



ABN 824 205 693 27

Kalamunda Community Radio (Inc.)
Business Plan 2021-2026

Profile

Kalamunda Community Radio (Inc.) [KCR 102.5 FM; Call Sign 6KCR] is an incorporated, not-for-profit Community Radio Station with studios at 42 Ledger Road, Gooseberry Hill, WA, within the City of Kalamunda. It broadcasts to the Hills and Foothills of Kalamunda, to the City of Belmont, and beyond. The Station provides an internet stream of its broadcasts worldwide. The Station is on air 24 hours a day, seven days a week. Live programs are broadcast for between 16 and 18 hours every day. It is entirely run by volunteers. Membership is currently about 75. The Station has a good listener base within its broadcast area and regular listeners on-line around the world.

The Station is run by a Committee of Management with a Chairperson, Vice-Chairperson, Secretary, Treasurer, Head of Programming, Head of the Technical Department, Head of Sales and two other members. It started in 1992 and was incorporated in 1994. Test broadcasts began in 1997 and a Community Broadcasting Licence was obtained in 2003. The Station has been broadcasting continuously since then. The licence was renewed in 2017 and is due for renewal in 2022.

There are currently over 30 presenters on air. Music of every genre is broadcast including a diverse range of music from all eras, genres, and countries - jazz, blues, country and western, reggae, retro, classical, gospel, folk, techno, easy listening, indigenous, contemporary, and classic rock. In addition, there are programs devoted to the arts, and interviews with local people. Outside broadcasts of local events take place on a regular basis including concerts, open days, and the Anzac Day Service. Promotion of local musicians is an important part of the Stations remit.

The Station is about to begin a major project to considerably improve its facilities with two new studios. One of these will enable live performances by local musicians and be available for them to make recordings for future distribution. Negotiations are also under way to upgrade the Station's broadcast facilities by replacing the current aging 20-metre transmission tower with a 40-metre one and improved housing of the transmission equipment. The broadcasting authorities are likely to require KCR to move to a lower frequency. A new, higher, tower will facilitate this and improve the Station's reception in difficult areas. A grant will be sought to do this.

The City of Kalamunda, with a population of about 60,000, is home to a wide diversity of people, with a variety of lifestyles, all living and working side-by-side. These include tradesmen, professionals, artisans, produce growers, small business operators, retirees, school students, tertiary students, and families of all sizes and incomes. It is also a place where artisans and community groups thrive.

Objects of the Association

1. To operate, maintain and conduct the business of proprietors and operators of an FM Radio broadcasting, transmitting, and receiving station, at a designated site, to be known as Kalamunda Community Radio (Inc.) and to operate an internet streaming and podcasting service
2. To improve the standards of entertainment, information, and access within the Stations broadcast area, and to provide the community within that area the opportunity for the development of professional standards of program production and presentation
3. To provide for community access, particularly in the local community, so that community interest programs and announcements can be broadcast

4. To encourage the exposure and development of art, drama, music, and theatre with a local emphasis
5. To provide an opportunity for wider and further education in liaison with local education institutions
6. To provide a forum for debating topical and community issues
7. To provide a focal point for information concerning access to community services and encourage participation in local government and community projects
8. To conduct research and training programs in the artistic and technical aspects of radio and other forms of sound communication
9. To produce, transmit, receive, record, reproduce, broadcast, and otherwise distribute, or facilitate the transmission or reception of, all forms of sound communication material
10. To assist other groups within the community whose objects are similar to those of the Association
11. To promote, support and undertake to carry out regulations, ethics and responsibilities of a community broadcaster as outlined in the Code

Mission

1. To be a major source of music, the arts, spoken word, and information to the people of Kalamunda and beyond, and to educate, and entertain all the Station's listeners
2. To encourage, promote, and broadcast local events within KCR's broadcast area
3. To promote local musicians and to provide facilities for them
4. To enable local businesses to make known their products and services through sponsorship of the Station

Financial

KCR has five sources of funding:

1. Sponsorship by local businesses either by promotion of their products or services by short messages on air (the equivalent of advertising on commercial stations) or sponsorship of specific items such as website streaming
2. Membership fees
3. Fees paid by presenters to be on air
4. Grants from many sources including the Community Broadcasting Foundation, Local and National Government, and a local bank
5. In-kind funding from the City of Kalamunda

Over the next five-year period the Station aims to grow its membership and increase the number of sponsorships with the aim of both establishing a firm financial base and to reduce or remove the on-air presenter fees. Sponsorship grew considerably in the 2020 financial year and has continued to grow since. KCR will continue to seek grants to cover major items of expenditure.

Outgoings include licensing fees, insurance, and a range of fees related to internet streaming and website costs.

SWOT Analysis

Strengths

- Only local radio station in the Hills
- Many new presenters have joined in the past year

- Support from local businesses and community organisations
- Sponsorship charges are much less than commercial advertising rates
- Excellent opportunities to promote local events and facilities
- Part of the Australia-wide community of local broadcasters with the backing of the Community Broadcasting Association of Australia

Weaknesses

- Financial base needs to grow
- Small membership
- Reliance on a few older key volunteers for management and technical work
- Lack of administrative volunteers

Opportunities

- Increase income from sponsorships
- Increase profile in the local community through outside broadcasts, community service announcements and involvement with local Councils
- Involvement with local sporting clubs
- Involvement with local schools once new studios come into use
- Produce programs that can be offered for broadcast to the Community Radio Network
- Introduce podcasts of programs

Threats

- Sponsorship funding could fall away
- Inability to obtain appropriate grants

Where KCR aims to be in Five Years' Time

- A widely recognised organisation within the City of Kalamunda and beyond
- A large sponsorship base providing an adequate and stable income
- Sufficient income to support a part-time station manager
- Increased membership with more volunteers providing management and technical support
- Presenters no longer required to pay fees to be on air
- Fully established in new studios
- Increased broadcast area from a new transmission mast having also implemented a required change in frequency
- A strong presence on the web with live streaming and podcasts



Contact Details

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