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YARRA VALLEY FM

## Community participation policy

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“The Federal Government’s vision (in 2011) for social inclusion and cohesion is of a society in which all Australians feel valued and have an opportunity to participate fully in the life of our society. Community radio is uniquely positioned to provide opportunities for volunteering, community participation and sociability. Community radio can provide company to isolated listeners, helping to maintain a connection to the outside world”.

Oder, S: 2017:  
*Community Radio - The Joy of Social Connection*  
– a research report commissioned by the  
Community Broadcasting Foundation.

### Community participation and engagement

This refers to the process by which Yarra Valley FM can build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of our community.

This will help us identify and encourage the participation of a broad cross-section of the licence area population and community organisations in the operations and programming of our station, within the confines of our Membership Policy and Sponsorship Policy.

Our policy is to continuously enhance our community consultation strategy. This helps us to define our communities of interest as defined both by our broadcast licensed area and information about the extent of our signal strength in the Yarra Valley and surrounding areas.

The station will encourage the greater inclusion in its presenter, member and listener base of young people, women, people with indigenous and other culturally diverse backgrounds and people of all abilities and orientations.

### Stakeholders

Stakeholder engagement with our members, volunteers, sponsors, subscribers and staff is vital to ensure we are representing them in both programming and operations.

We will do this by good two-way communication to and from the Committee of Management, which is transparent and provides clarity.

## Community participation activities

In addition to our Membership and Volunteering requirements, we will regularly consider a range of community participation activities, limited only by our human and financial resources and priorities, such as:

- on-air station promotion, website and social media posts
- publishing our policies, program schedules, presenter profiles, reports and plans on our website and social media, as appropriate
- providing for local community access so that community interest programs and announcements can be broadcast
- cultivating an awareness and appreciation of all types of Australian music with particular emphasis on fostering local performers
- having a presence at community events such as community festivals, open days, markets, music events and workshops
- providing on-air entertainment, information and access for the local community and the opportunity for the development of professional standards of program production and presentation
- encouraging the exposure and development of art, craft, drama and theatre with a local emphasis
- providing an opportunity for wider and further education in liaison with local education institutions, including seeking and encouraging input from children and teachers through participation in our Schools In broadcasts
- holding discussion forums alongside our annual general or other meetings
- initiating questionnaires and surveys to gauge listening patterns and preferences
- collecting stories, insights and images to inform our understanding of the community we serve
- opinion pieces and editorial input to local press and council newsletters and websites
- getting creative with subscriber and listener competitions, radiothons and other fund-raising opportunities
- utilising social media to enhance our broadcasts, to recognise that radio is no longer solely about content, with new generations of listeners increasingly expecting a more visual experience to sit alongside their daily radio listening
- provide a focal point for information concerning access to community services and encouraging participation in local government, community and charity projects
- cooperating with other not-for-profit groups within the community whose objects are similar to ours.

## Other relevant policies

Staff and volunteers are encouraged to read this policy in conjunction with other station policies, particularly the Membership Policy, Volunteering Policy and Sponsorship Policy, each of which provides complementary information about stakeholder and community participation.

## More information

If you have a query about this policy or need more information please contact the Station Manager or Chair of Committee of Management.