

2020-2021

# ANNUAL REPORT



PREPARED BY

**2GLF BOARD DIRECTORS**

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# FORWARD

This Annual report contains the Annual Financial Report from 1st April 2020 to 31st March 2021 which records the financial operations of the Liverpool Fairfield Community Radio Cooperative Limited.

It records a full year's operations under the COVID 19 pandemic which closed Australian borders on 20th March 2020 and resulted in numerous lockdowns. From the end of March 2020, 2GLF closed its studios and off-site production commenced.

By the middle of May 2020 restrictions started to ease and there were some presenters who returned to the studios. Members were given the choice to continue off-site if they wished.

At all times the safety of our members has been paramount in our operations, governing decisions made by the Board. With heightened restrictions when cluster groups broke out in the area, e.g. Crossroads, Casula, the well-established pattern of broadcasting remotely was quickly reinstated.

The station's rules require an Annual General Meeting to be held within five months of the end of the financial year which means under normal conditions the Annual General Meeting is held before the end of August.

From 26th June 2020, Liverpool and Fairfield were declared to be two of eight Local Government Area Hotspots that were in hard lockdown. That was the commencement of the station being in lockdown for months. However, all operations continued to be run remotely off-site.

Members rallied to the challenge and were magnificent in their response.

# FORWARD CONTINUED

When this occurred, the probability of not being able to conduct the Annual General Meeting led to a request to NSW Fair Trading for an extension of time, to conduct the Annual General Meeting later and permission to submit the 2020 -2021 Financial Report at the end of the 2021 Calendar year. This was granted with the extension fees waived.

Apart from the financial report, this report is a record of operations from 6th November 2020 when the last Annual General Meeting was conducted.

## The Board at that time has been as follows:

Chris Sparrow	Chair
Carol North-Samardzic	Secretary
Glen Burns	Treasurer
Ian Becker	Director
Steve Likoski	Director
Davy Nguyen	Director
Angelina Rossi	Director



**Board meetings 2020-2021 were held via Zoom on the following dates:**

- 3rd December 2020
- 14th January 2021
- 25th February 2020
- 9th March 2021
- 17th March 2021
- 21st April 2021
- 12th May 2021
- 15th July 2021 (No Quorum - not counted)
- 20th August 2021
- 28th September 2021
- 26th October 2021

**There were two Extra-Ordinary Meetings with specific topics relating to project management:**

- The antenna -- 3rd February 2021
- The air conditioning -- 9th March 2021

**MEETINGS ATTENDED TO 26th OCTOBER 2021:**

- |                         |       |
|-------------------------|-------|
| • Chris Sparrow         | 12/12 |
| • Glen Burns            | 12/12 |
| • Carol North-Samardzic | 12/12 |
| • Ian Becker            | 11/12 |
| • Steve Likoski         | 11/12 |
| • Davy Nguyen           | 7/12  |
| • Angelina Rossi        | 7/12  |

2GLF

**SPECIAL  
EVENTS  
AND  
PROJECTS**

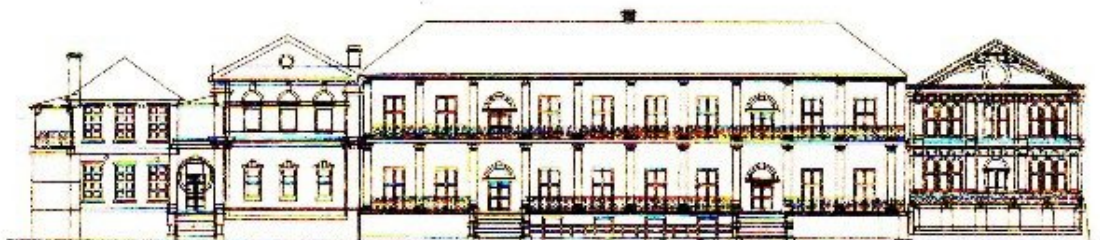


19 November 2020

## COMMUNITY RECOGNITION STATEMENT

### LIVERPOOL FAIRFIELD COMMUNITY RADIO

**Ms MELANIE GIBBONS (Holsworthy) (15:30):** In breaking news, Liverpool Fairfield Community Radio is being provided \$6,580 by the New South Wales Government to go towards helping it purchase and install a new antenna and cabling. 2GLF was set up in 1983, but more recently it has unfortunately been getting some dead spots in high-density areas and has found that some of the new high-rise buildings being built do not help with its transmissions. It needed to upgrade its antenna and broadcasting equipment. 2GLF have given so much to our community. Because of this, I wrote to the Premier to see if any funding was available to support it. Happily, she has been able to help provide this. I particularly thank Chris Sparrow and Carol North-Samardzic for keeping me up to date with what is happening at the station, and for their passion and dedication to local broadcasting. I know that this funding will go a long way in helping to support 2GLF and, importantly, help it ensure our local and very multicultural community is still connected during COVID-19.



