

Conference Schedule Friday March 15th 2019

Time	Event	Brief Description	Location
1400	Boot Camp (This is a pay to attend Boot Camp)	Developing, and Implementing the Blue Ocean Strategy for your Station and Community	Plenary
1830	Welcome Event	Social gathering for delegates with drinks and food	Bowlers Meeting Room (downstairs at the RSL Club)

Conference Schedule Saturday March 17th 2019

Time	Event	Brief Description	Location
0700	Trade Access	Promotional	Trade Area
0800	Registration		Trade area
0855	House Keeping		Plenary
0900	Official Opening	Official Welcome	Plenary
0910	Plenary Session 1	Introduction to RCMA	Plenary
1010	Morning Tea Break		Trade Area
1030	Workshop 1	Your Station, Your Small Business	SCMA 1
	Workshop 2	Attracting Indigenous Presenters	SCMA 2
	Workshop 3	PDS	Plenary
1120	-	<i>Change Workshops</i>	-
1125	Workshop 4	Being on the Board	Plenary
	Workshop 5	Presenting on Air	SCMA 1
	Workshop 6	APRA/AMCOS	SCMA 2
1215	-	<i>Change Workshops</i>	-
1220	Plenary session 2	CBF Report	Plenary
	Workshop 7	SCMA Q&A	SCMA 1
1250	Lunch Break		Trade Area
1345	Plenary session 3	Hypothetical 1: Conflict Resolution	Plenary
	Workshop 8	Attracting Ethnic Presenters	SCMA 1
1435	Plenary Session 4	News that matters to your community	Plenary
	Workshop 9	RCMA Briefing	SCMA 1
1525	Afternoon Tea		Trade Area
1600	Workshop 10	Production	SCMA 2
	Workshop 11	Station Accreditation	SCMA 1
	Workshop 12	What SCMA offers	Plenary
1650	Plenary session 5	Keeping your Station relevant to the Community	Plenary
	Workshop 13	Introduction to CBF grants	SCMA 1
1740	House Keeping		Plenary
1745	Drinks with Trade		Trade Area
1930	Conference Dinner		Plenary



Conference Schedule Sunday March 17th 2019

Time	Event	Brief Description	Location
0930	House Keeping		Plenary
0940	Workshop 14	Promoting Your Station	Plenary
	Workshop 15	Communicating on and off Air	SCMA 2
	Workshop 16	Assessor team meet-up	SCMA 1
1030	Morning Tea		Trade Area
1100	Plenary Session 6	Hypothetical 2: Changing Demographics	Plenary
	TechNet	TechNet Meeting	SCMA 1
1155	-	<i>Change Plenary</i>	-
1200	Plenary Session 7	Interviewing	Plenary
	TechNet	TechNet Meeting	SCMA 1
1300	Lunch Break		Trade Area
1400	Plenary Session 8	Final Plenary	Plenary
1500	Close of conference		

Please note that workshops and speakers may change depending on the availability of speakers or unforeseen circumstances

	Workshop	Presenter
Boot Camp	Developing, and Implementing the Blue Ocean Strategy for your Station and Community	David Wilson
Workshop 1	Your Station, Your Small Business	David Wilson
Workshop 2	Attracting Indigenous Presenters	Panel (Jackie Charmaine, Bernie)
Workshop 3	PDS	Michael McFeeters and Kasey Hazen
Workshop 4	Being on the Board	SCMA Board Panel
Workshop 5	Presenting on Air	Fatman
Workshop 6	APRA/AMCOS	Felicity Smith
Workshop 7	SCMA Q&A	Ray Hazen, Helen Bath and Kasey Hazen
Workshop 8	Attracting Ethnic Presenters	Charles Zhang
Workshop 9	RCMA Briefing	Michael McFeeters and Adrian Sadler
Workshop 10	Production	Adrian Sadler
Workshop 11	Station Accreditation	Michael McFeeters and Dolf Murwood
Workshop 12	What SCMA Offers	Ray Hazen and Kasey Hazen
Workshop 13	Introduction to CBF grants	CBF
Workshop 14	Promoting Your Station	David Wilson and Steve Ahern
Workshop 15	Communicating on and off Air	Helen Bath and Kasey Hazen
Workshop 16	Assessor team meet-up	CBF



