



# Community Participation Policy

Adopted by The Committee of Management: 15/11/20

## 1. Introduction

Casey Radio 97.7 FM is required under its broadcasting licence and through its adherence to the Community Broadcasting Codes of Practice to meet its community interest.

Casey Radio 97.7 FM's community interest is categorised as 'general' on its broadcasting service licence certificate. In meeting its community interest, Casey Radio 97.7 FM will provide informative and entertaining community broadcasting with the aim of satisfying a wide divergence of community taste.

Casey Radio 97.7 FM is required to operate as a not for profit community association and to undertake all measures necessary to provide a radio broadcasting service to encourage, enable and facilitate communication within the community by operating and developing community media activities serving the general population.

Casey Radio 97.7 FM will:

1. Enable and facilitate communication within the community by broadcasting programs dealing with local issues, events, culture and activities.
2. Provide the opportunity for community groups and related associations, organisations and individuals to be involved in the production and presentation of original programs.

## 2. Purpose

- 2.1. The purpose of this policy is to ensure that Casey Radio 97.7 FM includes strategies to effectively engage with and represent its community of interest and to enable active participation by its community in station management, programming and general operations. This policy states how we put community participation into practice.

## 3. Scope

- 3.1. This policy applies to:

Presenters	CoM members	Volunteers	Guests	Contractors
✓	✓	✓		

## 4. Policy

- 4.1. As a community-based, volunteer-run, not-for-profit association, Casey Radio 97.7 FM relies on members of the community for its ongoing operation, administration and on-air programming. Through transparent governance:
  - a. Casey Radio 97.7 FM will regularly seek to increase its level of community participation in all its operations.
  - b. Casey Radio 97.7 FM will articulate and develop the strategies it uses to encourage community participation in the station's operations and in the selection and provision of programming.
  - c. Casey Radio 97.7 FM will encourage individuals and families living in and visiting our listening area to become members of Casey Radio 97.7 FM and invite them to fully participate in all aspects of the station's operation and broadcast.

- d. Casey Radio 97.7 FM will encourage local community groups to become members of Casey Radio 97.7 FM and invite them to fully participate in all aspects of the station's operation and broadcast.
- e. Casey Radio 97.7 FM will ensure that it meets the needs and interests of the local community in the following ways:
  - o provide regular on-air announcements encouraging new members
  - o provide training programs to potential volunteers to enhance their involvement in the station
  - o provide access to information about Casey Radio 97.7 FM through our website, Facebook page and social media to raise awareness of Casey Radio 97.7 FM in the community
  - o provide community service announcements about local activities and interviews with local people to encourage regular participation of those in our broadcast area
  - o provide opportunities for local youth to be involved in producing quality programs for their peers and the entire community.
  - o provide opportunities for our older residents to be involved in producing quality programs for their peers and the entire community
  - o seek to involve and seek advice from our Indigenous community in the production of programs focusing on Indigenous Australians and issues
  - o maintain partnerships with the Cities of Casey and Greater Dandenong as key stakeholder in our community interest
  - o seek opportunities to engage with other local community groups
  - o provide opportunities for Casey Radio 97.7 FM members to take part in areas of interest indicated on their application for membership.
- f. Casey Radio 97.7 FM will endeavor to have a Committee of Management that has the expertise to adequately govern the association.
- g. Casey Radio 97.7 FM will continue its efforts to maintain existing sponsors and develop new sponsors.
- h. Casey Radio 97.7 FM will encourage our membership to seek nomination to our Committee of Management and Subcommittees.
- i. Casey Radio 97.7 FM will encourage presenters who use social media to promote their shows to their peers as well as on Casey Radio 97.7 FM's website & Facebook page.
- j. Casey Radio 97.7 FM will ensure sponsors and donors are acknowledged on the Casey Radio 97.7 FM website.

## **5. Legislation & Industrial Instruments**

This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.

## **6. Contact information**

Should you require further information or assistance, please contact:

**Secretary : [secretary@caseyradio.com.au](mailto:secretary@caseyradio.com.au)**