

# 4ZZZ ANNUAL REPORT 2022



**A YEAR IN REFLECTION FOR  
CREATIVE BROADCASTERS LTD**

**PREPARED BY STEPHEN STOCKWELL**



# CHAIRPERSON'S STATEMENT

ALETHEA BEETSON

I would like to acknowledge the Traditional Custodians of the lands on which 4ZZZ broadcasts from and reaches. I pay respects to all Elders - past and present. And honour the important role storytelling, music and community building have played and continue to play on these lands for thousands of years.

As a Kabi Kabi/Gubbi Gubbi and Wiradjuri woman living and working on the unceded lands of the Turrbal, Jagera and Yuggera people I am bound to follow processes that are pertinent to my cultural obligations and community connections. (This includes how I contribute to an annual report and the ways it needs to be connected to my story). 4ZZZ, whilst on a journey of paying the rent as a community radio station operating on stolen lands, has provided ample space for me to weave my practice into my role and this speaks to the integrity of the values embedded into the strategic plan.

Respect, independence, diversity and creativity are values that have existed on these lands long before the tall ships came and 4ZZZ was founded.

Within the framework of the colony these values have been tokenised, weaponised and used as a form of control. But what I have experienced this past year at Zed, and the time I have spent connected to the organisation the years prior, is that these values and their true meaning are here to be reclaimed by collectivised communities like ours. And with that in mind I would like to acknowledge the contribution of First Nations peoples - past and present - to the Zed community and give appreciation for the space they have held, even when having to simultaneously feel the duality of inclusion and exclusion.

The changes I have seen during my time with 4ZZZ have been largely possible through a Pay the Rent strategy that does not place all the labour in the hands of Aboriginal and Torres Strait Islander people. It is labour that is taken on by the Board, staff, volunteers and wider Zed community; and as such is making progress because our values live through all of us.

# CHAIRPERSON'S STATEMENT CONT.

ALETHEA BEETSON

The 4ZZZ Carpark Show and Open Day was a testament to 4ZZZ providing space and labour so that Indigenous stories and communities can be celebrated here. But change isn't just signposting events, it is the way in which Indigenous stories and broadcasters are prioritised in our day-to-day. I want to thank everyone connected to the station that is doing this work, and continuing to listen, grow and expand upon Zed's obligation around reparations and representation.

Unlike some spaces in the colony Zed has played and continues a vital role in providing spaces for all facets of our community to share their stories, their way. As an Indigenous woman I can only speak to my experiences, however; I would like to acknowledge the many different communities that haven't always felt included in our spaces. 4ZZZ continues to be a space where your stories, told by you, deserve to be heard. And it is through your agency in storytelling that we all get to listen, respond and where appropriate step aside. This form of cyclical community engagement is a vital part of the growth and change continuing at Zed.

The work is far from over and is a lifelong commitment at an organisational and individual level.

In our efforts to continue improving our strategic focus areas, engagement + broadcasting and organisation capacity, 4ZZZ under the guidance of our Station Manager Stephen Stockwell has continued taking steps towards or in some cases taken the first steps towards making Zed a more inclusive and accessible place for all members of our community.

This is evidenced through the development of 4ZZZ Rights Framework, Accessibility and Inclusion Strategy, updated announcer training processes and plans for greater volunteer engagement at the station. Anyone who knows me, knows that I do not give weight to the pieces of paper that hold promises of change but rather the actions. And while there is a long way to go, the people that make up the 4ZZZ community hold the true promise of change through their actions. Our short term goals are viable, and our long term goals give consideration to the generations yet to come.

Stephen and Denise have played such a vital role in shaping my contribution to Zed this year and I am eternally grateful for their role in being accomplices to the causes that matter to me and so many of you.



# CHAIRPERSON'S STATEMENT CONT.

ALETHEA BEETSON

Denise, outside of Board duties, has helped me learn how to do this role whilst giving space to the processes I need to follow as an Indigenous person. And Stephen has listened, responded and made sure that communities needing change do not take on all the labour. As someone who works in a lot of spaces, I can say that this is not norm. But what is 4ZZZ without pushing against the norm!

I would like to thank everyone who has contributed to 4ZZZ over the last 12 months: Ann, Pat, Matt, Sass, Allison, Ian, the Volunteer Coordinators, Radiothon Coordinators, announcers, reception volunteers, merch volunteers and my fellow volunteer board members of which I would like to give special thanks to Ian McIntosh and Kaylah Tyson who will be leaving the 4ZZZ Board, for their work, skills and commitment.

