



Policy
Last updated

Community participation
6 June 2022

INTRODUCTION

The role of a community broadcaster like Sunshine FM is to offer opportunities for the community to be involved in their own local radio station. The Sunshine FM Radio Association Inc. does encourage members of the Sunshine Coast community to become involved through membership of the Association which holds the broadcasting licence, through volunteering at the station and through input to our programming.

Sunshine FM's programming policy complies with Code 2 'Principles of Diversity and Independence' described in the CBAA Codes of Practice.

Sunshine FM encourages participation in three primary ways:

1. Community members are invited to join the Association to participate in the management of the community radio station. Eligibility for membership is described in the Association's Constitution which is available on the station website at www.sunshinefm.com.au and for viewing at the station's premises on Level 3, Tower 1, Kon-Tiki Business Centre, 55 Plaza Parade, Maroochydore, QLD, 4556.

Membership application forms are available on the Sunshine FM website and at the station's Reception desk. New members are encouraged via on-air announcements and the Sunshine FM website to join the Association and have a say in how the station is managed.

2. Community members can participate, directly, in on-air and support roles that become available from time to time. The Association encourages this involvement by notifying listeners of current opportunities via on-air announcements and the Sunshine FM website. Volunteer application forms and the station's volunteer policy are available on the website and at Reception.

When a volunteer application form is received, it is reviewed and applicants are advised of the outcome, as soon as possible. We meet with successful applicants to discuss their potential participation in the station and if an opportunity is not currently available, we will talk to you about registering your interest for the next available opportunity to join us.

3. Community members can become involved by helping to secure the station's future through tax-deductible donations. Sunshine FM is a not-for-profit broadcaster, and the station remains on-air because of the financial support we receive from community-minded people, organisations and businesses on the Sunshine Coast. Information about how to donate is on the station's website.

OTHER COMMUNITY PARTICIPATION OPPORTUNITIES

Program ideas

Sunshine FM welcomes community input to our programming. Members of the Sunshine Coast community can submit ideas for new programs and segments which are considered by a program sub-committee.

Information about the station's programming objectives, a guide to submitting programming proposals and a proposal form are on the Sunshine FM website. The program sub-committee meets every quarter and makes recommendations to the Board of Management and station manager. The sub-committee advises proponents of the outcome of their submission.

Getting into our community

Sunshine FM attends various external events each year. It's another way we can support our community by promoting the great work done by so many volunteer and not-for-profit organisations across The Coast.

Taking the station and our people outside the studio gives us first-hand opportunities to hear what you want from your local Sunshine Coast radio station. This kind of community involvement is important, so we take your feedback, seriously. It helps inform programming decisions for now and into the future.

Supporting local charities and service providers

Sunshine FM partners with local charities and not-for-profit service providers to help increase community awareness of their work and the enormous good they do for our community. While we can't do Outside Broadcasts from every event and fundraising activity, we most certainly can encourage our big listening audience to participate and donate.

Within the constraints of a community broadcaster's budget, Sunshine FM also puts its resources directly behind at least one major charity fundraising initiative, each year. We sometimes do this in collaboration with service clubs like Rotary and Lions. If we can help, we can, because that's what community radio is about.

Student participation

Sunshine FM welcomes opportunities to partner with our local university and secondary schools to provide practical experience in the media. While we are a small radio station with a limited number of mentors and finite resources, we do want to play a role in supporting the next generation of presenters, journalists, producers and audio engineers.

Work experience is available for people aged 16+ and there are some insurance and legal conditions that have to be considered. More information is available by emailing the station at frontdesk@sunshinefm.com.au.

Community service announcements

Sunshine FM supports hundreds of local community organisations and events, every year, by broadcasting community service announcements at no charge. We have a highly engaged audience across the Sunshine Coast, so Sunshine FM is a great way to promote your not-for-profit group or activity to more than 100,000 local listeners, every week.

Information about how to access our community service announcements service and CSA forms are on the station's website.

COMPLAINTS, COMPLIMENTS AND ENQUIRIES

Sunshine FM is committed to its role as a local community radio station. We receive a lot of generous feedback from our listeners but we're human and we don't get it right, all the time. We want to know what you think, so that we can fine tune our program offering to be even more relevant to the community we serve.

Call during office hours and we will be very happy to hear your thoughts. You can also email the station at frontdesk@sunshinefm.com.au. A station representative will get back to you in a timely manner.

The Sunshine FM family strives to be the best we can be, every day. We love living on The Coast and serving the community we live in. No other station on The Coast does what we do and that's why we believe we are "the Sunshine Coast's radio station".

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