



LOFTY COMMUNITY MEDIA

ABN - 73798304687

Business Location – 1/19 Crompton Rd, Totness SA 5250

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Australia

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ANNUAL REPORT

for the Financial Year ending

30 June 2024

Our mission & vision

Our vision takes the form of a Lofty Goal. *Our Lofty Goal is to build a valuable cultural and community asset for the Adelaide Hills.*

SECTION 1

AN OVERVIEW OF LOFTY

About us

Lofty Community Media Incorporated was founded in 2017 by a small but enthusiastic team of people with one common vision: to build a valuable cultural and community asset for the Adelaide Hills. We do this for the love of communication, the love of music and the love of our fellow Hills dwellers.

After a lot of hard work and overwhelming support from our local community, we achieved one of our Lofty Goals: an FM broadcasting licence.

In November 2018, Lofty commenced broadcasting on 88.9FM every Sunday, Monday and Tuesday.

In September 2020, Lofty won the sole long-term community FM broadcasting licence servicing the Adelaide Hills, resulting in Lofty 88.9 broadcasting permanently from 1 October 2020.

Our 24/7 live stream continues to be accessible via a range of platforms and devices. You can listen to Lofty at home on your stereo through a smart device, at work on your computer, in your car through TuneIn... almost anywhere, anytime.

Lofty continues to be managed and operated by a growing band of passionate volunteers – we have no payroll, so everything you see and hear is created and curated by people doing what they do purely out of love. Our Board, which is made up entirely of Adelaide Hills locals, is dedicated to growing and maintaining Lofty.

We broadcast from Peramangk Country. We acknowledge the Peramangk people as the traditional custodians of the Adelaide Hills region where we live, learn and work. We pay our respects to Peramangk Elders, past and present. Always was, always will be Peramangk country.

Lofty 88.9 (ACMA call sign 5LCM) is a community radio station based in Totness, South Australia, and is named in reference to its location in the Mount Lofty Ranges. Located in the South Australia's lovely Adelaide Hills, Lofty's broadcast zone incorporates the Mount Barker District Council, Alexandrina Council, and the Adelaide Hills Council.

Lofty Community Radio 88.9FM also broadcasts across half of the Federal seat of Mayo, and incorporates parts of the South Australian state electoral seats of Heysen, Kavel, Morialta, Bragg and Waite.

Lofty has a general geographic license to broadcast so we encourage all community involvement, and the station is staffed entirely by volunteers. There is a potential audience of over 80,000 people across the Adelaide Hills, regional districts and beyond. We also stream over the internet 24/7.

Our People - As at 30 June 2024

Lofty's Board

Name	Position
Benjamin (Ben) Goldfinch	Chair
Geoffrey (Geoff) Cleggett	Vice-Chair
Dr Tanya Lyons PhD	Secretary
Robert (Rob) Vrabec	Treasurer
Glenn Liebelt	Board Member
Duncan Kirkley	Board Member
Maggie Morris	Board Member
Kimberley Franklin	Board Member

Staff

Rule 61 of the Lofty Community Media Incorporated Constitution V1.4 2022 states that “the Association shall be prohibited from offering paid employment to any person, unless approved by resolution by the members at a General Meeting.”

All station roles are undertaken by the board and other volunteers as required.

SECTION 2 **GOVERNANCE**

Structure & Management

COMMUNITY
Members / Volunteers

BOARD				
Chairperson	Vice Chair	Treasurer	Secretary	4 Ordinary members

SUB-COMMITTEES				
Finance & Administration	Volunteers & Training	Programmin g	Technical & Building	Sponsorship & Marketing

WORKING GROUPS				
Outside Broadcasts Fundraising / Events / Planning committee	Marketing planning / Social Media / Sponsorship Team / PR	Constitution Review / Licence Renewal / Grant writing	Radio presenters co coordinator / Training / Membership coordinator	Programming Committee / Technical / Maintenance

Chair's Report for the Board - October 2024 at the AGM

It has been a challenging and rewarding year for us at Lofty 88.9 and where Lofty goes from here is ultimately up to everyone involved.

Thank you to everyone for getting involved with a great team of volunteers with a passion for the Adelaide Hills community and community radio.

We would like to thank our unpaid volunteers who work behind the scenes to keep the station going; and our old and new presenters.

Our membership numbers are healthy and we currently have approximately 50 members and another half dozen in training, with a good gender balance.

We have a regular and successful free training process for presenters at the studio, thanks to Kimberley Franklin and Geoff Peake for their collaboration. We were successful in the Australia Post Grants scheme and thank you to Rob Shearwood for the nomination.

We had great success at the 2024 SACBA Bilby Awards and CBAA Awards – Cant Get Out Of The Car award was won by our very own “Daddy Rock – aka Johnny Emanuele” once again, and the Dungeon Deep Dive crew were runner up for their production. The CBAA recognised Daddy Rock as a finalist for best presenter; and the Huddle was in the running again.