# 2GLF SPECIAL EVENTS



During 2020-2021 the events that 2GLF regularly attended were cancelled by organisations or local councils due to COVID-19. In spite of this, we were able to be part of two events.

## NEW YEARS EVE 2020

Liverpool City Council decided to run a series of pop-up firework displays in place of the large event that is usually held at Chipping Norton Lakes. Different areas had a small display which formed a large display across the city.

In order to make the event as close to the usual large event, 2GLF broadcast a soundtrack to enhance the firework experience.

We had great feedback and learned that people were pulling up in carparks opening their car doors and watching fireworks to our simulcast.

# SPECIAL PROJECTS



During the lockdown, the annual project was to replace the coaxial cable on the transmission tower as it had worn over time. Whilst replacing the cable it was decided to replace the antenna if possible. A Premier's grant was secured and the new cabling and antenna installed.

With the vouchers received from Bunnings Chris Sparrow purchased and installed new lights for the office and foyer area. This will save on electricity costs and has given the station a new brightness. He also organised signage to enable parking for our members with mobility passes.

The air conditioning has been replaced with zoning and remote access. This means that the Master Control Room can be kept at the optimal temperature for the equipment. Members have more control over their working temperature and were shown how the system can work for them.

Members were kept up to date on the progress of projects by Members Updates, emails, and members meetings. One was held on Zoom and another was a hybrid meeting just prior to the hard lockdown.

An application has been made for a Volunteers Grant to replace some of our computer hardware which is ready for replacement. We should hear the result of this later in the year.



2GLF

# BOARD DIRECTOR REPORTS

PAGES:

CHRIS SPARROW - CHAIRMAN (8-9)  
CAROL NORTH-SAMARDIC - SECRETARY (10-12)  
GLEN BURNS - TREASURER (13-15)  
IAN BECKER - DIRECTOR (16-17)  
STEVE LIKOSKI - DIRECTOR (18-19)  
DAVY NGUYEN - DIRECTOR (20)  
ANGELINA ROSSI - DIRECTOR (21)



## CHRIS SPARROW (CHAIRMAN)

This year marks thirty-eight years since 2GLF received its broadcasting license. Across those years there have been many changes including building new studios, introducing new technology, and welcoming a range of diverse programs for our listeners.

Some, believing COVID would go as quickly as it came, opted to have a break from broadcasting. When those presenters realised we were in for a long haul they looked for the most convenient way of getting to air. Gradually, programs worked out their own best option.

This year marks thirty-eight years since 2GLF received its broadcasting licence. Across those years there have been many changes including building new studios, introducing new technology and welcoming a range of diverse programs for our listeners.

The response was interesting. Four of our female presenters were quick off the starting blocks and opted to pre-record their programs at home and email them to me so that I could broadcast their shows. They have continued without fail to do their programs on time with little or no issues.

I still have an outside broadcast studio from my home. Programs have been put to air by Zoom Facebook, and through individuals using their own streaming program.

When opening up began across the state the members were notified of a proposed roadway to start using one of our studios. It involved the station's COVID 19 Plan which outlined notification and cleaning requirements. All of the COVID rules e.g. social distancing has been carried out but unfortunately, it was short-lived as Liverpool once again become a hotspot within a few weeks of the opening so for the safety of our members we had to close again.

An important source of information has been via Facebook and together with our Treasurer Glen Burns I have made sure that we have had regular social media updates.

Many of our social media updates were provided by the Mayors of the two local government areas that we serve – Liverpool City Council and Fairfield City Council.

I would like to address the 2020-2021 Board and thank them for their dedication this year. We may have been operating off-site but the work done behind the scenes has been as always, professional.

The Board has found nothing to be too much trouble and has consulted in a collegial manner every step of the way. They were willing to do anything to keep the station functioning.

One of the positive things about being the Director of Operations this year has been the opportunity to work directly with members, helping them to put their shows to air. Being the point of call for broadcasting has meant that contact with producers has presented the opportunity to get to know them better.

The station is lucky to have a wonderful team of volunteers that has the station and its listeners at heart.

Thank you to all those members who have taken extra time to put the material together, we appreciate that it was easier for some than others.

# CAROL NORTH-SAMARDZIC (SECRETARY)

You may well ask what I have done this year as for most of it we have been offsite.