Plenary 1	Introduction to RCMA	Michael McFeeters and Adrian Sadler
Plenary 2	CBF Report	Jo Curtin
Plenary 3	Hypothetical 1: Conflict Resolution	Adrian Sadler
Plenary 4	News that matters to your community	Steve Ahern
Plenary 5	Keeping your Station relevant to the Community	David Wilson
Plenary 6	Hypothetical 2: Changing Demographics	Adrian Sadler
Plenary 7	Interviewing	Steve Ahern
Plenary 8	Final Plenary	Panel
TechNet	Technical meeting for Technet Group	Chair Michael McFeeters

Brief descriptions of workshops at the 2019 National Regional, Rural and Sub Metro Broadcasters Conference

Boot Camp: Developing, and Implementing the Blue Ocean Strategy for your Station and Community- David Wilson- This Boot Camp is an additional cost to the conference. This Program is to kick start the SCMA 2019 Conference as a TEAM Workshop for your Station members. It is high intensity and covers many points that may not be addressed in the Conference proper Program. Its total focus is to propel your Station into the future armed with the latest “new technologies of strategy”

Workshop 1:- Your Station, Your Small Business- David Wilson- Join David Wilson for a look at your station as a small business, not a community broadcaster. Learn how to approach running your station as a small business.

Workshop 2:- Attracting Indigenous Presenters – Jackie Timms - A workshop looking at how we can get indigenous presenters involved at your station and getting programs on our station. Understanding and working with Indigenous presenters to ensure you have a great program and great involvement and support from your indigenous listeners and presenters.

Workshop 3:-PDS- Michael McFeeters and Kasey Haxen- PDS is the SCMA’s own distribution system to share programs throughout member stations. Join Michael and Kasey for a look at the PDS system, the programs available and how PDS can help your station.

Workshop 4 – Being on the Board- SCMA Board Panel- Every station has a board of management and the board of management or committee of management are responsible for the operation of the station. This will be a panel discussion about the roles, rights and obligations of board members in an incorporated association.

Workshop 5:- Presenting on Air- Fatman- Well known conference presenter Fatman will present an interesting and informative workshop on presenting on air. The workshop will be about on-air presentation and preparation. Tricks of the trade and discovering your on-air presentation style.



Workshop 6:- APRA / AMCOS – Felicity Smith, APRA - APRA / AMCOS Felicity will speak about copyright laws and requirements for community media stations. There will also be an opportunity for Q & A at the end of the session

Workshop 7:- SCMA Q&A- Ray Hazen, Helen Bath and Kasey Hazen- The Southern Community Media Association is a member driven Nation Representative Organization. We want you to understand and appreciate what support and service are available to member station. An opportunity to find out what the SCMA is up to and how it can assist you. This is a question driven workshop.

Workshop 8:- Attracting Ethnic Presenters- Charles Zhang- Charles Zhang is an ethnic presenter on Voice FM in Ballarat. He is involved in community radio for years and has great knowledge on establishing relationships with ethnic communities within your community. He will take you on a journey in his experiences in establishing community ties, communication channels and a development of ethnic relations.

Workshop 9:- RCMA Briefing- Michael McFeeters and Adrian Sadler- An opportunity to look in depth at the workings of the RCMA project and gaining greater knowledge on its operation and what it can do for you and your station.

Workshop 10:- Production - Adrian Sadler- Adrian has a wealth of knowledge in production techniques and is more than willing to share them with you. This workshop is an exciting and exhilarating look at production techniques, tricks of the trade and making your production sound better.

Workshop 11:- SCMA's Station Accreditation Scheme – Michael McFeeters & Dolf Murwood – Find out about the SCMA's Station accreditation scheme, what's involved in working your way through the levels and the advantages to your station by being part of the scheme. It's all about getting your station to a standardized level of accreditation and what level of commitment your station wants to achieve within the accreditation standards.

Workshop 12:- What SCMA Offers- Ray Hazen and Kasey Hazen- Discover the amazing support and services provided to member stations by the Southern Community Media Association. Gain a better understanding of what the SCMA can do for you.

Workshop 13:- Introduction to CBF Grants- CBF- Meet the newest member of the Grants Support Team at the CBF – Ally Newton. As well as sharing an introductory overview of the CBF grants that are available to help your station to be resilient, engage your community and to support the production of compelling content broadcast at your station, Ally is keen to learn about your station – the successes, the challenges and the sorts of ideas you have for how the CBF might be able to help you.

Workshop 14:- Promoting Your Station- David Wilson and Steve Ahern- Steve Ahern is an internationally recognized radio trainer and journalist, David Wilson is a nationally recognized business coach. Join David and Steve as they explore the many ways to promote, grow and evolve your station.