I have not been able to spend as much time in and around the station, or at Zed events as I would like to this year - like this community the other work I do is still recovering from the impacts of COVID and requires significant output.

But when I have been in Zed spaces I feel a sense of being amongst a place where I can be my most authentic self. And as an advocate for young people I cannot help but think of all of the lives this community has changed by being a space where someone can be their most authentic self.

People make up this community. People make growth and change possible. People make sure we are accountable. From a record-breaking radiothon, to the return of more in-person Zed events, to the great day-to-day broadcasting, it is the people who make this place a community capable of upholding the values of respect, independence, diversity and creativity. And that deserves to be celebrated this year, and moving forward.



# TREASURER'S STATEMENT

IAN MCINTOSH



For the year ended 30 June 2022, the Statement of Financial Performance shows a surplus of \$35,101. The position is a down on the previous year (profit of \$75,462) and is mainly due to the ending of Federal government stimulus payments in 2021.

Revenue increased by more than \$100,000 compared to the previous year as we moved out of COVID restrictions. The main improvements were an uplift in Sponsorship (71%), Donations (59%) and Subscriptions (7%). The August 2021 Radiothon was once again a record year.

Other Income dropped significantly which was expected as 2021 included \$125,400 of JobKeeper subsidy which ended in March 2021.

Employment Expenses reduced by \$3,400. This reduction is partly due to the JobKeeper subsidy rules that applied in 2021 that required wage top ups to be made to certain employees.

Other Expenses for the year increased by \$11,330. Over the past few years we've been fortunate to obtain various COVID related concessions on broadcast licences and council rates. These concessions were no longer being offered as we moved out of COVID restrictions.

4ZZZ's cash position increased by \$37,339 year on year, mainly due to the 2022 profit. Cash reductions related to the acquisition of new assets (\$26,851). 4ZZZ's premises were last revalued in October 2021 at \$1.5M and this valuation has been maintained for the 2022 Financial Year.

The station's long-term liability relates to the QRIDA loan taken out in 2020. This loan was offered by the Queensland State Government to assist businesses in the early stages of COVID. This loan has a 10 year term with a 0% interest rate for the first 12 months and then 2.5%. Loan repayments are not required until the third year. We will assess the need for this loan over time.

At 30 June 2022 the net assets of 4ZZZ were approximately \$1.82M. The working capital (Current Assets less Current Liabilities), which was only approximately \$15,000 in 2019, has increased to \$361,438 in 2022. Adjusting for the QRIDA loan and other Non Current Liabilities leaves approximately \$234,000 providing 4ZZZ with a comfortable safety buffer and a sizable pool of funds for future investment in the station.

# TREASURER'S STATEMENT CONT.

IAN MCINTOSH

We are expecting a more difficult 2023 financial year as the generous COVID concessions are removed and costs increase. Hopefully this can be offset by increases in Sponsorship and Grants.

The station met all its financial obligations during the year. Brian Tucker Audit completed the audit on the 4ZZZ accounts at a fee of \$3,500. The auditor completed the Financial Statements and they had no major issues to report to management.

Once again a huge thanks to the most valuable assets of Zed - the staff, the vollies and subscribers (in no particular order). The financial statements don't represent these groups but we all know how important they are in holding Zed together. The Board, the staff and the vollies have continued to steer 4ZZZ through one of the more financially complex periods in its history and set the station up well for the future.



# MANAGER'S STATEMENT

STEPHEN STOCKWELL

Fuck this job is wild. There's so much energy bouncing around the station that there is very rarely a dull moment.

The 12 months this report covers, from July 2021 to June of this year, are no exception. We've seen another record breaking Radiothon, besting the result in 2020, have navigated the last COVID lockdowns, established an Accessibility Reference Group and hosted the inaugural First Nations Carpark Show and Open Day

It's been incredibly heartening to see the amount of community support and goodwill heading our way. We know we were a really important community focal point through COVID and it's been wonderful to see that support continue as the city has opened up again.

That support isn't only seen in the number of subscribers, it's in the types of subscriptions people are taking out. Even as subscriber numbers rise we're seeing people moving to higher value categories (like Passionate and Super Subs) which shows they really value the work we're doing.

