



Annual Report 2024-25

Message From The President

Dear Member,

2025 has been a year where your Board has been working hard to deliver projects that set up our Association for the next phase in our development. We commenced the year welcoming Eliza-Jayne South as our new Station Manager. I thank you all for making Eliza feel welcome and helping her settle into the role.

In February we embarked on the major project of rebuilding our main studio. It was not without it's challenges, particularly with all the complications of renovating an old building and discovering the "quirks" of something built seemingly without a spirit level. The builders have done a magnificent job and the studio looks amazing. There were technical challenges with our new broadcast console that could not be resolved satisfactorily. Your Board made the decision to reinstate the old console and seek a refund rather than risk ongoing technical issues. We will liaise with the South Australian Community Broadcasting Association (SACBA) to find a replacement that will be robust and well supported into the future.

This year we delivered on a "behind the scenes" project that increases the robustness of our operations in Broken Hill and Menindee. In Broken Hill we installed a backup generator to ensure the main studio remains operational at all times. It's the kind of project where success is measured by nobody noticing, such as last weekend when there was an 8 hour blackout at the Community Centre yet our studio lights were on and we stayed on air.

We have installed a dust proof, refrigerated equipment cabinet to protect our transmission equipment at Menindee. The dust and heat had destroyed some of the old equipment, the new equipment will be protected from the same fate. Last week we replaced the faulty antenna and will soon have assistance from SACBA to configure the new remote link back to Broken Hill. The completion of the link will see us back on air in Menindee.

2DRY was successful in receiving a grant to increase our local sporting coverage. This year we have covered local AFL, soccer, go karts and netball. We will continue to invest in our commentary team and connect with our community through passion for local sport.

Your Board is closely monitoring the proposed sale of the Community Centre to Southern Cross Care Queensland (SSCQ). We are working with stakeholders including SCCQ, Broken Hill Community Inc and Broken Hill City Council. There is agreement amongst stakeholders that our Association encounters no disadvantage as a result of any sale. Whatever happens, our future will be secure.

I would like to thank the Board, volunteers and contributors for your efforts this year. I would also like to thank you for your patience during the disruption of the main studio renovations. We should look forward to a bright 2026 where we build on the foundations laid this year.

Dion Woodman
President

2024-25 Board Members

President

Dion Woodman

Vice President

Adrian Eckert

Treasurer

Garry Goyne

Secretary

Sharon Hocking

Non-executive

Peter Davis

Arliah Pearce

Lachlan Kent-Johnston

Manager's Report

In a challenging year with Studio A renovations, Menindee transmitter site upgrades, technical issues, tenancy insecurity and fewer members helping out than in previous years, I am happy to report that 2DRY FM has still managed to crack out a stellar year of outside broadcasts, community engagement, industry recognition and procuring new paid sponsors.

While our membership numbers remain static this year 2DRY FM has managed to amass 25 outside broadcasts in total including the upcoming International Day For People with Disability and the Broken Hill Christmas Pageant next weekend.

With thanks to a CBF Sports Grant, 2DRY FM has been able to train up a new OB producer and commentary team which has allowed us to regularly broadcast live coverage of local sporting competitions and matches including AFL, soccer, netball and go-karting. The 2DRY FM Commentary Team includes paid and unpaid members, all of whom have great knowledge of the on-field players and teams' histories, making for fantastic coverage.

This past year 2DRY FM has also successfully secured sponsorship deals with some heavy-hitters in the promotion space, acquiring Harvey Norman sponsorship and renewing The Demo Club along with maintaining and acquiring several smaller regular and other short-term sponsorships and leaving 2DRY FM in a fantastic financial position.

It is also great to know that, with the installation of our own generator at the rear of our Beryl Street studios, we no longer need to fear the dreaded 'power outage'. The operation of the new generator was tested last weekend with planned power outages on Saturday and Sunday, and our transmission didn't skip a beat!

In a year where access to a live studio has been difficult, a few stand-out presenters have managed to maintain daily and weekly shows through remote programming or in-studio live presentation under less than perfect conditions, and it is to these presenters that I wish to extend the Station's greatest thanks. Maintaining a great sounding station is not always easy and 2DRY FM is doing it, regardless of hurdles, in spades.

At this year's SACBA Conference 2DRY FM picked up three runner-up Bilby Awards and was awarded Outstanding Production at the CBAA Conference just last month – an amazing effort of which we should all be proud.

Looking forward, in 2026 2DRY FM will create youth and senior engagement programs along with boosting membership and providing entertaining sports coverage of 20/20 cricket and the Broken Hill AFL Womens' and Mens' season. With a determination to secure additional sponsorship and increase our community profile through community engagement, 2DRY FM has its work cut out for it over the coming year.

