



Policy  
Last updated

Corporate governance  
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## INTRODUCTION

Sunshine FM was established in 2002 as a community radio station licensed to serve a mature age audience of 45+ with a program offering that is not available on other radio stations in Sunshine FM's licence area. Our licence obligations require us to comply with those programming objectives.

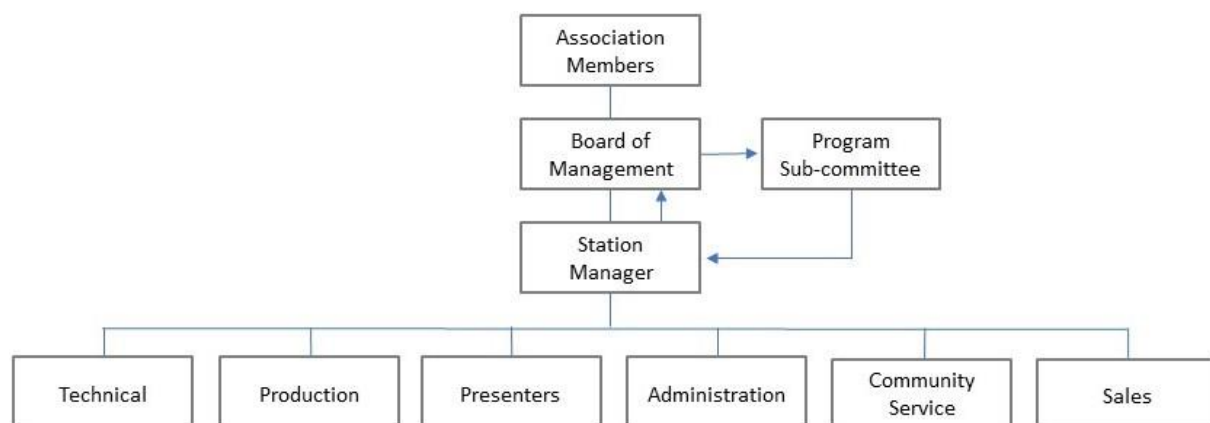
Sunshine FM strives, every day, to provide content that meets community needs, and the expectations and aspirations of our listeners. We achieve those goals by working together to serve the Sunshine Coast community with a commitment to the highest standards of integrity and sound corporate governance.

Sunshine FM's membership policy complies with Code 1 'Our responsibilities in broadcasting to meet our community interest' described in the CBAA Codes of Practice.

## ORGANISATION STRUCTURE

The Sunshine FM Radio Association Inc. is a not-for-profit community organisation, managed by a Board of Management elected by Association members at an Annual General Meeting. The Board conducts the business of the Association in accordance with the rules of the Association (Constitution).

The Board comprises a president, vice-president, treasurer, secretary and three ordinary members. The station manager is one of the ordinary members. The manager's presence on the Board facilitates open, informed and readily accessible dialogue between station management and the Board.



Sunshine FM is a small radio station with limited resources and personnel, most of whom are volunteers. The organisational structure is appropriately streamlined, with six areas of operation reporting to the station manager. This structure facilitates direct involvement by the manager in the day-to-day operation of the station, maximising the manager's awareness and knowledge of how the station functions. It also facilitates direct access to station management for volunteers, staff and contractors, maximising the flow of information and team engagement across the radio station.

A program sub-committee reports to the Board and meets quarterly. Its role is to review and assess proposals for new programs and segments, submitted to Sunshine FM by community members. The sub-committee makes recommendations to the Board and station manager on the suitability of proposals. The sub-committee provides an additional level of input to decision-making about content broadcast on Sunshine FM. This facilitates a more robust programming model than one in which the manager or a program manager, alone, is the sole decision-maker.

### **ROLES AND RESPONSIBILITIES OF THE BOARD**

The Board of Management is committed to good governance. Its roles and responsibilities include:

- conducting the business of the Association as a not-for-profit community organisation in accordance with the rules of the Association (Constitution);
- representing and acting in the best interests of the Association's members and Sunshine FM;
- ensuring compliance by the Association and Sunshine FM with all relevant laws, broadcasting legislation, obligations and requirements of the Association's community broadcasting licence, and relevant Codes of Practice;
- ensuring the ongoing viability of the Association and Sunshine FM through sound financial management;
- ensuring the highest standards of governance and accountability;
- recruiting a station manager best qualified for the role, then monitoring, reviewing and if required, managing the performance of the station manager;
- approving all required and appropriate Codes of Practice and Codes of Conduct, and ensuring they are properly implemented and updated, as required, by station management;
- ensuring station management is provided adequate resources (including station premises, equipment and technology) to enable Sunshine FM to meet the expectations of its audience and community stakeholders, and maintain the highest possible levels of community engagement, audience reach and community broadcasting standards; and
- mediating and adjudicating internal conflicts referred to the Board by station management, the Board secretary or by a vote of Association members.

### **RELATED CODES OF PRACTICE**

Sunshine FM's corporate governance policy is also informed by the following Codes of Practice and the Station Handbook which are available in the 'About' section of the Sunshine FM website:

1. Membership Code (Code 1.4)
2. Internal Conflict Code (Code 1.5)
3. Complaints Handling Code (Code 1.6)
4. Community Participation Code (Code 2.1)
5. Programming Code (Code 2.2)
6. Volunteering Code (Code 2.3)
7. Sponsorship Code (6.1)