The growth in the community outside of zed has been matched by that inside the walls of the 4ZZZ.

The lower COVID risk has meant we've had more volunteers working at the station. The newsroom buzzes away in the morning, a team of Right Here, Right Now volunteers descends on a Tuesday afternoon to set up for that night's live performance and the music department is a constant through the week. Walking up the stairs to level 3 of 264 Barry Parade regularly introduces you to a cacophony of activity.

All this energy is driving some really exciting projects. We've started making plans to improve the accessibility of the station, with a new accessible studio and amenities for the carpark. There's also been a lot of work done to make people feel safe in the station too. Marisa Georgiou has been completing the placement for their Masters of Social Work at 4ZZZ, developing a rights policy for us. I'm a big believer that people do their best work when they feel, supported, safe and comfortable and reckon we've already started to see the benefits of this work.

On top of these, there's dozens of small projects that bubble away as people with similar interests mix and find that shared drive.



# MANAGER'S STATEMENT CONT.

STEPHEN STOCKWELL

I'm eternally grateful to the 4ZZZ volunteers for driving these projects (and many more). Not comfortable making great radio, they're constantly going above and beyond to help make 4ZZZ the place we all want it to be; somewhere for people who don't fit into the mainstream, that's open and accessible, and champions great music and new ideas.

I could not do this job without a lot of help and want to particularly thank a few people. Owen Sadler for his work on our accessibility and building projects, Salty Otton for their efforts to thank our volunteers, Ben Snaith and Kim Stewart for their work including people at the station, Michelle Vlatkovic and Tabatha Saunders for their passion to support First Nations voices and Kelly Smith, for her work as our tireless merch coordinator and database whiz.

That list is by no means exhaustive because there's 250 volunteers who make 4ZZZ possible (and I could write at least a paragraph on how every single person at zed makes a difference to the station).

The 4ZZZ staff also deserve a huge amount of credit for the progress the station has made this year.

Without Sass, Pat, Ian, Matt, Ann and Alison working alongside me nothing would get done. I'm constantly impressed by how much this team can do with limited resources.

These thanks also include the zed staff who've finished up with us over the last year. Dominique Furphy for their work as Sponsorship Manager through COVID, Charlotte Jones' for their commitment as our Marketing Coordinator and Clare Neal who filled that role through the end of 2021.

