



**Lofty Community Media – the home of
5LCM - Adelaide Hills Community Radio**

'Lofty 88.9 FM - radio with altitude'

Prospectus

***Our vision is to build a valuable and sustainable cultural and
community asset for the Adelaide Hills***

Commercial in Confidence

**Prepared for, and released only to, the Australian Communications
Media Authority (ACMA), Community Broadcasting Association of
Australia (CBAA), and the South Australian Community
Broadcasting Association (SACBA).**

8 April 2020



COMMUNITY
MEDIA

Lofty Community Media Inc.

ABN 73 798 304 687

Registered Office:

Unit/2 20 Stephen Street
Mount Barker SA 5251

Postal:

PO Box 1746
Barker SA 5251

Voice:

Studio/Office: 08 7079 8333 (message relay)

**Lofty 88.9 FM – Adelaide Hills
Community Radio**

**Award-winning in our first
year of operations!**

'Lofty – radio with altitude'



88.9 FM
Adelaide Hills
Music Arts Radio

Lofty 88.9 FM

Community Radio Station

Main Studios:

Unit 2/20 Stephen Street
Mount Barker SA 5251

Postal:

PO Box 1746
Mount Barker SA 5251

Voice:

T 08 7079 8333

M 0421 567 545

Web media:

Website: <http://lofty.org.au>

Facebook: <https://www.facebook.com/radiolofty/>

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Acknowledgement of country:



First Australians

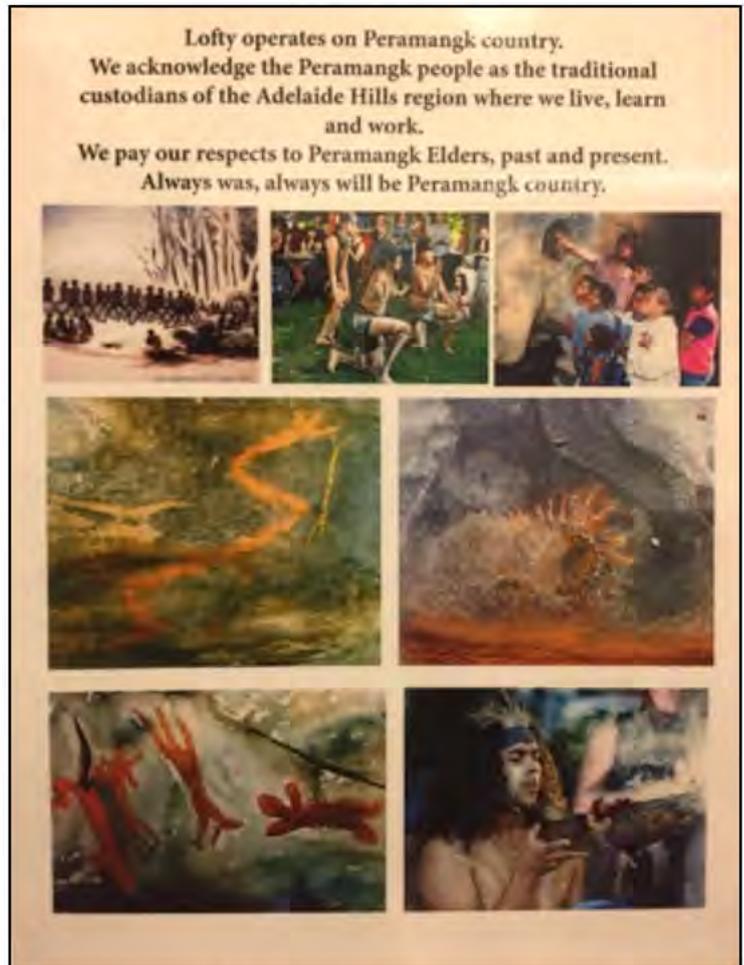
We acknowledge and respect the past and present traditional owners of this land, and we pay our respects to the leaders of the traditional custodians of this land, their deep feelings of attachment and relationship to this land, and of all Aboriginal Australians to Country.

Together we acknowledge the contributions of Aboriginal Australians and non-Aboriginal

Australians to the richness of our culture, and to the education of all children and people in this country we all live in and share together.

We acknowledge the First Australians as the traditional custodians of this continent, whose cultures are among the oldest living cultures in human history, and we pay respect to the cultural authority of the elders of this community, to their descendants, and to other Aboriginal peoples visiting Country.

We are honoured to live and work on the ancestral lands of the Peramangk people.



Lofty Prospectus: executive summary...

A dedicated collective of experienced community radio people created Lofty 88.9 FM in 2017. Their initial aim was simple; **“build a community media voice that reflects both the raison d’être of community broadcasting and, their own passion for music and genuine community involvement”**.

Lofty works with the community. Lofty has gathered a wide group of people from all parts of the community to help **create and deliver on that vision**. Lofty continues to establish working relationships of real value to the Adelaide Hills community through **collaborative partnerships** with, and in direct support to, local schools, local iconic music venues (like **The Cheese Factory Studio & Gallery**), service clubs (like the Adelaide Hills ‘caring for kids’ **Kiwanis Club**) and local historical societies (like the **Mount Lofty and Stirling Historical Society**), and the Adelaide Hills Football League.

Lofty has developed strong and reciprocal working relationships with other community stations across the State. However, our relationship with, and the outstanding support from, the South Australia Community Broadcasting Association, has been a key element in our success.

Lofty is now an established quality community radio broadcaster rapidly growing in experience. We are continuing to develop our community radio **induction and training packages**, and we recently completed the structural work for **our second studio** – which will also become **our primary on-air training facility**. We have a quality and innovative **OBU capability established** and, with the refit of a caravan offered to Lofty as an **outside broadcast studio**, we are at the ‘ready-to-start’ project stage in having our own OBU. Our OBU capability further enhances Lofty’s innovative broadcasting technical solutions and system redundancy options. Together, **these capabilities underline the agility, robustness and reliability of our broadcasting system.**



Our collaborative approach in working closely with other community stations, and the continuing induction of experienced community radio people into Lofty is a key factor in our **success in enhancing the technical agility and reliability** of our transmission chain. Like all stations, **we still have technical issues from time to time** but, as past events have shown, Lofty’s quick response, and decisive action and reporting of technical issues, further underline the confidence we have in our **maturing technical capabilities.**

Lofty is ready to ‘flick the switch’ to go live to air 24/7. Lofty already streams 24/7. The **transition from 3xdays/week to 7xdays/week of on-air time would be seamless.** Expansion of our programming to achieve our business plan objectives (i.e. around 50% locally produced content,) we estimate would take us about 9-12 months. Several new shows in development will quickly add to our locally produced stable of on-air hours. These shows include; health and wellbeing; historical perspectives; Hills services and, new locally curated and produced music shows that bring to air the music other stations just don’t play.

