Marketing in a number of Indigenous organisations including NITV, BIMA, NIRS, Titans for Tomorrow and Mission Australia's Indigenous Youth Careers Pathway program. In 2016 Naomi returned to where she started, when she was appointed General Manager at the Koori Mail.