As always, we welcome new members and new program ideas along with engagement of community organisations and individuals with specialist skills, so please feel free to contact me at any time with radio-related enquiries, suggestions, new member sign-ups or sponsorships.

With the greatest of thanks to our 2024-25 Board members and with best wishes for a safe and happy festive season to all 2DRY FM members and associates,

Eliza-Jayne
Station Manager

Station Activities

2DRY FM proudly supports local programming offering 38 hours per week of local content provided by 13 individual presenters covering a range of topics including breakfast radio, youth programming, movie reviews, sports coverage, special interest music shows, sponsored weather segments, and an ongoing tech support and commentary training program.

We actively seek and welcome new ideas and volunteers while maintaining community relationships through regular engagement and maximising sponsorship opportunities through a targeted sales and marketing campaign.

A typical week at 2DRY FM

- 13 presenters producing 38 hours of local content.
- Locally produced Breakfast, Mornings and Lunchtime shows
- Specialist locally produced music programs
- Interviews with elected representatives (local Mayor, state and federal MPs) and community groups.
- First Nations night
- Playlist featuring First Nations artists and unsigned Australian artists via AMRAP
- Weekly Youth Show – The Youth Times
- Local sport coverage including AFL, Soccer, Netball, Go-Karting, Horse Racing Carnivals and Cricket 20/20
- Sunday Sermon – 2DRY FM is the only local broadcaster with locally produced religious content.
- Average of 3 minutes' worth of sponsorship announcements, 30 seconds of community service announcements and 30 seconds of show promotion per hour

Outdoor Broadcasts

Outdoor Broadcast get our volunteers into the community to share events with the whole town.

Completing an impressive 22 OBs in the past twelve months, the 2024-25 OB schedule included:

- St Pats Race Day
- Cuppa for Kathy CWA Greatest Morning Tea
- Broken Hill AFL season including Juniors, Women's and Men's Grand Finals (14 OBs)
- Men's Senior Soccer Grand Final
- NAIDOC Family Fun Day in Sturt Park
- YMCA Reformers Pilates launch
- Go-Karting Silver City Championships (2 OBs)
- Netball Grand Final



Special Broadcasts

Special Broadcasts are in-studio discussions and tailored musical content that happens in addition to our regular programming.

This year we hosted 12 hours of special conversations comprising 4 hours each for International Day for People with Disability December 3rd, International Women's Day March 8th and Broken Hill Volunteer Expo August 9th

Membership

Membership is the foundation of community radio. 2DRY FM's membership base has maintained itself over the past twelve months with the loss of several group and individual members while gaining others to make up the short fall. Our current member stats sit at 13 group memberships, 3 family memberships and 51 individual memberships. Over the next twelve months 2DRY FM is seeking to reach 100 members so ask your friends & family, if they love 2DRY FM, join as a member to help us reach our goal!

2DRY FM Website

Provided by the CBAA, 2DRY FM's website is a continuing project with a functioning listen live radio button, extensive program guide, individual show pages updated regularly describing each programs content and featuring a photo of each presenter, contact/donations/feedback & suggestions interfaces, scrolling news content and links to all 2DRY FM corporate governance, policy & procedure documents.

2DRY FM Merchandise

2DRY FM bucket-hats, stubby-holders, coffee-mugs and pens are slow to sell although merchandise is taken and advertised at every OB and on-air leading up to Christmas. In the past twelve months we have sold, less than 5 each of mugs, stubby-holders & pens and 0 bucket-hats.

We have remaining approximately 45 mugs, 300 pens, 120 stubby-holders and 80 hats – these numbers are approximated due to the inaccessibility of merch while the studio is still in disarray following the station upgrade.

Awards

This year 2DRY FM received 3 runner-up Bilby Awards at the 2025 SACBA Conference in Adelaide:

- Can't Get Out of the Car moment – 2024 Broken Hill AFL Grand Final Broadcast
- Outdoor Broadcast – CWA Cuppa for Kathy Morning Tea
- Youth Contribution – Arliah Pearce

...and the outstanding production contribution award at the 2025 CBAA Conference in Hobart for Water Watch.

Policies & Governance

All presenters, active board members and several other financial members have now completed the online 2025 Codes of Practice Certificate as required by the CBAA. The new Codes of Practice have been added to the 2DRY FM website and are easily accessible to all interested parties.

A new training & skills matrix is under development to help assist with managing governance and training of new and existing members. It is now a requirement that all presenters and volunteers who regularly access the studio complete a working with children's check and this is added to the training and skills matrix. The Board continues to develop and review policies relevant to the community broadcasting community

The Manager has undertaken a Federal government complaints handling & management course and regularly attends the CBAA station managers forum to discuss all elements of community radio station operations.

Grants

2DRY FM Station Manager position is partially funded by a Community Broadcasting Foundation Grant which has been continued into the 2025/26 financial year.