However, thanks to technology I have done the same things remotely as I would do if I was at the office. Hence the cogs have still been turning, but social interaction did not take place face to face so much rather via Zoom or telephone.

In April, Chris as Chair required each director to give an interim report on what they had undertaken so far on the 2020-2021 Board. I share that report:

- Following the Annual General Meeting conducted for the first time on Zoom, all associated documentation was submitted, e.g. The Annual Report and the details of Board Directors for 2020-2021.
- In November I was asked by the Chair to put in a proposal to receive funding for new antennas and cabling via a Premier and Cabinet Grant. This was successful.
- Liaised with Liverpool Council to organize our simulcast with the New Year's Eve pop-up fireworks in the Local government Area.
- A Fundraising Kit was drafted for the Fundraising Director's consideration.
- Liaised with Bunnings for three fundraising barbecues. Two were cancelled by Bunnings due to COVID 19 and the third went ahead. The cancelled barbecues brought in \$1000 and the one that went ahead was a wonderful opportunity for teams of presenters to catch up as they raised funds.
- Organised teams X 2-hour shifts to conduct the barbecue.
- Sent recognition certificates to the members and friends who helped with the barbecue.
- Undertook organisational duties. Daily emails and monthly invoicing and payments.
- Organised a venue for the July Members Meeting.
- Undertook to gain a refund for unsatisfactory air conditioning repairs and a report on the current status of the air conditioning system. A full refund was received and the report was used to make decisions about a new air conditioning system.
- Dealt with phone calls related to return to studio use and general inquiries. E.g. new programs and membership.
- Continued to conduct broadcasting theory sessions via Zoom and commenced panel training at the studio when we were not in lockdown
- Ensured that presenters had studio access on commencement of the new program grid.

- Supported new programs on their commencement of a program or return to the studio by attending their first broadcast.
- Working towards the completion of the B66. Polices reviewed and drafts made ready for approval.
- Preparation of a discussion topic for the May member's meeting on Community Engagement.
- Networked with the ABC during their recent time in Liverpool. Organised a station visit.
- Supported Chris by putting on material via remote when required, e.g. Assyrian when presenters are not available.
- Organised Board meetings with the Chair and kept minutes.
- Prepared annual financial document with the Treasurer relating to income and expenditure.
- Acted as a professional assistant as part of the Secretary's role by supporting the Chair and other Directors as needed.
- Ensured necessary Members' Updates are prepared, e.g. renewal of annual membership fees.
- Made contact with PROBUS and will be speaking at the local meeting in June 2021 to promote the station.
- Have been returned to the Liverpool City Council Tourism and CBD Committee in order to liaise with Council staff and to try and increase our presence at local events now that some are returning.

**Since that interim report I have:**

- Continued all administration requirements.
- Spoken to ninety PROBUS members about 2GLF's functions.
- Liaised with the auditor to provide verification of financial documentation.
- Organised another Bunnings barbecue which was cancelled, but bought in another \$500
- Liaised with the ABC to organize an item that went to air on the nightly news.
- Put the B66 on hold as instructed by ACMA, until a new application form has been released. Together with other members, we have prepared as much as we can and know that we will have to work efficiently as a team to complete the new licence application in a shortened timeframe.

Member engagement has continued via newsletters and telephone contact. I have tried to facilitate any requests received. Chris and Steve have been a moment away to follow up on calls for help as members prepared their programs with increased reliance on technology.

New members have joined, which is pleasing, and programs have gone to air. As expected there were long-time members who decided not to renew their membership. They were mainly those who felt they could only be effective when broadcasting in a studio. This was understood, but with Liverpool and Fairfield being hard Lockdown hot spots there was no way the studios could be open. Hopefully, they will return in the future.

I would like to take this opportunity to thank everyone who sent emails of encouragement to the Board. At times I have said “can we do this yesterday?” and Board members have immediately responded. This is particularly true of Chris and Steve, who are happy to help with the shortest turnaround when getting things to air or on-demand. The pandemic seems to have highlighted the need for everyone at 2GLF to work together.

# GLEN BURNS (TREASURER)

2021 has been another challenging year for the Co-operative. The impact of the extended lockdown in our local area has had a more significant impact on our operational performance than the shock lockdown experienced during 2020.

While our station's strong cash balance and balance sheet continue to help us stay operational in challenging times.

Our focus will need to pivot to catching up on the lost opportunities during lockdowns to expand and increase our active membership base which leads to more local programming and increased revenue from access fees and sponsorship revenue.

The impact of the 2021 lockdown is not covered as part of the financial report for the Annual Report, as our financial year ends on March 31st, 2021.