Lofty has built a strong program focusing on young people and building community radio engagement through schools. We currently have presenters as young as 13 and 15 producing and presenting their own shows and live to air spots, as well as training to undertake technical and production roles.

The quality of Lofty’s technological innovation and low-cost financial model are the standout features of our operating sustainability. With the help of SACBA, and our collective efforts as a group, those features have given us the confidence to grow and mature as a genuine community radio station – and we have done this with little to no outside sponsorship.

Importantly, it is both our low-cost operating model and the flexibility in our production options that have put Lofty in a position of strength to weather the current economic effects of the COVID-19 pandemic.

Lofty, is ready to support our community now and into the future. We work as a team, and we are poised ready to play our role in supporting our community through this current pandemic and into the future. It is our whole of team, and our innovative and collaborative approach to creating radio for the community, that is the cornerstone of our operating model. **We pride ourselves that Lofty has a fun, safe and inclusive work team where everybody’s contribution adds to the value of ‘real community radio’.**

COVID-19 – Lofty's situation and response:

The worldwide COVID-19 pandemic is an unfolding catastrophe. Community radio, however, is uniquely and critically placed to play a positive role in helping to manage and recover from the effects of this very difficult time. At Lofty, we are working both to keep communities informed about the status of the pandemic and, doing our bit to connect and keep the community entertained and positive. Through our **broadcast continuity plan (BCP)** we seek to protect the health and safety of our members and presenters to ensure we continue to serve our community through this testing time.

The **current State requirements are reflected in our BCP, and these are updated as the situation unfolds** as follows:

- **South Australia** isn't enforcing social distancing and isolation as heavily as some other states, however, Lofty has moved to **minimise use of the studios** during the COVID-19 pandemic, and our office is **closed to the public** until further notice.
- **Access to Lofty's premises** is currently **restricted to members only**, with a **maximum of two members** on premises at a time. There also needs to be a **valid reason** for those member(s) to be on-premises; i.e. resolving technology issues, random spot security checks, and undertaking maintenance that is not practicable when the studio is fully operational etc.
- **Social distancing** is being maintained at all times.
- **Lofty has already started to put its Broadcast Continuity Plan into action.** In that regard, we've:
 - rolled out additional software and infrastructure to allow as many of our on-air presenters as possible to produce content whilst in self-isolation (our 'remote home studio'), either as a live broadcast or as a pre-recorded program,
 - we expect around 80% of our **on-air presenters to be fully set up for remote broadcasting by 10 April 2020.** We also have access to one of the two new 5RRR remote control studios recently commissioned here in Mount Barker. This facility supports podcast production, training, and remote and/or outside broadcasting. The facility can also act as **back-up primary broadcasting studio for Lofty,**
 - where a presenter is unable to set up a home studio, **encore broadcasts** of their previous programs can also be played, and
 - we're taking the opportunity to **train more of volunteers** in the basics of sound editing in Audacity, which is also an upside for supporting operations.
- Board and other studio team meetings are being **carried out via video or tele conferencing.**
- **All our volunteers remain active in support the operation of the station,** and we maintain a high and efficient level of internal communications through our **Lofty volunteers** Facebook group, and via instant messaging (such as Slack, Messenger and texts).

The direct **support and assistance of both CBAA and SACBA** to Lofty, and to the wider community radio sector during this extraordinary time, has been outstanding and greatly appreciated by all at Lofty/5LCM.

Who is 'lofty community media'?

Across our Adelaide Hills community... LCM is a truly collaborative, cultural and community multi-media enterprise – run entirely by volunteers with a passion for advancing creativity, music and the arts



As a community multi-media organisation, we know community.

We are a living part of our community that works to connect and create innovative ways community and cultural events and activities can collaborate for greater social benefit across our Adelaide Hills communities.

We work to **support and work with performing artists, arts and music venues** (such as the renowned 'Cheese Factory Studio Gallery at Meadows SA) **and events** (such as the 'In the Raw Festival' which attracts over 2000 visitors) through our **collaborative community programs**. And we use our public voice – LOFTY FM – to showcase, educate and inform our community about the amazing people, places and events that we have to offer here in the Adelaide Hills.



Lofty is also there in time of need for our Hills Community. During the recent massive bushfires on our doorstep, **Lofty established an on-going broadcasting update service of the fire situation** – this service was maintained for over two weeks on-air and online, as well as through our social media channels.



As a music arts community radio station, we know music.

We bring the best music, curated with passion, from Australia and around the world, into our communities. Music enriches our lives. It stimulates creativity and increases the wellbeing of the people in our communities.

Lofty 88.9 FM Adelaide Hills broadcasts on air on 88.9 Monday and Tuesday, and



– 'radio with altitude' - FM every Sunday, simulcasts online 24

hours 7 days a week via: <http://lofty.org.au>

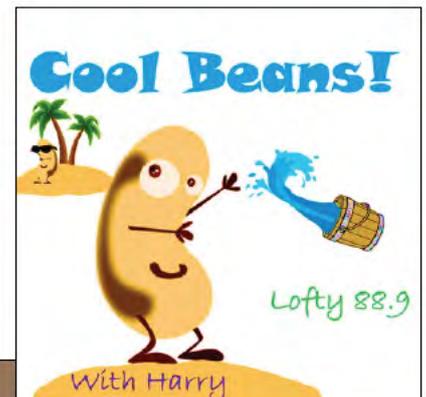
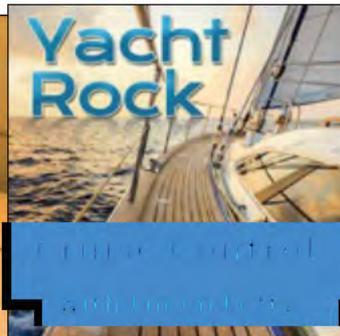
The fact check – Lofty 88.9 FM:



- **Every sponsorship dollar is invested only into operating the station and supporting our collaborative community programs and music shows**
- **There are no paid employees at this community station, we do it all for the love of our music and helping to create better communities**
- **Our station's 'better-mix' is about amazing new emerging artists and their music – so don't expect us to sound like a commercial or commercial-like community radio station**
- **We play classic hits in some of our specialist music programs, but 'specialist' also means music you might only ever hear on real community radio stations like Lofty**
- **At Lofty, we curate and present a blend of fresh sounds from, new emerging and established artists – and that is 'the Lofty sound' – generally great music you may never have heard before – but it only works in the hands of people who know what they are doing. People with a passion for their chosen genre(s)**
- **Our sponsors are critical to keeping us on air, but we have worked hard to produce probably the lowest operating cost radio station within cooee of the Adelaide Hills (and we are darn proud of it too)**

Lofty – we love what we do so much – we even do it from home!

