Boot Camp & Welcome Event Friday March 13th 2020

Time	Event	Brief Description	Location
0930	Boot Camp Registration	Trade area of Conference	**Trade**
10-00	Workshop 1	Become a predator at Marketing your Station including Case Study and presentation of your outcome.	**Plenary**
1100	Workshop 2	Training in developing an Elevator Speech and then each person doing an Elevator Speech in front of all in attendance.	**Plenary**
1200	Workshop 3	Working lunch Brainstorming in the Bistro on improving Staff performances. (Lunch is not included)	**Upstairs Bistro**
1300	Workshop 4	Role Play Management Meeting? Board Meeting (with hidden agenda items to be tabled)	**Plenary**
1400	Workshop 5	Mystery Team event with Prize awarded to the winning team including tea break	**Plenary**
1600	Workshop 6	Personality Profiling and Personality Celebrity heads	**Plenary**
1700		End of Boot Camp	
1830	Welcome Drink	Drinks and nibbles in the bowls bar down stairs	**Bowls Bar**

If you wish to attend this event it there is a separate charge over your conference attendance fee. This session will need to be booked separately on line once conference bookings open.

The costs will be $70-00 per station regardless of how many delegates attend the event from your station.

We are always very aware of keeping costs to stations as low as possible. In order to keep the cost of boot camp as low as possible Morning, afternoon tea and lunch will not be supplied for these sessions. I am sure that you will agree that $70-00 represents great value for a full day of workshops with as many delegates from a paying station as they want to have there. If you are not a member station of the SCMA the cost will be $100 per station regardless of how many delegates attend the event from your station.

You will have to book and pay online to attend this boot camp session so that we have a clear understanding of numbers attending the event.

This is a great way to kick off a weekend of learning socialising and networking. Once online bookings open you will find boot camp bookings as a separate item within the conference booking section of the SCMA website.

We look forward to having as many stations as possible attend this year's boot camp and benefitting from the information that David Wilson will provide throughout the day.

Conference Schedule Saturday March 14th 2020

Time Brief Deb	Event	Brief Description	Location
0700	Trade Access	Promotional	**Trade Area**
0800	Registration		**Reade area**
0855	House Keeping		**Plenary**
0900	Official Opening	Official Welcome	**Plenary**
0910	Plenary Session 1	Strategic Planning: What is it and how do we do it with Volunteers?	**Plenary**
	Workshop 1	CBF Report	**SCMA 2**
1010	Morning Tea Break	Working Tea break- With David Wilson Title getting to know the Sponsors offerings	**Trade Area**
1100	Workshop 2	Relevant Localism for Your Audience	**Plenary**
	Workshop 3	Staying on Air During a Bush Fire	**SCMA 2**
	Workshop 4	RCMA	**SCMA 1**
	Workshop 5	Handling Station Complaints	**Board Room**
1150		*Change Workshops*	
1155	Workshop 6	Personal development "The Business of You"	**Plenary**
	Workshop 7	APRA	**SCMA 1**
	Workshop 8	Attracting Indigenous presenters	**SCMA 2**
	Workshop 9	Asserting Yourself **YAYA**	**Board Room**
1245	Lunch Break		**Trade Area**
1330	Plenary session 2	Hypothetical 1: Conflict and Disrupt	**Plenary**
	Workshop 10	Your Stations IT Security	**SCMA 1**
1420	Plenary Session 3	Introduction to CBF Grants	**Plenary**
	Workshop 11	Young Entrepreneur Program **YAYA**	**SCMA 1**
1520	Afternoon Tea		**Trade Area**
1600	Workshop 12	Nurturing Your Station Sound and Station Talent	**SCMA 2**
	Workshop13	Producing a show for PDS	**SCMA 1**
	Workshop 14	Building Sector Partnerships	**Plenary**
	Workshop 15	Understanding Governance **YAYA**	**Board Room**
1650	Plenary session 4	Hypothetical 2: Misunderstood or Point Across?	**Plenary**
	Workshop 16	My Place In Community Radio **YAYA**	**SCMA 1**
1740	House Keeping		**Plenary**
1745	Drinks with Trade		**Trade Area**
1930	**Conference Dinner**		**Plenary**