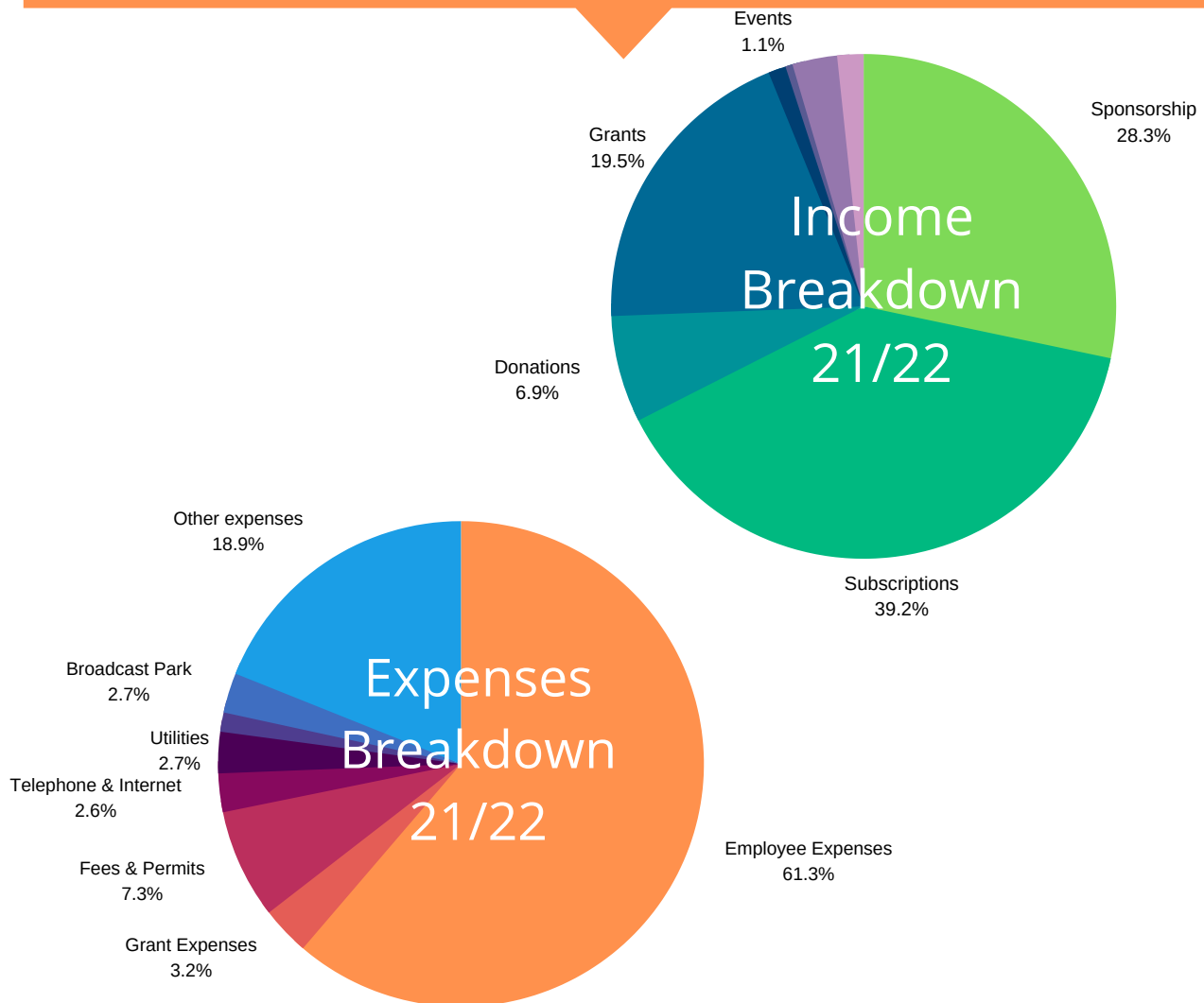
I'd also like to thank the 4ZZZ board for their confidence and guidance over my first 18 months at manager. Trying to run an organisation of over 250 people presents some rather unique challenges on occasion, so their support has been invaluable.

Finally, thanks to everyone who subscribes to 4ZZZ. The investment you make in the station, not just financially but with your belief in our purpose, is what makes it possible for us to do this work.

I'm really excited to see what the next year brings. I'm hoping that by this time next year I'll be able to update you on accessibility improvements at the station, how we're Paying the Rent to the First Nations people this land was stolen from and the shows that help us to our mission of connecting and amplifying the voices of our local communities.

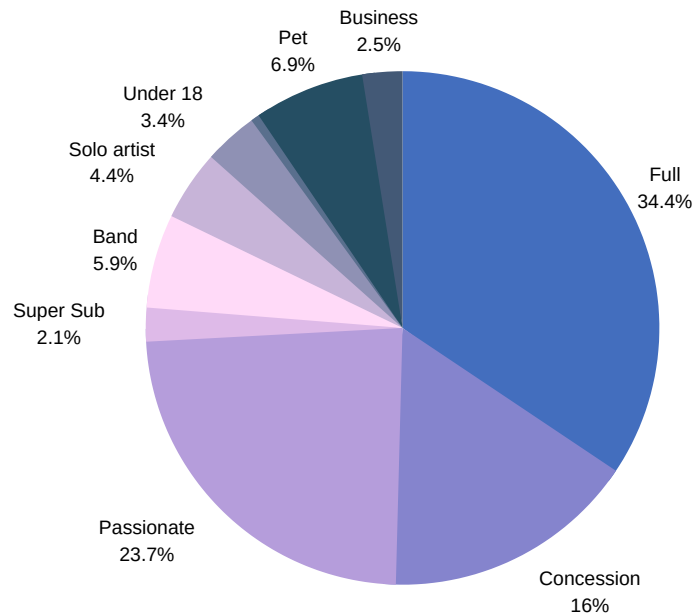
Finally, thank you for being engaged enough in the station to read this report. This place is here for you, so I hope the reporting over the following pages gives you the same warm inner glow it gives to me.