We have been awarded a Sports Coverage Grant which has allowed us to bring together a commentary and tech team that covers local sports events including AFL, Soccer, Netball, Go-Karting and Cricket 20/20. Although funds are available to pay all commentary team members some have kindly opted to commentate on a voluntary basis.

The Artist Talks Content Grant was returned in full to the CBF due to circumstances outside of the station's control. The CBF was extremely understanding and has guaranteed that 2DRY FM will not be penalised when applying for future Content Grants.

The Water Watch Content Grant has now been fully acquitted with a return of approximately \$2,200 to the CBF. These funds were returned due to under expenditure and again, the CBF have been very understanding of the situation.

The FRRR Station Upgrade Grant was fully acquitted at the end of the 2024/25 financial year with the purchase of a suitable mixer panel in studio A still pending. The FRRR Drought Resilience Grant was fully acquitted with the installation of the backup generator at Broken Hill and the refrigerated equipment cabinet at Menindee.

The Menindee Matters Content Grant acquittal date has been revised to March 2026 due to the delays in transmission works caused by a lack of tradesmen.



Sponsorship

2DRY FM has engaged additional sponsors while losing others in 2024/25. Sponsorship is a main source of station revenue, as the station expands, we are solidifying bonds with local businesses and sole traders to support each other.

We thank all our sponsors for their support, all 2DRY FM projects are made possible by the sponsor income to support station operations, technical upgrades, projects, training and volunteer engagement.

Sponsors choosing to promote with 2DRY FM during the 2024/25 period include:

- The Demo Club
- Broken Hill City Council
- Globe Mitre 10
- GT Loader Hire
- Spots & Space
- Musicians Club
- Kimikis
- Far West Financial Services
- Harvey Norman
- Bizup
- Lawrence Industrial
- Great Southern Nights Festival
- Fab Tech
- S'que Restaurant
- Blende St Butchers
- Silver City Cinema
- Yilabara Parenting Pathway
- Maari Ma

2DRY FM 2022-2026 Strategic Plan

This plan has been developed by the Board and represents the goals of the station for the licence period of 2022 -2026.

VISION

2DRY FM's vision is to be a dedicated community broadcaster that reflects the culture of, and is strongly supported by, our community.

MISSION STATEMENT

2DRY FM will collaborate with our community to realise the full potential of our media platforms, promoting access, diversity, and inclusion to all the people of our region.

GOALS

GOAL 1: Sound Governance

GOAL 2: Technical Capability

GOAL 3: Community Engagement

GOAL 4: Members, Volunteers and Staff

GOAL 5: Content

GOAL 1: Sound Governance

2DRY will ensure that our internal and external structures and processes enable us to meet industry compliance expectations.

- 1.1 Regularly review Policies & Procedures (including relevant Rules and Regulations) and ensure full compliance by all personnel (staff, volunteers and community members).
- 1.2 Consult with representative bodies such as the CBAA to be aware of changes in compliance standards.
- 1.3 Use sub-committees to guide the Board in decision making. Community leaders and subject matter experts will be encouraged to participate in sub committees.
- 1.4 Take opportunities to maximise our revenue.

GOAL 2: Technical Capability

2DRY will have robust technical systems and effectively deliver content and services across multiple technology platforms.

- 2.1 Identify and manage potential failure points in the technical asset base.
- 2.2 Maintain the asset register and replace assets approaching the end of working life.
- 2.3 Be flexible in methods of content delivery to meet audience expectations.
- 2.4 Use technology solutions to maximise community participation in the delivery of the service.

GOAL 3: Community Engagement

2DRY will strive to be a well-recognised and well-respected community organisation. We will continually seek ways to engage with our community and encourage participation.

- 3.1 Have a regular visible presence in the community through activities such as outside broadcasts at community events.
- 3.2 Engage with other community organisations to identify community needs and encourage participation.
- 3.3 Identify and look for opportunities to remove barriers for community participation
- 3.4 Provide and promote opportunities for community feedback.
- 3.5 Use effective strategies that align with our Vision to grow audience numbers.

GOAL 4: Members, Volunteers and Staff

2DRY will have a strong membership and volunteer base. We will foster a caring, respectful culture which enables personnel to contribute and participate in a fulfilling way.

4.1 Undertake activities to attract and retain volunteers

4.2 Identify and seek to rebalance underrepresented sectors of the community in our membership base

4.3 Provide training opportunities to increase skills

4.4 Provide regular feedback that supports our personnel to perform at their best

GOAL 5: Content

2DRY will support our personnel to deliver content which reflects the expressed needs of our community.

5.1 Present a diverse range of content that is engaging and relevant to our community

5.2 Seek to increase the level of local content

5.3 Identify and investigate opportunities to fill gaps in content of local significance which are not presented on other services.