Conference Schedule Sunday March 15th 2020

Time	Event	Brief Description	Location
0930	House Keeping		**Plenary**
0940	Workshop 17	Websites, Hosting and More	**SCMA 2**
	Workshop 18	Station Branding	**Plenary**
	Workshop 19	SCMA Q & A	**SCMA 1**
1030	Morning Tea		**Trade Area**
1100	Workshop 20	Management Think Tank	**Plenary**
	Workshop 21	Relevant Checks for Community Radio Stations	**SCMA 2**
	TechNet	TechNet Meeting	**SCMA 1**
1155		*Change Plenary*	
1200	Plenary Session 5	Hypothetical 3: To Close or Not To Close?	**Plenary**
	TechNet	TechNet Meeting	**SCMA 1**
1300	Lunch Break		**Trade Area**
1400	Plenary Session 6	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
Workshop 1	C.B.F Report	Sue Hendy
Workshop 2	Relevant Localism for Your Audience	Terry Daniel
Workshop 3	Staying on Air During Bush Fires	Steve Burn
Workshop 4	RCMA	Michael McFeeters
Workshop 5	Handling Station Complaints	Trent Geddes
Workshop 6	Personal development "The Business of You"	David Wilson
Workshop 7	APRA	APRA
Workshop 8	Attracting Indigenous presenters	Panel
Workshop 9	Asserting Yourself- **YAYA**	Kasey Hazen
Workshop 10	Your Stations IT Security	Michael McFeeters
Workshop 11	Young Entrepreneur Program- **YAYA**	David Wilson
Workshop 12	Nurturing Your Station Sound and Station Talent	Terry Daniel
Workshop 13	Producing a show for PDS	Ray Hazen
Workshop 14	Building Sector Partnerships	CBF- Tracee Hutchison
Workshop 15	Understanding Governance- **YAYA**	David Wilson
Workshop 16	My Place in Community Radio- **YAYA**	Kasey Hazen
Workshop 17	Websites, Hosting and More	Gavin Livermore
Workshop 18	Station Branding	Andrea Ingram
Workshop 19	SCMA Q&A	SCMA Board Panel
Workshop 20	Management Think Tank	David Wilson and SCMA Board Memebrs
Workshop 21	Relevant Checks for Community Radio Stations	Kasey Hazen
Plenary 1	Strategic Planning: What is it	David Wilson
Plenary 2	Hypothetical 1: Conflict and Station Disrupt	Kasey Hazen and Helen Bath
Plenary 3	Introduction to CBF Grants	CBF- Liz Landray
Plenary 4	Hypothetical 2: Misunderstood or Point Across?	David Wilson
Plenary 5	To Close or Not To Close?	Helen Bath and Ray Hazen
Plenary 6	Final Plenary	SCMA Board Members

Brief descriptions of workshops at the 2020 National Regional, Rural and Sub Metro Broadcasters Conference

Workshop 1:- CBF Report- CBF - Sue Hendy – 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.

Workshop 2:- Relevant Localism for Your Audience-Terry Daniel- Join Terry as he explores who are you listeners for your radio station, how to get to know your audience and to keep them coming back for more with tailored programming. As well as Terry is introducing the different ways to stay in touch with your audience whether this be by surveying, websites, Facebook and even station apps.

Workshop 3:- Staying on Air During Bush Fires – Steve Burn- Facilitated by broadcast engineer Steve Burn from community radio Yass FM and commercial stations 2CC and 2CA Canberra, this session offers the opportunity to reflect on the unprecedented 2019/2020 bushfire season and discuss the challenges facing radio stations to remain connected to information sources and stay on air during times of crisis.

Workshop 4 – RCMA-Michael McFeeters- This information session is to keep you updated with what's going on with RCMA. Join Michael McFeeters as he goes through what RCMA is about and what it has to offer for not only community radio but your station, as well as to update you on the progress. RCMA, Radio Community Marketing Australia.

Workshop 5:- Handling Station Complaints- Trent Geddes- Come with Trent, as he journeys down the path of the best way to deal with station complaints. Whether this be yours or the stations first time handling a compliant or the 100th time, Trent will show you the do's and don'ts of handling a compliant from both the community radio side, as well as some hidden talents from the commercial radio side.

Workshop 6:- Personal development "The Business of You" – David Wilson – Join David Wilson as he explores the techniques of personal development using The Business of you (B.O.Y.) is a total Business plan model that delivers a at best balanced life…So critical for achievers

Workshop 7:- APRA / AMCOS – APRA - APRA 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 8:- Attracting Indigenous Presenters – Panel - 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 9:- Asserting Yourself YAYA- Kasey Hazen- A workshop that is all about asserting yourself and using the right communication techniques and strategies to get your point across. In this workshop we will work on what is assertion, and how to make sure that you are not too passive or aggressive when communicating and trying to get others to understand your point of view. We will also be covering mental health briefly in this workshop.

Workshop 10:- Your Stations IT Security – Michael McFeeters- The workshop will entail an overview of security for computer networks within community radio. This will include network topography, Operating systems, antivirus software, malware and ransomware protection and things to be aware of when managing a computer network. This workshop skill level will be tailored to the participants attending.

Workshop 11:- Young Entrepreneur Program YAYA– David Wilson – This session will show Youth And Young Adults how to get to where you want to go by using proven Strategies NOT SHORT CUTS!