While our studios remain available under special rules and restrictions within our broadcasting continuity plan, the commitment of Lofty people to broadcasting is proven through the rapid development of our network of remote/home studio production systems that keep our shows going to air while observing self-isolation rules!



Lofty Community Media - about us:

Lofty Community Media Incorporated was **founded in 2017** by a small but enthusiastic team of local Adelaide Hills community radio stalwarts. Our developed common vision for Lofty is to **'build a valuable cultural and community asset for the Adelaide Hills'**. We do this for the love of community radio, the love of music and our Hills-dwelling communities.

In the second half of 2017, **Lofty began its 24/7 live-stream to the Internet**, which is accessible via a range of platforms and devices. This allowed listeners to begin to sample **'the Lofty sound'** from anywhere, anytime and started the support base for our station.

After a lot of hard work, and overwhelming support from our local community support base who enjoyed our unique fresh sound, we felt that our efforts were paying off in achieving **a well differentiated sound from the usual 'commercial sound model'** - of which there is an abundance from both commercial and community radio stations. We knew that what **listeners want from community radio are people who sound like they are part of the local community**. They also want to hear great music that doesn't sound like a 'commercial radio playlist' on a community station.

In **November 2018**, **'the Lofty sound' became an on-air reality** with the allocation of our Temporary Community Broadcasting Licence (**TCBL**) using frequency 88.9 on the FM radio band – albeit on a 3 / 4 day share basis with another community radio station.

Lofty is managed and operated only by volunteers – we have no payroll, so everything the community sees and hears is created and curated by unpaid community volunteers. We bring Lofty to our community out of pure dedication to the cause and ideals of what real community radio intends.

Our Board of Governors, made up entirely of **Adelaide Hills locals**, is dedicated to growing and maintaining Lofty for the benefit of the Adelaide Hills community. None of our sponsorship funding subverts into wages – and this also goes to the heart of **our sustainable low-cost operating model** and the way we direct excess funding directly into valuable support of community engagement and music arts across our broadcasting region.

This is a passion for all the people who have joined the Lofty team – and we pride ourselves that **Lofty is a safe, supportive, and inclusive workplace that gives our people the chance to shine and grow**. We are **a community asset, and we add value** to scarce community resources.

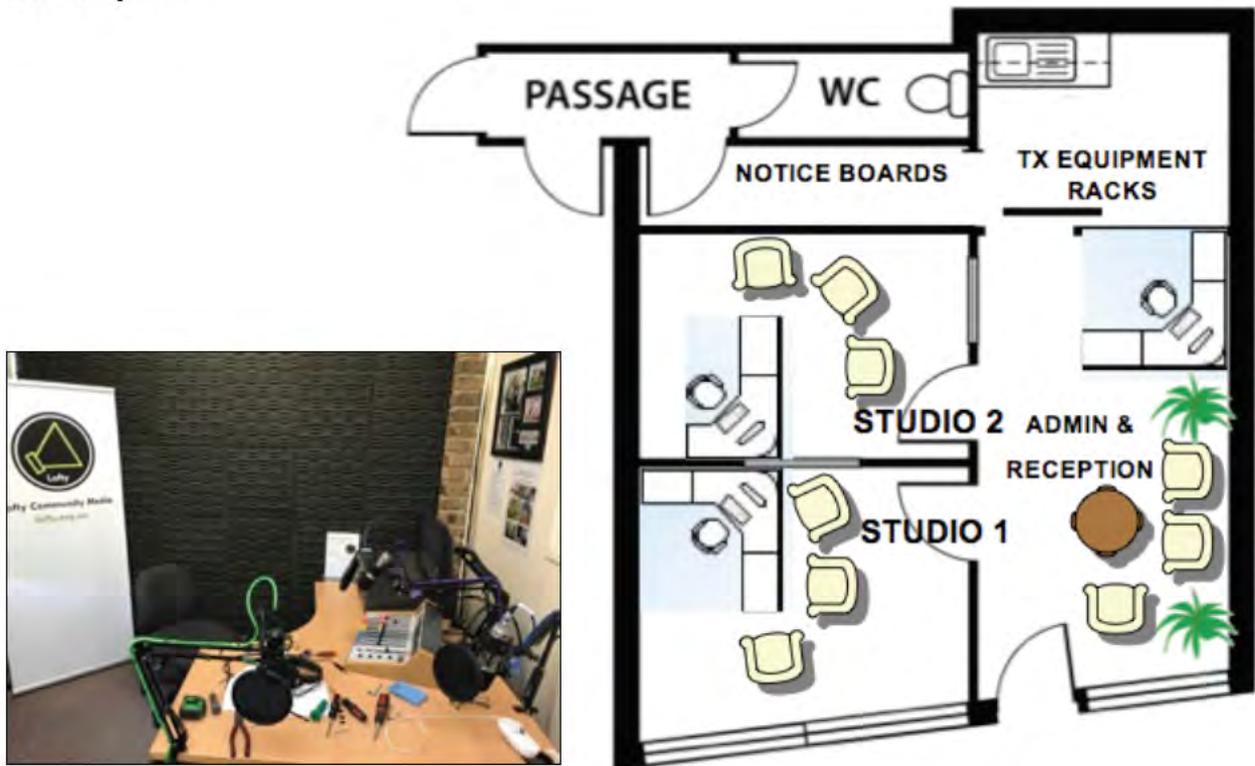
We always welcome new members with fresh ideas and a sense of adventure to join us. In particular, people with a real passion for their community and for the arts that can help us with:

- **connecting** creative communities across the Adelaide Hills
- **collaborating** with performing artists, arts venues and events in the Hills
- **building** community radio with, and for, young people in the Adelaide Hills
- **supporting and building** local community and cultural events and activities

Lofty's studios – in the heart of Mount Barker:

Lofty is fortunate to have our studios in the heart of Mount Barker. Starting with a single studio (Studio-1) in November 2018, we recently completed renovations to create Studio-2. Below is the internal layout of the main Lofty Studios at 20 Stephen Street, Mount Barker.