Workshop 15:-Communicating on and off Air- Helen Bath and Kasey Hazen- Clear communication is a vital part of the operation of any community broadcasting station. It is important that all involved in your station clearly understand what is going on, how to do things and are kept informed. Explore the many different techniques and communicating styles to use not only on air, but off air and around your station to better improve the station reputation.

Workshop 16- Assessor team meet-up- CBF- Are you a CBF grant assessor? Come along to this session to meet other grant assessors, share your experiences and learn more about the craft of reading grant applications and assessing against the criteria. If you're not yet a CBF grant assessor but you're interested in helping in this crucial role, join us to learn more about what's involved!

Brief descriptions of Plenary Sessions at the 2019 National Regional, Rural and Sub Metro Broadcasters Conference

Plenary 1:- Introduction to RCMA- Michael McFeeters and Adrian Sadler – Join us for the launch of Radio Community Marketing Australia (RCMA). This is a project more than 5 years in the making that we believe will benefit all community broadcasters within Australia. This session will inform you about RCMA, how it will work, how it will benefit your station and how to get involved. Join Michael McFeeters and Adrian Sadler for this exciting new project from the SCMA.

Plenary 2:- CBF Report– Jo Curtin – Each year the Community Broadcasting Foundation grants more than \$16 million so that community media organisations can communicate, connect and share knowledge through independent radio, television and digital media. CBF grants celebrate place and identity, bring culture to life and help independent voices speak their truth. Hear the latest news about funding we've recently received from the Australian Government, and other funding we are seeking to further build the capacity of the sector to continue to share news, stories, music and culture across the country.

Plenary 3:- Hypothetical 1: Conflict Resolution- Adrian Sadler – Adrian Sadler will take us on a hypothetical journey to an imaginary station with a conflict resolution problem. This will be a delegate involvement presentation and a new way of learning about conflict resolution and the different perspectives that can be involved in the process.

Plenary 4:- News that matters to your community- Steve Ahern- News and Current affairs are a topic that keeps popping up at the moment in community radio. There are several projects and support around the sector, and this is a plenary for everyone. Steve will be exploring this concept and then concentrating on improving some skills for local news training.

Plenary 5:- Keeping your Station relevant to the Community- David Wilson- In 2019 your Station will be in the trenches battling with other forms of Entertainment / Channels and Streams for Audience and Sponsorship attention (relevance) . This session will workshop the issues for you with a worksheet provided



Plenary 6:- Hypothetical 2: Changing Demographics- Adrian Sadler- Adrian Sadler will take us on a hypothetical journey to an imaginary station that is dealing with the issues and challenges that come with changing demographics. This will be a delegate involved presentation. In this hypothetical we will be looking at what changing demographics can mean to your station and the different perspectives and challenges that you may face.

Plenary 7:- Interviewing- Steve Ahern- Join Steve Ahern a internationally recognised journalist. Steve will take you through interviewing techniques, preparation, and research. This is vital session for all stations who present news, community information and do interviews. Steve's presentation n style is extremely informative and will put you at ease.

Plenary 8:- Final Plenary- Panel Discussion- An opportunity for conference delegates to have their say, put motions to the conference and ask questions.

Social Events

Welcome Event - Traditionally held on the Friday night prior to the Conference getting underway this is a great ice breaker and social event for all delegates. It gives them a chance to catch up with old friend and make new friend and is also a great way for people who have not attended a National Regional Rural and Sub Metro Broadcasters Conference to meet other delegates and feel more comfortable for the work days ahead. This event will be conducted in the downstairs of the RSL Club's sports bar with nibbles provided. Last year was a huge success and we hope to see as many of you as possible this year.

Drinks with the Trade - This is held on the Saturday of the conference after the work for the day is finished and before the Conference dinner and X Awards. The whole idea is to give delegates time to relax with a drink and chat to trade delegates and check out the information and equipment on display. Enjoy a free drink at the bar in the Trade Area, all delegates are welcome.

Conference Dinner / X Awards – This is included in your conference delegate registration fee. If you wish to bring extra people to the dinner, please ensure that you have registered and payed for their meals prior to the conference, via the SCMA website. This is a great night of entertainment fellowship and good food in a friendly environment that is all about the social side of community broadcasting. The X Awards presentation is a big part of the dinner as is the opportunity to network and interact with fellow delegates at the conference. There are no set tables seating arrangements, delegates may sit wherever and with whoever they please.

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