

93.7 Edge FM Community Participation and Consultation Strategy: September 2024 to 2026

93.7 Edge FM is licensed to represent the 93.7 Edge FM community interest in the 93.7 Edge FM licence area.

93.7 Edge FM acknowledges its statutory obligation to continue to represent the interest of the Bega community, noting the nature and diversity of the community within the licence area.

This Community Participation Strategy flows on from the strategy set out for the period 2019 to 2023 and refers to 93.7 Edge FM's Consultation Strategy and details the outcomes that 93.7 Edge FM hopes to achieve as a result of its implementation.

Objective

To implement the Community Participation Strategy according to the principles and protocols in the consultation strategy to enable members from a broad cross-section of the community in the 93.7 Edge FM licence area to participate in the operations and programming of the service.

Aims

1. To provide a structured framework for the Consultation Strategy.
2. To enable consultation to occur regularly with a broad cross-section of members of the community in the 93.7 Edge FM licence area.
3. To encourage members of the community in the 93.7 Edge FM licence area to participate in the operations and programming of the service.

Expected Outcomes

1. The service continues to represent its community interest or obtains data to demonstrate the need to change the community interest at its next licence renewal.
2. The service has representation of members from a broad cross-section of the community in the 93.7 Edge FM licence area participating in its operations and programming.
3. The service has documented relevant information and data to provide to the ACMA with its next licence application.

Actions	Timeframes	Responsibility	Expected Outcomes
Identify and list community organisations in the licence area.	Ongoing	Secretary & Station Manager	In 2020, after the bushfires and during COVID, Edge FM forged connections with many community organisations. The list has grown every year since these events as radio became a safe and cheap way to communicate. We offer free announcements to all community organisations and NFP's.
Communicate with all community organisations identified to discuss participation at the station, including as members or volunteers and presenters or content providers.	Ongoing	Secretary & Station Manager, any interested volunteers	Report to the Management Committee on the responses received from community organisations and events throughout the year. In particular, note any member or volunteer organisations and persons who became involved as presenter or who provided content for broadcast.

Identify and list key community events in the licence area. Identify ways we can support the music community of the licence area.	Weekly	Station manager & volunteer	Maintain a calendar of key community events in the licence area, to be read on-air daily. In addition, we have secured the South Coast Gig Guide, to update weekly, with main update beginning of each month for posting to Facebook and Instagram.
Participate at key community events, distribute brochures and membership application forms (QR Codes), to encourage participation at the station, including as members, volunteers, presenters or guests.	Ongoing	Station Manager, Secretary	Report to the Management Committee on the responses received at the key community events.

<p>Identify funding opportunities.</p> <p>Identify key local festivals and events for future Outside Broadcasts. Forge partnerships. Eternity Festival, Eden Whale Festival, Giiyong Festival and Wanderer Festival are first to approach.</p>	<p>December 2024 to February 2025</p>	<p>Station Manager & program committee</p>	<p>To secure funds to purchase the equipment and technology needed for Outside Broadcasts.</p> <p>Training for above.</p>
<p>Identify, communicate and engage with sections of the community whose needs and interests are not being met by broadcasting services in the 93.7 Edge FM licence area.</p> <p>Engage Youth Engagement officer onto the committee of management.</p>	<p>Ongoing</p> <p>By January 2025</p>	<p>Management committee</p>	<p>Monitor sections of the community whose needs and interests are not being met by broadcasting services in the licence area to the Management Committee, updated on an annual basis. Eg Not-For-Profits</p> <p>Partner with the Social Justice Advocates of the Sapphire Coast Youth Chapter. Suggest show.</p>
<p>Identify, Communicate and engage to ensure participation/involvement by the local Indigenous community. (We have welcomed an Indigenous presenter and committee member.)</p>	<p>Ongoing</p>	<p>Secretary, Station Manager, Program committee</p>	<p>Provide a list of strategies to reach into the Indigenous community, in particular those whose needs and interests are not being met by broadcasting services in the licence area to the Management Committee.</p>
<p>Identify, Communicate and engage to ensure participation/involvement by the organisations assisting our Homeless, including Homeless Youth.</p>	<p>By February 2025</p>	<p>Secretary, Station Manager, Committee members</p>	<p>Provide a list of organisations to consult with, and then provide assistance as we are able, eg raising awareness in the community, supporting the fund raising events of the various organisations etc.</p>

Publicise new program schedule, including updating website. Facebook page and on-air announcements. Consult Website and Facebook administrator.	Monthly Twice weekly/Daily	Program Sub committee and Website and Facebook administrator	New program schedule is readily available to members of the community in the licence area. Facebook posts 4-8 per week supporting our presenters, membership and presenter recruiting and also many local community organisations in the smaller localities & those needing extra help publicising their projects.
Hold station open day and membership drives. Participate in the Old Bega hospital spring fair “Raise the Roof”, survey attendees of both.	April and October each year	Entire management committee	Management Committee on the numbers of member and volunteer registrations and persons who have become involved or ceased involvement, & who provided content. Analyse and action survey results.
Develop Data Base of Excel contacts in the community, update regularly, add to newsletter mailing list	Ongoing	Station Manager	Station Manager to filter all contacts, receive and encourage contacts, maintain data base and oversee Newsletter distribution to contacts.

Review the numbers of members and volunteers on the basis of whether they reside within or outside the licence area as at 30 June and 31 December.	By 28 February, 31 August each year	Management committee	Identify any decreases in the numbers of members and volunteers and propose to the Management Committee how the Consultation Strategy and/or Community Participation Strategy should be amended to address this.
Develop a schedule of events at which to network with the community eg street stalls to sell raffle ticket and hand out membership information and promotional material	Several times per year	Management committee, Station Manager	Further networking with the community on a one to one basis to expand our membership and presenter base, and to raise profile of the station due to good works.