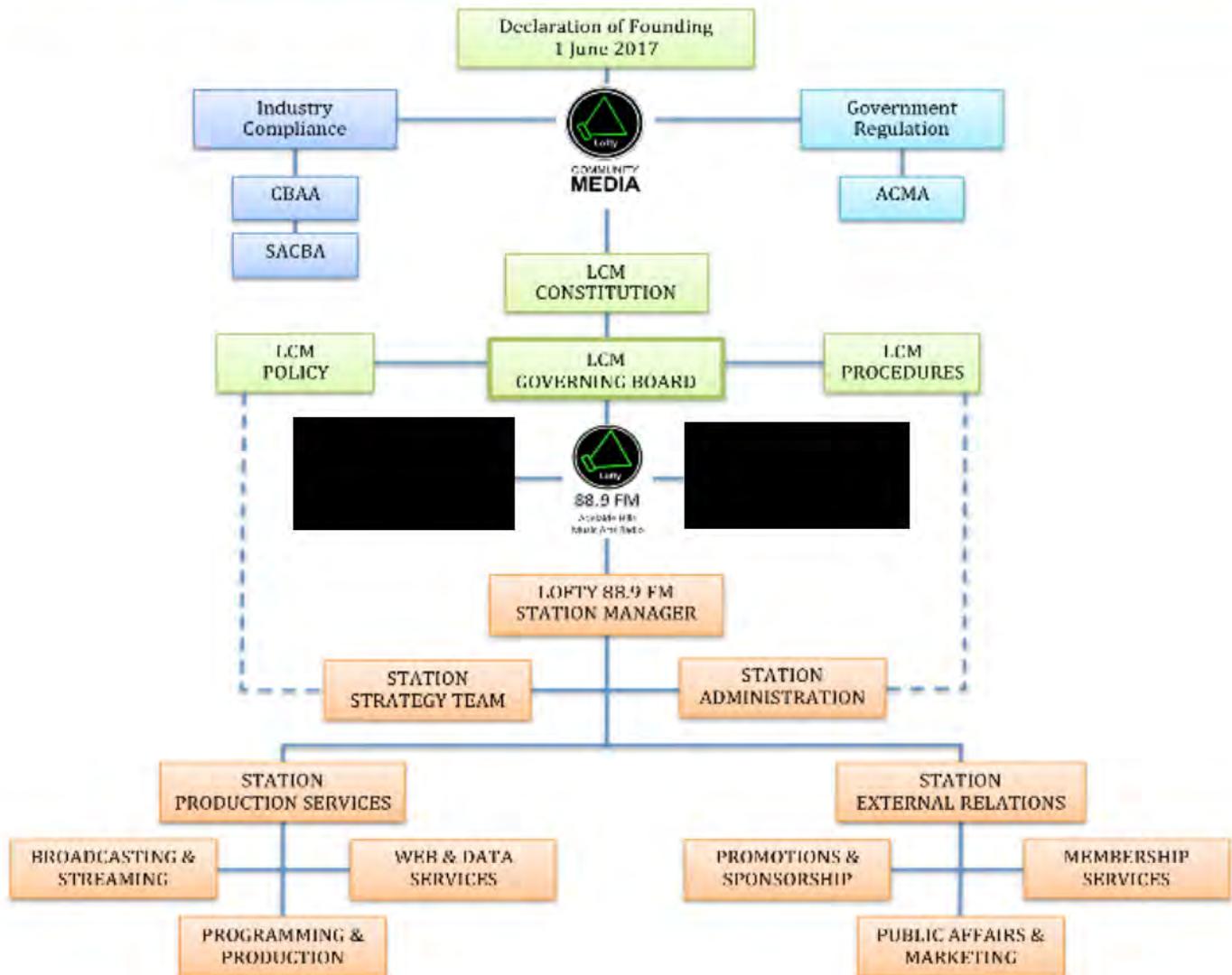
Internal plan:



External view:



our organisation:



Policy – The Governing Board:

The Lofty board sets, and directs, LCM policies that create a safe, positive but adventurous, environment in which to develop and realise our enterprise's vision. Starting with our Chair, Lofty's board is blessed with a great mix of unique skill sets and talent – and with a fascinating breadth of experience that they all bring to Lofty.

Operations:

Operations oversee and coordinate the functions of strategy, administration, production services and external relations. The ops goal is simple: 'turn the Lofty vision into a reality for our community'.

Strategy:

Our strategy committee is the engine room for turning Board policy, into the activities that will deliver on the vision. The strategy team develop the options and/or solutions that will give us the best courses of action for meeting real community-driven outcomes.

Administration:

If Strategy is the engine room of Lofty activities, Admin is the glue that holds all the ops functions all together.

LCM – business plan on a page:

<h1>LCM Business Plan on a Page 2020-2022</h1>			
LCM 2020 Intent: To continue to build on the excellent work of the LCM team thus far in delivering the 'Lofty – radio with altitude' vision to create and grow a sustainable community media voice that reflects both the raison d'être of community broadcasting and, our own passion for music and real community involvement.			
ENDS	Mission: Establish Lofty 88.9 as the Adelaide Hills Community Radio station of choice		
WAYS	<p>Theme 1: Build a sustainable compliant and independent, not for profit, multi-channel media asset for the Adelaide Hills community</p> <p>Theme 2: Make innovational use of technology to create a high-quality, low operating cost community interactive radio station</p> <p>Theme 3: Forster community involvement in broadcasting through championing the six community broadcasting guiding principles</p>		
MEANS	(1) LCM Business Plan (2) LCM Low-cost Operating Model (3) LCM Constitution (4) CBAA Guiding Principles (5) LCM Behaviours: Safety, Empathy, Fairness, Equal Opportunity, Mentoring, Inclusive, Professional,		
LCM Goals			
Goal 1: Gain a 24/7 community radio broadcasting licence consistent with our intent, ends, ways and means.	Goal 2: Ensure Lofty is a respected community broadcaster and leader for the community radio brand	Goal 3: Create an inclusive and equal opportunity enterprise that supports local music, arts, culture and lifestyle	Goal 4: Deliver a high-quality radio service that meets existing and perceived future community needs
LCM Strategies			
<p>Strategy 1.1 - By developing and adhering to a professional and clear set of governance practices and plans that and support our growth plan but compliant with CBAA and ACMA requirements</p> <p>Strategy 1.2 By maintaining an independent board of governors with the right skill sets and committed to growing Lofty's capabilities to meet our intent and mission</p> <p>Strategy 1.3 By maintaining a 3-yr rolling business plan and strategy statement that supports our growth intentions</p> <p>Strategy 1.4 By being operationally ready to move to 24/7 broadcasting from 1 July 2020, including appropriate integration of other presenters and staff who may become available at that time.</p>	<p>Strategy 2.1 By ensuring all presenters and staff at Lofty understand and commit to the six community broadcasting principles, the CBAA Codes of Practice, and the objectives and goals of our business plan to grow Lofty in a professional and sustainable manner</p> <p>Strategy 2.2 By positioning Lofty in the eyes of our community as 'part of them' through compliance with our charter, and clearly differentiating ourselves from other regional district radio station playlists</p> <p>Strategy 2.3 By ensuring every member of Lofty accepts and willingly abides by our rules of behaviour, both on-air and in the station as part of our voluntary team</p>	<p>Strategy 3.1 By providing 168 hours of planned broadcasting divided between 124 hours of music and 44 hours of spoken words</p> <p>Strategy 3.2 By including each week approximately 75 hours of programming hosted/produced in our broadcast licence area</p> <p>Strategy 3.3 By maintaining a strong programming committee and focus on development of new presenters and shows</p> <p>Strategy 3.4 By attracting, training, supporting and retaining the best volunteer staff for our enterprise</p>	<p>Strategy 4.1 – Local Football; by producing a specialist weekly sports program and live broadcast of the HFL match of the week</p> <p>Strategy 4.2 – Local History & Service Clubs; by supporting the production and airing programs for three local historical societies and community service clubs</p> <p>Strategy 4.3 – Local Motorsport; by the broadcast of a local motorsport program now in developed and titled 'Lofty Torque'</p> <p>Strategy 4.4 – Emergency Services: by dedicated rebroadcast of official State emergency info (achieved during 2019/20 Adelaide Hills bushfire crisis)</p> <p>Strategy 4.5 – Science & Environment: by broadcasting a quality array of S&E programs from the CRN with the priority to air a locally produced program.</p>

Full LCM Business Plan is contained within Appendix 14 of B32

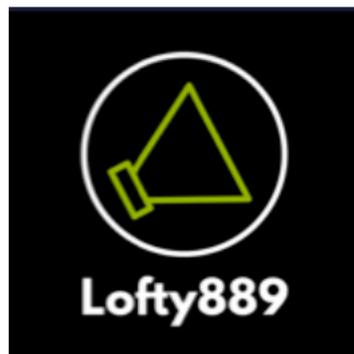
(P) Lofty – sustaining our enterprise:*

*Commercial in Confidence – Lofty's privacy policy applies please!

The heart of our success in establishing and growing the Lofty enterprise in a sustainable way, even within the current and very challenging World health and economic crisis, is based on four critical achievements:

- (1) **The quality of the people** who have come together over the last two years with the right skill sets and professionally-based experience to create this innovative and efficient enterprise within the compliance governance objectives we have set.
- (2) The nature of **our approach to being a true values-based organisation is enshrined in our governance**, and in which the safety and mutual respect of our people in the workplace is paramount, along with the empathical and professional behaviour which forms the cornerstones of the inclusivity, fairness and equal-opportunity we believe in as a volunteer community not-for-profit enterprise.
- (3) **The innovative and highly detailed way Lofty has approached its technical solution.** This is exemplified in the rapid transition Lofty has made (in a matter of a few days) from an almost entirely studio-based operation, to a highly distributed production and control operations model that has ensured Lofty not only remains on air 24/7, but has also increased its remote technical control and improved its production redundancy significantly. **For a 'new' station, we believe this is a significant example of the high level of technical and managerial maturity** Lofty has achieved in less than two years of operation. It is a mark of the people who built the systems and the support Lofty has from SACBA and other community stations.
- (4) **The nature of our low-cost operating model** [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] No person or business, within or outside of the Lofty enterprise organisation, gains, or holds any personal promise of future personal benefit, other than **the success of the Lofty community radio enterprise for the betterment of the Adelaide Hills communities.**



our board and managers (1):

Chair – Lofty Community Media:



Claudine Burgess brings international experience and cosmopolitan knowledge to Lofty.

Claudine Burgess was born in Belgium and is a mum, business professional, coach, speaker, communicator, connector, marketer and strategist. **She speaks 6 languages** – English, Flemish, Dutch, German, French, and Photography!

Claudine has worked across a number of industries. In particular she has developed strong connections and relationships through her work in the motorsports industry. She was a **Public Relations Executive** with Honda

Rothmans International from 1988 – 1993:

Claudine met her husband in the motorsports scene, and after moving to Australia combined her passion for photography with her business sense.

Claudine Burgess works as a **Photographer and Marketing Consultant** with individuals, entrepreneurs, and small and medium sized businesses in a variety of industries, locally and internationally. Through her vast industry experience, business insights and photography she helps in creating unique marketing images and branding.

Vice Chair - Lofty Community Media



Benjamin Goldfinch – Benjamin is a **sports reporter for the Courier Newspaper** in Mount Barker and is now in his second term as our Vice-Chair. Benjamin continues to work hard for the station and his infectious positivity is much respected on the Lofty team.

Benjamin is also one-half of our renowned local, and award winning, **'Pistols & Goldy'** Adelaide Hills Football League **'Dream Maker'** sports announcing team, and continues to be a strong advocate for the broadcast of local Hills football on Lofty.

A true local of the Adelaide Hills, Benjamin has been an avid community radio supporter for many years, and has been an integral element of Lofty since its earliest days. His first love is the footy, but with no avenue currently open to broadcast football in the Hills, Benjamin is now producing and presenting his own **live music mix show every Sunday** between Noon and 2pm.



our board and managers (2):

Secretary – Lofty Community Media:



Dr. Tanya Lyons loves living in the Adelaide Hills with her family, and enjoys presenting **“We’ve Got news For You!”** – a 2-hour radio show presenting interesting newspaper items – bringing the print media to the air – creating community, locally and globally. Tanya has over 30 years’ experience in the university sector, and was a Senior Lecturer in International Relations at Flinders University for 20 years, where she specialised in teaching and researching African Politics and International Relations. Tanya’s live studio guest interviews are also proving to be an important element in the

quality of our wider community program mix.