# FINANCIALS - UPDATE



- **Sponsorship income bounces back after lockdowns** - Sponsorship revenue has increased considerably over the last financial year, far exceeding revenue in 20/21. This is thanks to the hard work of our Sponsorship Manager, Sass, our previous Sponsorship Manager Dominique Furphy, and our Sponsorship and Admin Assistant, Alison, finding new sponsors to support the station.
- **Subscription income increases again** - Subscription income has grown again with both Radiothon and April Atonement breaking income records set by previous years. We've also seen more subscribers taking out higher value subscriptions.
- **Improved cash position** - The station's cash position has improved by over \$37,000, driven by the 21/22 FY profit.
- **COVID Concessions end** - Other expenses increased by just over \$11,000 as licence and fee concessions stopped with the end of COVID restrictions.

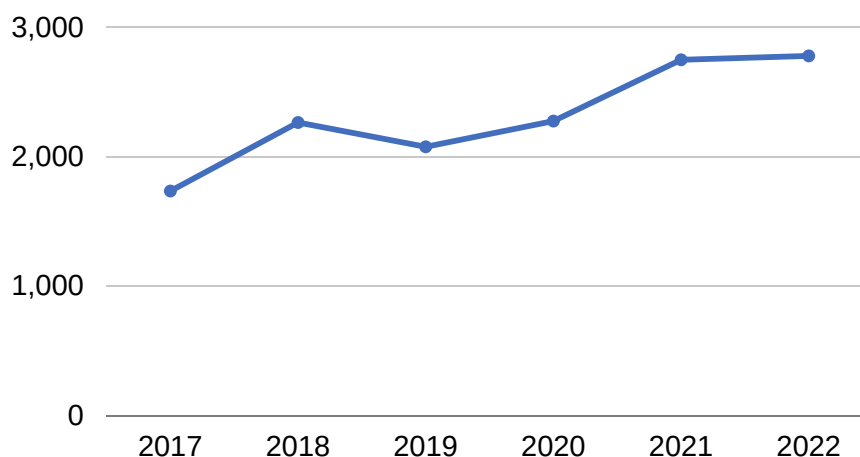
# SUBSCRIBERS



Approximately  
2,780 subscribers  
at June 30 2022.

Graph shows subscriber breakdown by category at June 30, 2022

## 4ZZZ Subscribers 2017-22



*Comparison of annual  
subscriber numbers as of  
June 30 each year.*

*This graph has been  
updated from the  
Radiothon subscriber  
graph listed in previous  
reports. This gives a more  
accurate picture of overall  
subscribers.*

- 4ZZZ has maintained the increase in subscribers we saw during the 45th Birthday and lockdown years. This bucks the trend of dropping off after significant birthday events.
- We've continued to draw in subscribers through a combination of great programming, better subscriber messaging and overall community engagement as things have opened up post-lockdowns.
- There's been continued growth in higher cost subscriptions, particularly among Passionate and Super Subscribers, as we've been able to better demonstrate the positive benefits 4ZZZ has on our local communities.



# PROGRAMMING

4ZZZ has continued to amplify the voices of our local communities.

The sound of 4ZZZ hasn't changed dramatically over the last year, but that's not to say there hasn't been plenty going on.

We've seen the legacy programming that the station is well known for complemented by a number of new shows. Programs like Liminal Space and Rhinestone Cowgirl have been very well recieved by listeners while Tranzmission has helped connect us more deeply with the trans and gender diverse communities.

The programming grid has been tweaked slightly to give listeners a better idea of what to expect when they tune into 4ZZZ. The change is subtle, the slight realignment of show times, but makes it easier for people to find what they're interested in.

The growth in higher value subscriptions comes as announcers promote the value of 4ZZZ during shows more and more. The subscription messaging through Radiothon and April Atonement subscriber campaigns has been outstanding, leading the 21/22 campaigns to outperform earlier years.

Our Announcer Training program has been redeveloped to help support new volunteers as they make the jump into show production. The new approach gives people more time to become familiar with broadcast equipment and feeds them straight into a spot on Zed Digital.

Zed Digital has continued to present a unique offer to zed listeners, with alternative content to 102.1fm. We've seen a number of new programs find their feet over the last year, with shows like Reparations and Las Gidi Vibes connecting and amplifying communities that we haven't well represented in the past.

The next year of programming is very exciting. There's lots of growth potential on Zed Digital, thanks to the new training program, and more competition for spots on 102.1fm.



Breah from Right Here, Right Now



Theo Jahnke speaking to Dave Whitfield on Talking Zeds



Cai and Ez from Tranzmission

# STRATEGIC PLANNING

This year marks the end of the first year of our strategic plan with great steps being made toward our goals.