Workshop 12:- Nurturing Your Station Sound and Station Talent – Terry Daniel- In this workshop explore all the different ways to keep volunteers interested, motivated and nurtured, as well as Live vs Voice Tracking in the digital age, and who could forget Programme variety by all means but with consistency. This workshop is one not to be missed as it contains practical examples of the topic and ideas that have been successfully used in radio over many years.

Workshop 13:- Producing a Show for PDS- Ray Hazen- Join our CEO Ray Hazen as he shows and tells everything that is needed to get your show on PDS. Ray will show you what the requirements are that need to be considered for you show on PDS as well as the possible restrictions that may be involved. As well as a quick rundown from not only SCMA's perspective of PDS, but others as well.

Workshop 14:- Building Sector Partnerships - CBF, Tracee Hutchison - The Community Broadcasting Foundation is expanding its funding base through partnerships with philanthropists, charitable trusts and foundations to fund sector-wide projects that will build capacity and strengthen the potential of Australia's largest independent media sector. Tracee will talk about the projects, and opportunities for participation by community broadcasters.

Workshop 15:-Understanding Governance YAYA- David Wilson – Here is an opportunity for youth and young adults to do a one day governance program in 50 minutes this will help you better understand governance. Ensure you are at Best Practice and Compliant with governance.

Workshop 16 - My Place in Community Radio YAYA - Kasey Hazen - An opportunity to look at a YAYA perspective of where youth and young adults fit into community radio now as well as where youth an young adults will also fit into the community radio sector in the future.

Workshop 17 – Websites, Content and More – Gavin Livermore – Join Gavin as explores all through the web about how to build a website for your station, the necessities that your website must have and how to appeal to your audience and community. Also included in this workshop is the importance of website security and linking in your website with social media.

Workshop 18 - Station Branding - Andrea Ingram - Join Andrea as we explore all the different techniques and ways to brand your station. This workshop will give you and your station an idea of all the different branding techniques and help you to define what would be best used for your station.

Workshop 19 - SCMA Q & A- SCMA Board Panel – Members of the Board of SCMA will run this workshops to inform all not only what is SCMA, but all the different service we currently are offering as well as a little glimpse into the services and projects the SCMA has coming up in the future. This is also a space to ask the SCMA questions that you may have.

Workshop 20 – Management Think Tank- David Wilson and SCMA Board – David Wilson and some members of the SCMA Board will host this informative session that will encourage open discussion on best practice management for your station and your association. This is expected to be an open and informative discussion on management practices and a fantastic learning opportunity for all involved.

Workshop 21- Relevant Checks for Community Radio - Kasey Hazen – This is a workshop that has been anticipated and talked about. What are the relevant checks that are needed for community radio? Are they needed? Will they help my station at all? Where do we apply for these relevant checks? Join Kasey as she shows you how to find all the relevant checks that may be needed for community radio stations as well as answer any questions or concerns you may have about this process.

Brief descriptions of Plenary Sessions at the 2020 National Regional, Rural and Sub Metro Broadcasters Conference

Plenary 1:- Strategic Planning. What is it?- David Wilson – Join David as he explores what is a strategic plan as well as during this session we will go through what is required to achieve a Strategic plan for your Station that will take you to the next level.

Plenary 2:- Hypothetical 1: Conflict and Station Disrupt– Helen Bath and Kasey Hazen – Helen and Kasey will take us on a hypothetical journey to an imaginary station where the station has not only been put into disrepute, but there is major conflict between the members of the station. This will be a mixture of SCMA Board Members and delegate involvement session where we take a journey to look at all the different perspectives possibly involved in this situation and following the appropriate path for this situation.

Plenary 3:- **Introduction to Community Broadcasting Foundation Grants – CBF - Liz Landray** – Meet the newest member of the Grants Support Team at the CBF – Liz Landray. 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, Liz 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.

Plenary 4:- Hypothetical 2: Misunderstood or Point Across? - David Wilson- Communications so easy to say but so many issues are caused by wrong / misunderstood communications, a fully interactive presentation and the attendees will be involved potentially on the stage…so turn up and be prepared to present

Plenary 5:- To Close or Not To Close? - Helen Bath and Ray Hazen- Join Helen and Ray as they discuss a problem that is getting more real every day as stations struggle to survive and face the conflicting problem of whether to close the radio station, or to advance forward and save the station. In this session there will be a heavy audience participation, as this is a topic that is affecting many community radio stations.

Plenary 6:- Final Plenary-SCMA Board Members- An opportunity for conference delegates and the SCMA to discuss this current conference, the next conference, any of the SCMA projects, as well as ask any questions.

Social Events

Welcome Event – 6-30pm in the bowls Bar area - 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 in the Bowls Bar area 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.

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