Based on our first six months' performance (April 1st – September 30th, 2021) – here are a few key observations on our financial performance during the lockdown period.

- Access fee revenue is flat compared to the prior year: This is an incredible achievement for us to seamlessly revert to our broadcasting from home arrangements and keep our critical programming on the air.
- Membership fees are down 42%

Since April 2020, we admitted just 14 new members over the last 18 months. This compared to 22 members in the 12 months prior to COVID-19.

- Sponsorship down 60%

During both lockdowns, our sponsorship budget was supported by Government advertising – with very little direct-sold advertising. The Government spent a lot less money with us during 2021 than in 2020.

- We have been unable to hold any fundraising activity

- Expenses remain stable as in the past we realised cost-saving with decreased operational costs and some government support from Service NSW.

These trends are not unexpected or irreversible but may take some time with the challenging economic recovery ahead for many within our community. We need to be mindful many other local groups and businesses will not be reopening.

For the financial year we are reporting on at the Annual General Meeting, which includes the impact of the 2020 lockdown and subsequent reopening:

- Overall income remains stable with grant funding received for an important capital upgrade project including the Antenna upgrade
- Sponsorship performed better than expected thanks to better-than-expected Government advertising during the period. We also had to accommodate sponsors delaying their campaigns which reduced our opportunities to renew sponsorship agreements.
- Access Fees declined as the board opted to waive fees after the initial lockdown announcement in 2020.
- Expenses remain lower due to less operational cost during the lockdown, removal of the waste removal service at the station, and reduction of storage fees.

The other key moment during the year has been the rebuild of our streaming and on-demand platform to a new cloud-based solution that provides us with a much-refreshed interface for our audience. We also took the opportunity to update our program guide on our website along with other improvements to our digital presence.

One lesson we did learn over the last 12 months was the fickle nature of social media platforms and their inability to be reliable business partners. After Facebook decided to remove reliable news and anything that looked like it (including us) during their dispute with the Federal Government – it is fair to say their algorithm did not like us as much.

While we retained all our followers; we rank a lot lower in the social media platform than we did prior to this decision and we gained none of the financial benefits from the law changes.



As we head into our license renewal and update our strategic plan in the year ahead – as a group we need to think about what the station will look like in 2030.

After all the change within the media over the last two decades and the change to our operations since COVID made home broadcasting the norm rather than the exception. We are not going back to the “good old days” – those days are long gone.

We have all the building blocks and options open to us to plan a bright new future that will leave the good old days in the history books. We are going to need a different toolbox than in the past. To be successful in the future we are going to need an open mind and think of a creative way forward.

As part of the way forward, we will need to continue to change the culture of the station to embrace positive behaviors that support each other and help build a successful station.

Lastly, thank you to everyone who continues to volunteer their time to support the station and the community. For many, it has been a very challenging year and let’s hope it will be the last one for quite some time.

Fiscally yours,  
Glen Burns  
Treasurer

# IAN BECKER (PROGRAMMING)

Content on any kind of media platform does not just happen. It takes people. People conceptualize and execute the production and distribute that very same content. It also takes people to strategize where the content should be placed to maximize the effectiveness of reach to an audience.

As a member of the Co-operative's Board assigned the duty to convene meetings of the member-elected programming team. I firstly want to thank everyone for the time they gave and for the input they shared with the whole team to put together and maintain the schedule for 89.3 2GLF.

The team this year comprised; Quentin James-Fook, Michel Malik, Dorothy Rook, Jhun Salazar, and Manbir Singh Kohli. Thank you for everything you brought to the table.

It has been quite an exceptional year, given the widespread flow-on effects of COVID-19. The Board took the decision mid-year, to close the studios down and to request program producers record their programs and submit them for uploading and replay, while some presenters elected to go 'Live-To-Air' via Zoom. Some presenters were unable to continue, and we all would hope they return to the studios when safe to do so.

On behalf of the programming, team a massive thank you to our Chair, Chris Sparrow for coordinating and maintaining Program Continuity throughout the year. Also, thank you to Carol North-Samardzic and Steve Likoski for assisting Chris when he needed the help.

Given the circumstances of COVID, the challenges of emerging media options, and the difficulties of committing to the weekly demands of producing programs, it is getting harder to attract local program makers. It must be the priority of the incoming Board to engage further with the wider community and encourage them to consider community radio as an option to promoting the message they want to share.

At present we have around 40 hours of local content going to air. That is not a great outcome and as a community broadcaster not one to be proud of. To survive and to remain relevant as a group, we all need to reinvent and reinvigorate what we do and who we are as a community radio station. We must also examine how we can do things better and smarter.