The 2021-2024 strategic plan is ambitious and has been split into two parts. One focuses on engagement and broadcasting with the other on the capacity of the organisation.

## Engagement and Broadcasting

- 1) Connect with people who need Zed but don't know they do.
- 2) Better integrate radio and online offers across all content initiatives.
- 3) Develop a holistic Pay-the-Rent Plan as a model for First Nations connections.

We've been able to connect more strongly with people who need Zed thanks to the work of our Community Engagement Coordinator, Matt Hsu. He's given the station a stronger presence at rallies and protests, has helped promote the work of 4ZZZ programs and taken us to the streets with more events around town.

We've continued to provide all 102.1 and Zed Digital programming online for so people can catch up on shows they've missed, but have also started producing more podcast content. There was a daily podcast produced by the newsroom in the lead up to this year's federal election. Talkerspace and Tranzmission have also started producing podcast specific content.

Our Pay the Rent strategy has started taking shape. We held our inaugural First Nations Carpark Show to offer pathways for First Nations people into the station, have continued our Pass the Mic training program and built stronger connections with Triple A.



The 4ZZZ merch crew in the wild

# STRATEGIC PLANNING

## Organisational Capacity

- 1) Develop a sustainable staffing model.
- 2) Rethink the Zed physical space to reflect core values and culture.
- 3) Improve financial sustainability.
- 4) Boost station's overall tech capacity.

We've taken the first steps of developing a sustainable staffing model with Matt Hsu coming onboard as our community engagement coordinator. We've also appointed Alison Paris as a sponsorship and admin assistant to help support both our sponsorship manager and admin officer. There's also been a number of changes in volunteer processes so people are better supported and more engaged at the station.

Work has started to try and make the 4ZZZ building more accessible for people with disabilities, with plans to develop a broadcast space and amenities for people who are unable to access the current studios. We've also established an Accessibility Reference Group to help guide further improvements.

The financial sustainability of the station is tracking well, as you can see in the audited financials. The current growth has outstripped our strategic plan goals of 5% income growth in the first year and is putting us on track for a 38% increase in cash reserves by 2024. The goal of reaching 3,000 subscribers by the end of this plan is also looking achievable, with almost 2,800 active subscribers at the end of the 21/22 financial year.

The technical capacity of the station has grown as we've introduced technology to better monitor equipment at Broadcast Park. The 4ZZZ Database, developed by Tech Manager, Patrick King, which allows announcers to listen to music and plan shows remotely also won us a Queensland Music Award for Innovation.

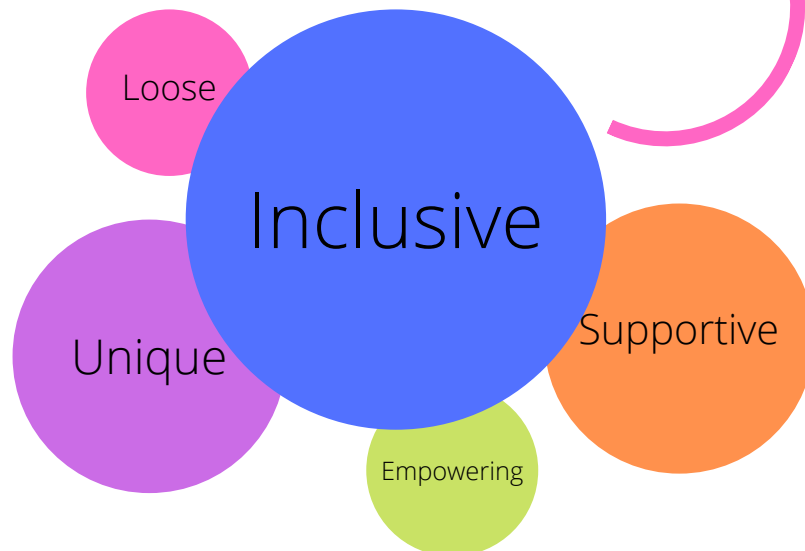
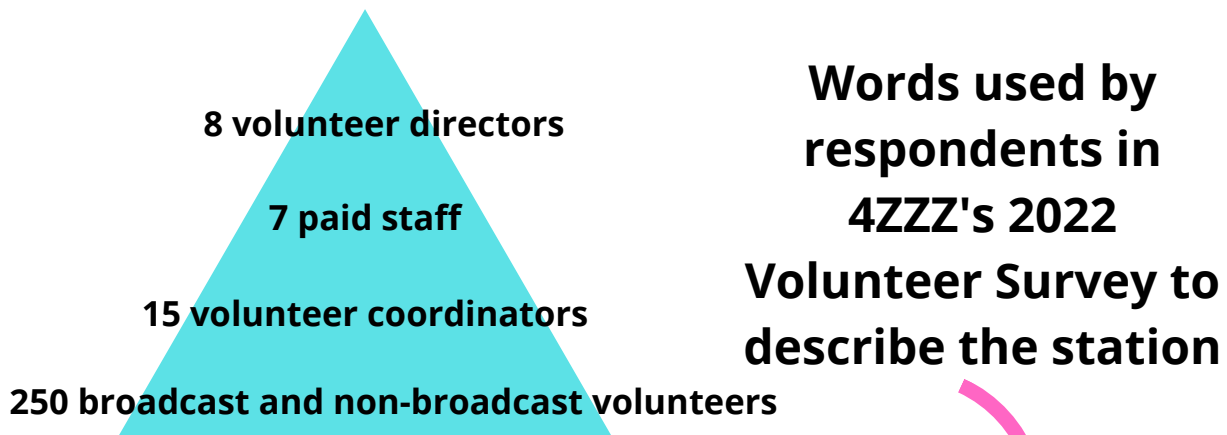