The experience and expertise that Tanya brings to both her role on the Lofty board, and through her weekly radio show, is underscored by her past work as **Managing Editor** of the Australasian Review of African Studies and as a **published author** in her own right with several books to her credit. Tanya has also **co-edited on many published books as well**. Tanya, along with husband Rob Vrabec, and sons Harry and Tom, who **also have shows and other roles at Lofty**, highlight the strong family involvement that is a feature of Lofty’s identity as a true community engaging radio station.



Governor – Lofty Community Media:



Al Thorne Al is a founding member of Lofty and a stalwart in making the Lofty enterprise a reality, and is a pivotal member of the Lofty team. Originally from Canada, Al is a former electrician with a passing interest in trains from his work on Canadian railroads and, along with Claudine, adds to Lofty’s international flavour!

Al has a great sense of fair play and a long love of community radio (over 20 years). Al’s dry sense humour - and some interesting artistic skills around sand sculpturing, is legendary. However, Al’s wealth of experience in music curation and production is a key asset, and **driving force, behind**

the development of Lofty’s sound mix.

His own program, **‘Jungle Telegraph’**, is a must-hear show every Sunday 4-6pm, and highlights the amazing depth of his music knowledge. Al also curates and presents, on rotation, one of our signature programs - **‘It’s a chick thing’** – a popular weekly 2-hr music special featuring the contribution of women to the music industry. Al also works in our **community radio training and technical management** teams. He is intimately involved with our community music arts collaboration program, particularly through the local **‘Cheese Factory’ unique live music venue, recording studio and art gallery**. Al and his partner Yasmin, also a music show presenter on Lofty, form another strong family team involvement at Lofty.



our board and managers (3):

Governor - Lofty Community Media



Rob Vrabec - has been involved with Lofty Communications Media since it began and is an important board member. He has lived in the Adelaide hills with his 2 children and wife (Dr Tanya Lyons) for the past 16 years, and has been involved with many community events, clubs and associations, the last few years of which have been dominated by the local community 'Pedal Prix', and the sadly missed 'GravityFest' trolley derby event.

Rob has been in the building trade all of his life, but for the last 6 years has worked as a **Schools Support Officer (SSO)** at a local Adelaide Hills school, as well as driving the school bus! This role has been a great way for Rob to share his knowledge of all things practical with the students and give them an opportunity to do things that they may not have tried before. **For Rob,**

getting involved in Lofty Community Radio has been really important as he has been able to encourage others, in particular the students at the school to be able to have a voice in the community.

Also, coming from an ethnic Slovenian background, Rob understands that there are many different cultures, styles, languages, opinions and interests that people have, and they should all be heard. Rob understands that we all have to work for a living, and have our day jobs, but how we choose to interact with the community after hours, and in our spare time, creating community – sharing our knowledge and skills with the community is a powerful thing. Rob also enjoys broadcasting on the radio and has appeared as a special guest on a number of Lofty Community Radio shows – not to mention his skilful work in renovating our studio facility and the recent establishment of our second studio facility (Studio-2).



Governor - Lofty Community Media



Geoff Cleggett – joined the Lofty Board in 2019. Geoff has a very long history in community radio, successfully running his LPON 'Radio Matilda' broadcasts for many years across Nairne, Littlehampton and Hahndorf for many years. Geoff has been an outstanding supporter of Lofty since its inception and was **instrumental in helping Lofty co-locate and establish our transmitting facilities with Radio Matilda** – another example of Lofty's community radio collaboration program delivering tangible results by working with and supporting other community radio operators for the greater

benefit of our community.

Geoff has naturally integrated in with our technical support team effortlessly, and Lofty is indeed very fortunate to have Geoff now also on our board, as his **technical expertise** in helping to maintain the reliability of our transmission chain has **significantly added to the depth of our technical team.** We also greatly value Geoff's warm engagement, wisdom and good humour for his guidance in helping to build Lofty as a real community asset for the Adelaide Hills.



our board and managers (4):

Governor - Lofty Community Media



Bridie Campbell also joined the board in 2019, and is a young single parent of three kids – two of whom she is home schooling. Bridie is a unique talent on the Lofty team, and she brings a down to earth quality we all envy as a real ‘heart of the community ‘ Hills dweller. Importantly, Bridie, along with Tanya, brings that special perspective of young families, education and a love of music and radio, directly into the spotlight through Lofty.

Bridie’s tireless community work with local schools has seen the set up an amazing new program to introduce to, and train young people in, community radio. This unique program has been established with the cooperation of school principals and **the full support and involvement of Lofty.** This is an exciting project that underpins Lofty’s growing engagement and involvement with schools across the district, and also links with the work of Governor Rob Vrabec in his Schools Support Officer work.

Bridie is also host of **The Bile Lab, Lofty’s number one Punk and Metal show.** By her own admission; in her early life she travelled like a gypsy, was encouraged to fly free, seek justice, question everything, protect the earth and not eat meat. From traveling the country as an enthusiastic and happy street kid - mainly based between regional SA and Perth - Bridie has experienced a lot of life; including **working with at risk youth with drug, family and homelessness issues;** which triggered a desire to work with young people, especially at-risk youth. Bridie campaigned endlessly to get local council involved with the creation of a drop in centre type of **youth house to support young people** in the Adelaide Hills. Bridie loves being a solo mum to 2 teenagers and 1 primary aged kid, continuing her education, and working and raising a family.

Importantly, Bridie runs a Youth-led Radio show subject with the year 11 students at the Adelaide Hills Vocational College in Mt Barker, while also curating and presenting her weekly show on Lofty. Bridie is also a guest host of the communal Lofty show **‘It’s A Chick Thing’** and absolutely loves being able to showcase the underground punk and metal of Adelaide and beyond. In her professional life, she is a full-time student completing her Diploma in Community Services, focusing on Youth Work and despite her strict vegetarian upbringing, loves steak and roast lamb almost as much as she hates single-use plastics.



our board and managers (5):

Station Ops:



Lindsay Campbell, is a long time resident of the Adelaide Hills, but is also **station manger of 5RRR** at RAAF Base Woomera, a role he has held since 2104 after rescuing that station from potential closure following more than 35 years of operation at this very remote, and unique, location. Close friends with many of the people who started Lofty, Lindsay, and 5RRR, have been **collaborating with Lofty since its inception in 2017**. In May 2019, Lindsay formally joined the Lofty team, working closely with Al Thorne supporting the **coordination of Lofty's broadcasting operations**.