In order to see the future, we also need to look to our past and learn from that experience.

To every program maker at 89.3 2GLF; Congratulations for a Stirling effort under the most trying of circumstance we have all endured through 2021. Well done!

Any possible unforeseen circumstances aside, it will be great to welcome everyone back to the studios when they re-open in December.

Stay safe

Ian Becker

Director,

Convenor of the Programming Team.

# STEVE LIKOSKI (DIGITAL MEDIA)

This section of the report provides an update of my time as a Board Director over the previous 12 months, which gave me the opportunity to continually help move 2GLF forward in the wake of the COVID-19 pandemic.

Throughout the 2020-2021 period, I worked on numerous operations remotely - and for a short time - within the radio station, which included co-coordinating and implementing policies and procedures for 2GLF's COVID safe plan, putting presenters' programs to air (in addition to editing, uploading, and scheduling content) through the playout system (Simian), and filling in that role in the Chairman and Secretary's absence; updating the program grid to coincide with new shows and programming amendments; and testing and implementing Omny Studio across 89.3FM.com.au.

In 2020-2021 I continued to put together various 2GLF programs across English and non-English speaking programming to air. And updated 893FM.com.au with accurate up-to-date program grids, and program information.

Community Service Announcements (CSAs), were also frequently uploaded and taken down from the station in accordance with the allocated lifecycle from CRN - which included announcements informing the community about 'COVID-19 Vaccination Rollout', 'Make Music Australia', 'Supporting Youth Workers', 'Neighbour Day', 'Snap the Stigma', 'Suicide Prevention', 'NAIDOC Week', and other important initiatives.

Additionally, I also put to air Community Radio Network (CRN) programming, mainly 'The Wire' 2GLF had acquired through CRN every Tuesday-Friday morning.

And finally, I also added 100+ new songs to the radio station, with 60% of those being unsigned Australian musicians and artists.

Omny Studio is the new on-demand and podcasting system introduced to replace our previous on-demand system. I gave 2GLF Members a presentation of what Omny Studio was, what it did and how the board was planning to do with it, which would benefit presenters, prior to implementation.

Along with the treasure, I input programming information and created graphics to use in place on the back-end of the system, set up and amended automatic recording software, configured and implemented the podcasting embeds on 893FM.com.au.

In addition to the other tasks throughout the 12 months, I put my voice to use and recorded a couple of Gala Event promos for the Liverpool City Council.

It has been a pleasure sitting on the board at 2GLF, and I want to thank each member for their constant hard work in helping the station run during these difficult times of COVID, vaccines, and instability.

To those members, who continue to take time out of their personal lives, thank you. Let's hope 2022 and beyond brings some sort of normality back into our lives.

Regards,  
Steve

# DAVY NGUYEN

## (COMMUNITY & MARKETING)

For the past few months, our Board of Directors have been actively working behind the scenes supporting our members to keep their shows on the air to enable them to remain engaged with the Liverpool Community.

Lockdown has been challenging for all of us with our Board members unable to network with our local CALD Communities. Through these hard times, we continue to learn more about the resilience and supportive nature of our community who is constantly striving to support our local businesses and each other.

We encourage all programs to develop an initiative to advocate and support local independent businesses and reduce the power of dominance by large companies who don't give back and support their local communities.

By supporting local businesses, we are building a strong and successful community and a vibrant town center with social and economic benefits, whilst creating jobs for our children's future.

A community with hundreds of small businesses is the best way to ensure competition, innovation, and low prices over the long term.

I am looking forward to putting a team together from different programs to support and strengthen our local businesses and community. I encourage you to contact me if you would like to be involved or if you have any questions regarding this initiative.

# ANGELINA ROSSI (FUNDRAISING)

I love being a presenter on A Touch of Italy at 2GLF. 2GLF is a special place for me and I was honoured to be elected onto the Board this year.

Unfortunately, as I am a worker in aged care, this year of COVID has meant I have had to work extra hours at a minute's notice as the staff was urgently quarantined.

This meant I had to miss four Board meetings as I was at work. The Board tried to work around my hours and organise meetings that would include me but this did not always work out. Working on the Board has shown me it is not easy running the station.

I have attended Bunnings barbecues in the past and am pleased we had one go-ahead in February.

Last June, Carol and I prepared a draft Fundraising Kit so that there was some information available to anyone wishing to do some fundraising. It included information on radiothons, Sausage Sizzles, events, and donations. It gives "how-to" advice.



When we are able to meet again I would like to present the draft kit and hopefully, we can all get together and raise some funds for our wonderful station.