Community Engagement Coordinator, Matt Hsu, Sponsorship Manager Sass Morrissey and Station Manager Stephen Stockwell, with the QMA innovation award for the 4ZZZ Database



# PEOPLE - DONE

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## Volunteer survey insights

- 81% were satisfied with their volunteer experience at 4ZZZ
- 96% of the respondents felt appreciated by their volunteer supervisors
- 100% of respondents felt staff and volunteers were approachable and would recommend volunteering at 4ZZZ to a friend or colleague.
- 94% of respondents expect to continue volunteering at 4ZZZ for the next year.

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Here's how one volunteer described their involvement at 4ZZZ

*"You guys are brilliant. Probably the best organisation I've ever had the pleasure of volunteering for. The team does an amazing job at empowering us to work on projects and do the odd jobs around the station - it's got a fantastic culture of 'yes', and it feels like everyone can pitch in like a true family. Zed rocks!"*

# LISTENERS - DONE

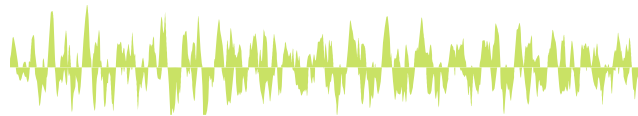
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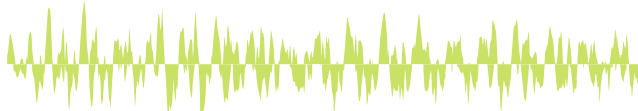
**Why do  
you listen  
to 4ZZZ?**



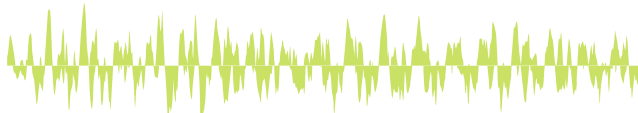
Feedback from our subscriber survey



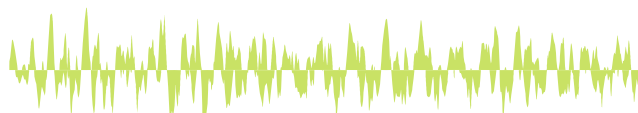
*4ZZZ is one of the things which makes life worth living in Brisbane. A real community voice, with quotas for local, Australian and women's music, the only radio where you'll hear most local bands. And the announcers sound like real people, not hyped up wankers like the commercial stations.*



*I love everything about 4ZZZ, the politics, the inclusivity, the beautiful grassroots and the amazing music of my community. It is weird and wonderful.*



*To support community, stay up to date, learn about a wide range of topics and of course to find and support local and emerging artists.*





**Connecting and amplifying the  
voices of our local communities  
since 1975.**

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**102.1FM | DAB | [4zzz.org.au](http://4zzz.org.au)  
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