5.4 Encourage excellence in production and presentation of local content

2024-25 Financial Statements

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BROKEN HILL COMMUNITY FM ASSOC INC

PO BOX 326
BROKEN HILL
2880

Profit & Loss Statement

July 2024 To June 2025

ABN: 58 182 887 258

Email: treasurer@2dryfm.com

Income		
SPONSORSHIP		\$45,168.99
MEMBERSHIP		\$1,790.57
GRANTS		\$112,243.00
GRANTS MANAGEMENT		\$2,800.00
MERCHANDISE		-\$209.66
Total Income		\$161,792.90
Gross Profit		
		\$161,792.90
Expenses		
General Expenses		
GOVERNMENT CHARGES	\$107.27	
Advertising & Marketing	\$527.27	
SUBSCRIPTIONS	\$1,327.20	
Bank Fees	\$34.00	
REPAIRS PLANT AND EQUIPMENT	\$21,708.52	
Cleaning Expenses	\$2,412.41	
HIRE ROOM		\$272.73
General Repairs & Maintenance	\$1,747.00	
Printing	\$157.96	
Computer Expenses	\$8,141.74	
REGISTRATION		\$280.32
Stationery	\$184.15	
Telephone Expenses	\$2,644.55	
Postage	\$222.73	
Freight Out	\$1,441.29	
Total General Expenses		\$40,656.09
RENT BROKEN HILL		\$4,320.00
INSURANCE		\$3,887.26
LICENSES		\$3,398.61
CONTRACTOR		\$18,167.83
Payroll Expenses		
Wages & Salaries Expenses	\$23,795.33	
Work Cover Premiums	\$299.51	
Travel & Accom. Expenses	\$610.28	
Food	\$348.59	
Employee superannuation	\$2,736.47	
Total Payroll Expenses		\$27,790.18
Depreciation Expenses		
Computer Depreciation	\$4,904.56	
Total Depreciation Expenses		\$4,904.56
ELECTRONIC EQUIPMENT AT COST		\$41,185.08
Total Expenses		\$144,862.66
Operating Profit		\$16,930.24
Other Income		
AWARD		\$2,500.00
Total Other Income		\$2,500.00
Total Other Expenses		\$0.00
Net Profit/(Loss)		\$19,430.24

This report includes Year-End Adjustments.

Balance Sheet

As of June 2025

ABN: 58 182 887 258
Email: treasurer@2dryfm.com

Assets		
Current Assets		
Bank Accounts		
BROKEN HILL CCU 37701241	\$144,674.54	
Total Bank Accounts		\$144,674.54
Clearing Accounts		
PAYPAL	\$184.53	
Total Clearing Accounts		\$184.53
Other Current Assets		
Trade Debtors	\$8,538.69	
Inventory	\$285.00	
Total Other Current Assets		\$8,823.69
Total Current Assets		\$153,682.76
Non-Current Assets		
Furniture		
Furniture At Cost	\$5,014.46	
Accum. Depr. Furniture	-\$1,767.06	
Total Furniture		\$3,247.40
Electronic Equipment		
Electronic Equipment At Cost	\$69,363.41	
Accum. Depr. Electronic Equipment	-\$40,772.88	
Total Electronic Equipment		\$28,590.53
Computers		
Computers At Cost	\$15,641.36	
Accum. Depr. Computers	-\$655.34	
Total Computers		\$14,986.02
Tools/Equipment		
Tools/Equipment At Cost	\$4,074.00	
Accum. Depr. Tools/equipment	-\$2,579.24	
Total Tools/Equipment		\$1,494.76
Total Non-Current Assets		\$48,318.71
Total Assets		\$202,001.47
Liabilities		
Current Liabilities		
GST Liabilities		
GST Collected	\$26,251.26	
GST Paid	-\$12,326.89	
Total GST Liabilities		\$13,924.37
Payroll Liabilities		
PAYG Withholding Payable	\$816.00	
Employee super liability	\$1,240.89	
Total Payroll Liabilities		\$2,056.89
Other Current Liabilities		
Trade Creditors	\$50.00	
Total Other Current Liabilities		\$50.00
Total Current Liabilities		\$16,031.26
Non-Current Liabilities		
NET GST	-\$16,479.00	

This report includes Year-End Adjustments.

Balance Sheet

As of June 2025

ABN: 58 182 887 258

Email: treasurer@2dryfm.com

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Total Non-Current Liabilities	-\$16,479.00
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Total Liabilities	-\$447.74
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Net Assets	\$202,449.21
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Equity	
Retained Earnings	\$182,741.29
Current Year Earnings	\$19,430.24
Historical Balancing	\$277.68
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Total Equity	\$202,449.21
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