Along with his experience in **community radio with 5RRR**, Lindsay's long career with the Air Force in several specialist military and aviation areas including, **electronics, teaching, aircrew, planning, governance and operations**, and his work in 'civvy street' in **major events management and marketing**, have **added further to the depth** of the Lofty management team. Additionally, Lindsay has also just completed **12 years as an elected member of the Mount Barker District Council**, which has been important in assisting Lofty in our **community outreach program** and gaining the **support of local government**. Currently, Lindsay is on-air as a rotational presenter on our locally produced '**It's a chick thing**', but will soon also be presenting his own 'yacht rock' genre program ('**Cruise Control**') on Lofty. Lindsay's wife, Sally, is also a member of Lofty and has already debuted her new show '**Swinging into Sunday with Sal**' on 5 April 2020. Sally and Lindsay are a further husband-wife team at Lofty.



Station Tech:



Tony Sander, along with Al Thorne, was **the drive behind the founding of Lofty**. Most of the credit for the existence of Lofty on the net and on-air, is due to the outstanding work Tony put in building the technical infrastructure of the station and configuring the software and transmission system that put us 'on the air'. Put simply, Lofty wouldn't be where it is without **Tony's outstanding skill, knowledge and drive** to create our station and get it up and running.

Tony loves nothing more than being immersed in the wires and gizmos that record and broadcast the Lofty sound, and really is the great 'quiet achiever' of Lofty. However, Tony is also an **accomplished radio presenter and voice-over man**. Tony has produced and presented some landmark shows on Lofty, in particular his four-hour tribute show for **Indigenous week in 2018** was outstanding.

As the station has grown, **Lofty has continued to add depth to the technical team** to ensure we have a robust and sustainable technical support crew to keep us on the air. Working in **support of Tony** now we have Lindsay, Al and Geoff, and we will also be adding **new young talent**, 15-yr old Harry Lyons, into the tech team as his training progresses **supporting software configuration**. Of course, Lofty also must acknowledge, and is grateful for the **outstanding and on-going technical (and other) support of SACBA**, and in particular, **Mr Tim Borgas**.



Operations - internal production services:

Lofty's internal production services team deliver our broadcasting technical infrastructure, programming, production and Internet communications services (including streaming services to the internet). Functionally, the following applies:

Broadcasting & Streaming:

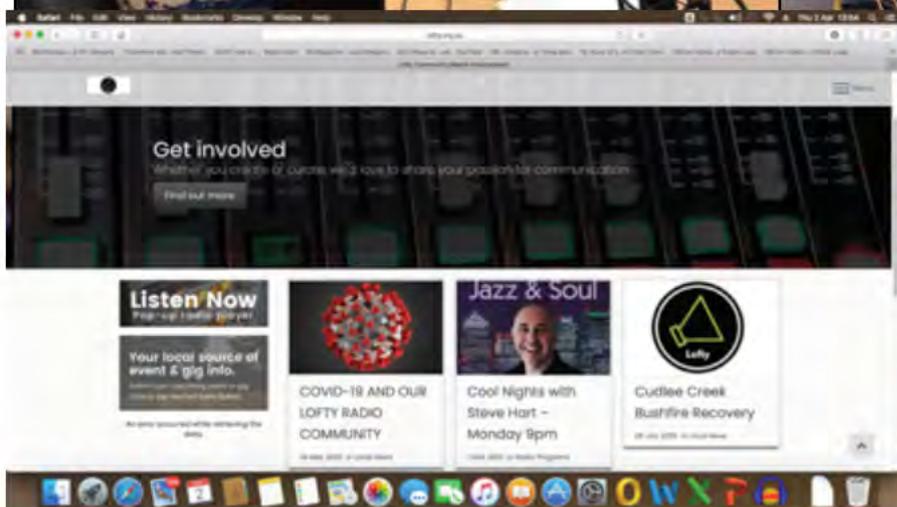
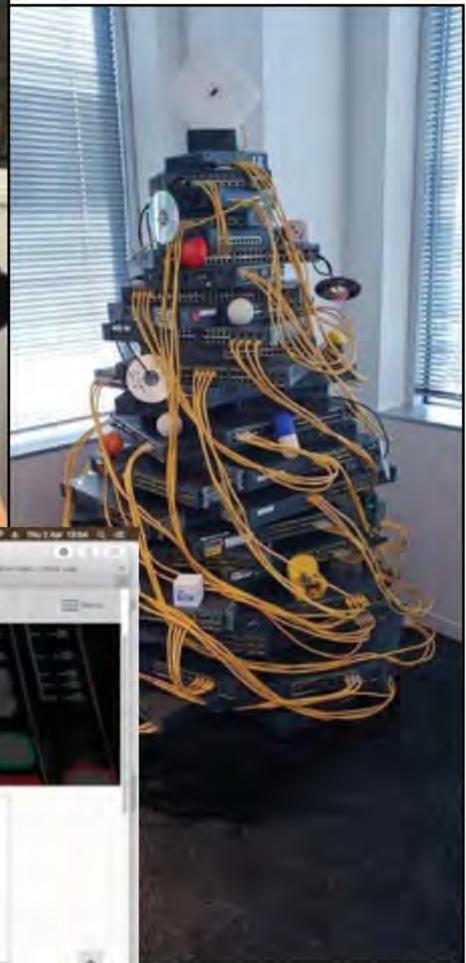
- **Coordinator:** Tony Sander; supported by Geoff Cleggett, Al Thorne, Lin Campbell and newcomer Harry Lyons (under training)

Programming & Production:

- **Programming Coordinator:** Yasmin Farquhar; supported by Al Thorne, Tony Sander and Tanya Lyons
- **Production Coordination:** Production coordination is jointly managed by Lindsay Campbell, Al Thorne, Tony Sander, Bridie Campbell, Harry Lyons and Benjamin Goldsmith

Web & Data Services:

- **Web & Data Services Support team:** Tony Sander, Chris Doe, Tanya Lyons, Harry Lyons



Lofty – our people and shows:

The team at Lofty is a happy one that works together collegiately in mutually respectful and inclusive way. We are drawn together for the same reasons; we love music, we love our community, we love community radio and, we love working together, having fun and delighting in how people love the way we use our enterprise to help them.

So here are some pictures of our crew enjoying their work at Lofty, along with a few promo tiles from shows that create the 'Lofty sound':



Operations - external relations services:

Through Lofty's external relations program we engage directly with our community, **understanding what they are looking for from community radio**, and using that information to **inform our planning** for the future growth and development of Lofty.