For 2025 start thinking now about your 5 minutes audio entry, a snippet from your shows, to assist the board to nominate you for the categories.

Thank you to the tech team of people who have confronted challenges this season. The outside live broadcasts have progressed along thank you to Vrabec Engineering for the design.

There have been issues with the solar system and thank you to Geoff Cleggett for his assistance in this process. Greatly appreciated.

We have had a significant change up on the board throughout the year, with several changes at various stages thank you Tanya, Rob V, Glenn, Geoff Cleggett, Kimberley, Duncan, Andrew, Maggie, Johnny and Helen who have been on the board this year. They have all made a great impact for the benefit of Lofty in one way or the other currently and looking to the future.

Hopefully there will be stability on the board in 2025 and I greatly encourage all the members to think about getting involved.

There are positions vacant and your input is needed now more than ever on the board and in subcommittees.

Everyone who has walked through the doors at Lofty have played an invaluable part in where we are now.

Lofty is a community organisation and should be welcoming of all people with different views and perspectives. We don't all have to agree and that's ok.

Hopefully we can continue to run a good organisation moving forward where everyone feels welcome.

It's clear that not everyone in the community is going to be happy sometimes with the decisions the board makes and that is ok.

After being involved in the role as Chair over the past few years I won't be continuing in the role.

I thank everyone for the experience and opportunity serving as chair and look forward to what the future holds. In closing, stability and unity with those elected onto the board of Lofty 88.9 is important for the Adelaide Hills community in 2025. All the best and check out the website www.lofty.org.au, listen on Lofty 88.9FM or download the Community Radio App and search Lofty 88.9.

All the best

Ben - Outgoing Chair.



1b - Sub Committees

Lofty Subcommittees Committees as of September 2024		
<p>Sponsorships & Fundraising</p> <ul style="list-style-type: none"> • Kimberley Franklin • Andrew Challen • Positions vacant 	<p>Social Media</p> <ul style="list-style-type: none"> • Kimberley Frankin • Ben Goldfinch 	<p>Tech</p> <ul style="list-style-type: none"> • Maggie Morris • Positions vacant
<p>Training</p> <ul style="list-style-type: none"> • Kimberley Franklin • Ben Goldfinch • Geoff Peake • Johnny Emanuele 	<p>Outside Broadcast</p> <ul style="list-style-type: none"> • Kimberley Franklin • Andrew Challen • Maggie Morris • Ben Goldfinch 	<p>Program</p> <ul style="list-style-type: none"> • Maggie Morris • Ben Goldfinch • Positions vacant - should have a non-presenter on the committee to make ACMA happy
<p>Music Archives</p> <ul style="list-style-type: none"> • Maggie Morris • Geoff Peake 		

Strategic Plan snap shot (Created August 2024)

Current State - Where is Lofty right now?

Changes in the Board composition have provided fresh eyes to review Lofty's operational effectiveness to be sustainably viable.

The Board concluded that Lofty needs to:

1. Re-engage with sponsors & members to build Lofty brand and connection in the community
2. Determine & implement the 'Sound of Lofty'
3. Increase and build membership bench strength
4. Build greater locally produced content
5. Increase and train a technical team
6. Increase effective corporate governance

Future State - Strategic intent

Describe Lofty in 3 years time?

By building the brand presence of Lofty Community Media (Lofty), we are now an integral part of the Hills Community as the 'must have' broadcast partner that adds value and vibrancy to Community Activities in the Adelaide Hills.

To be a sustainable, vibrant radio station through deep engagement with the Hills community, the effective use of operational processes, and practices, and Lofty's Human Resources.



If you know of anyone interested in getting involved at Lofty as a Sponsor, Presenter, Member please reach out. It will take all of us working together to assist in this process. Everyone has skills and assets to offer.

Treasurer’s Report

The 2023-24 Financial Year was challenging for Lofty. A Summary of Income and Expenses and a balance sheet is attached below. The 2023-2024 financial report was audited. I confirm that the Financial Reports contained within this Report are true and correct.

Rob Vrabec Outgoing Treasurer,

Lofty Community Media Incorporated October 2024



2023-2024 Lofty Community Radio Inc En

Yearly Income

ITEM	AMOUNT
Sponsorships	\$12,205.63
Memberships	\$3,139.50
Donations	\$484.50
Grants	\$42,865.00
other income	\$110.00
Key deposits and other income no GST	\$2,428.00
	\$61,232.63

2023-2024 Lofty Community Radio Inc End of F

Yearly Expenses

ITEM	AMOUNT
Rent/Insurance	\$0.00
Electricity	\$0.00
Internet/Website	\$0.00
Industry Fees	\$0.00
Grant Expenditure (includes rent and	\$44,602.06
Sundry/Other	\$489.49
	\$45,091.55