At Lofty, we love **'being different'** with programming that directly links to the many facets of our community. And with our music - our community is noticing that **the 'Lofty sound' is different** – and that's what we understand our community wants from its community radio station!

Functionally, the following applies:

Promotions and Sponsorship:

- **Coordinator:** Claudine Burgess, Lindsay Campbell and all other board members.

Public Affairs and Marketing:

- **Coordinator:** Claudine Burgess, Benjamin Goldsmith, Tanya Lyons, Al Thorne, Lindsay Campbell

Membership Services:

- **Coordinator:** Tanya Lyons, Lindsay Campbell, Yasmin Farquhar and Lyn Davies (under training)

Within the Lofty team **we work as a collective overall**, particularly in regard to external relations. Often, we work in pairs and sometimes, individually. However, the nature of the workflow ethic within Lofty means **we all contribute** as a true not-for-profit association. It is an express intention within our Constitution that no one person, or group of persons, within the Lofty membership can exert personal influence within the station or, for any personal benefit. We have seen other community radio stations where this is possible and, in our view, such a situation can lead to subversion of the Community Radio guiding principles, or worse. **Lofty is specifically governed in a way so as to prevent this** from happening within in our enterprise (refer paras 3 – 7 of the Lofty Constitution).



From real community people telling their story – to a cardboard cut out and a bit of good-humoured satire, we love being part of the community radio industry – and we have gained some great friends over the last two years who have been impressed enough with our efforts to put Lofty at the centre of their attention from time to time. It is a Lofty goal to earn the respect of our peers – we seem to be doing that and we are proud of it.

Lofty - community radio collaboration:

From our inception in 2017, Lofty has embarked on a community radio industry collaboration program that not only aims to help cement Lofty within our industry, but we also **build strong industry and inter-station relationships to the benefit of the wider community radio brand**. We believe we are the only Adelaide Hills community radio station who can claim that mantle.

The success of this program of collaboration with other community broadcasters and peak community broadcasting bodies, we believe, is testament to the dedication and professional approach we have followed every step of the way in establishing Lofty and, instrumental in their willingness in helping Lofty to become **the Adelaide Hills' only 100% volunteer-operated grass roots community broadcaster**. In that regard, Lofty gratefully acknowledges the direct support and assistance from the following organisations:



(P) We also acknowledge that **some negative commentary** has been made about Lofty from time to time. Analysis of that commentary has indicated it appears **confined to a restricted source**. We are confident that **every negative point we are aware of can be countered with fact to the contrary**.

Lofty's focus remains on delivering high quality community radio. Through both our own efforts, and the help of others such as SACBA, CBAA and other community stations, we are constantly improving.

We gratefully acknowledge the help and support of the following community radio members:

- **Tribe FM** – provided assistance with constitution development, establishment of Lofty's streaming service, and advice on technical set up.
- **Triple R FM** – provided assistance with establishment of governance procedures, loan of equipment, operations advice and help with technical set up and, from 1 April 2020, collaborate and free access to new 5RRR remote studio control and production facilities.

New 5RRR remote studio facility at Mount Barker



- **SACBA** – provided critical assistance and loan of equipment to help establish the Lofty Transmission chain and station operations.
- **Radio Matilda (LPON)** – provided advice and direct and critical assistance in establishing Lofty's transmission/antenna site – collocated with Radio Matilda.

Lofty – community arts collaboration program:

As far as possible, Lofty always seeks to ‘value-add’ in collaborating with our local community.

Over the last two years, Lofty has been quietly establishing a network of a collaborative working relationships across the Adelaide Hills with those grass-root community services, music and creative arts groups and venues and, the amazing depth of individual artists and groups we have here in the Adelaide Hills, as well as in the wider Adelaide community.

Under this program, as an example, Lofty is directly supporting our community through a long-term program of mutual collaboration, including direct support to locally produce programs for broadcast, both live-to-air as well as pre-recorded shows and podcasts:



- **Mount Lofty Districts Historical Society:** The MBDHS is a highly respected historical and educational enterprise based out of the Stirling Library. The aim of the MLDHS is “to uncover, publish and preserve the history of the Mount Lofty districts”. Lofty has been chosen as their preferred community media partner to help them produce and promote their public displays. The MBDHS are also working with Lofty on the production of a monthly 3-4 hour Adelaide Hills radio program in which local historians will story tell about local history events, people and places.



- **Adelaide Hills Kiwanis Club:** Kiwanis exist to help disadvantaged children. Lofty’s support to the Kiwanis bookshop fundraiser not only directly helps our local kids in need, it also directly assists a further fifteen local charities supported by Kiwanis. Kiwanis are in the process of developing a monthly program to air on Lofty focusing on the work of all their charities, and in particular, bringing the stories of the many ‘ordinary’ Adelaide Hills dwellers that selflessly give their time to helping disadvantaged kids.

Other local community not-for-profit organisations and activities we collaborate with to help build a better community include:



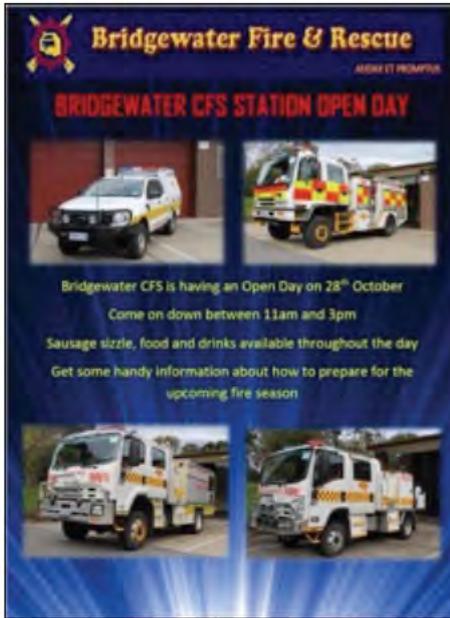
Macclesfield Young at Heart Club Calendar -
community fundraiser



Strathalbyn
Youth Theatre

Lofty – community arts collaboration program:

Some examples of major Adelaide Hills and other SA special events supported by Lofty:



Lofty directly assists with the production and promotion of the Hills Art collective's signature arts competition event each year



Udder Tug/Meadows Country Fair



LCM Facebook Community Notice Board – connecting local Hills communities 24/7

