

2013–14 FBi Radio Annual Report

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# President’s message

FBi has delivered another great year of music, meeting our mission of broadcasting Sydney music, arts and culture. At a time when the Internet continues to creatively destroy traditional broadcasting, FBi has adapted on many fronts to ensure we can continue to serve the community of people in Sydney who love music and who love new ideas, beauty, passion and the cultural artefacts that encapsulate it.

It’s a task that is all the more important in light of the avalanche of content pouring in from all over the globe. We celebrate all the music in the world but we make a special place for the music we make here. This isn’t simply parochial, it’s how we support the Sydney community to tell our stories, explore the world and examine ourselves and the things we do here and now.

FBi contributes to making Sydney a wonderful place to live - full of comedy, theatre, music, poetry, film and visual art. FBi succeeds consistently as an audience development project because our love of Sydney is infectious and the Sydney we celebrate is irresistible.

I am especially proud of the independence we bring to our work. Your support makes it possible for FBi to broadcast fearlessly without pandering to fashion or commercial imperatives.

Your support means FBi presenters speak their mind, give only their honest opinion to listeners and share their passion with integrity.

This year I have asked you to support two resolutions which I believe will strengthen our commitment to independent broadcasting.

1. A new dedicated position on the board which must be held by a person with the skills required to chair the programming committee; and
2. A charter of editorial independence to bind current and future board members to support the creative and editorial independence of FBi without interference or censorship.

The charter of independence will formalise our longstanding policy of separating the board and its governance responsibilities from the station and its broadcasting activities. The board has a legal and fiduciary responsibility for compliance with the licence, the law and the mission but must balance this with a policy of non interfere in day to day creative decisions.

The creation of the music board member role will ensure we continue to achieve this balance. Just as the Treasurer must have financial literacy and the Secretary must have legal and governance literacy, so the board must always have a member who can work effectively with the programming team to ensure our independence is balanced with accountability. This board member will ensure consistency between the station level programming activities and the board’s legal and fiduciary responsibilities to ensure the terms of our licence are adhered to and that the promises we make to the Sydney music community and to the Members of the Association are accountable.

I thank you for your support of FBi over this wonderful year and look forward to the great things we will do together in the year ahead.

Cass Wilkinson

# Top line achievements for the year

Number of Sydney artists added to the playlist Jul 2013 - Jun 2014:

**221**

Number of Australian artists added to the playlist Jul 13 - Jun 14:

**205**

Australian / Sydney feature albums*:*

**Sydney - 23**

**Australia - 22**

Music Open Day attendance numbers:

**25-35 bands per Open Day = 300 new bands**

# Community and support

Compared to last year, we’ve seen a steady increase in supporters. This year we conducted an End Of Financial Year donations campaign asking 200 people to become ‘FBi Heroes’. The first 10 Heroes to sign up were FBi board members reflecting the board’s current focus on donations development a source of income. The proceeds were used to support FBi Click.

We have also had new surveys completed which give us up to date listener numbers.

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| --- | --- |
| ON AIR | 459,000 listeners per month  5% of Sydney 15+ listen to FBi every week |
| ONLINE | 136,500 across platforms  85,000 social media followers  50,000 unique web visitors  11,500 subscribers to e-news |
| What we know about our listeners | Under 18: 2.8%  18–24: 33.9%  25–34: 38.8%  35–44: 11.8%  45+: 12.7% |

# Staff and Volunteers

At the last station meeting for 2013 we asked the station community how they’d like to spend $5k set aside from FBi Turns 10. We presented a number of options, as well as opening up to suggestions, prior to conducting a ballot.

Overwhelmingly, the station community wanted funds to be spent on the new digital library and audio and this is what we have done.

Kimb Galceran moved on after 3 years as the Venue Manager of FBi Social, to take up a position as the Events Coordinator at Luna Park. Kimb’s tremendous efforts to grow a music venue have been particularly appreciated by our community given the growing challenges faced by venues in Sydney.

Dan Zilber left FBi after the hugely successful launch of FBi Click. Dan’s going away party was an opportunity to reflect on his decade of success and leadership at FBi including

* Being the launch music director in 2003
* Leading the delivery of fundraising concerts for Save FBi during our GFC funding crisis
* Co-directing the celebrated FBi Turns 10 festival with Clare

Dan told TheMusic, “I've been the luckiest guy in the Australian music industry every day for more than ten years.” We say FBi has been the luckiest station in the Australian music industry to have him.

# FBi Social

After three and a half years, we decided to end the “Pop up” new music venue FBi Social.

- more than 1000 local artists have taken to the stage

- over 40,000 punters through the doors.

- artists who have graced the stages include**DZ Deathrays, Deep Sea Arcade, Ball Park Music, Bleeding Knees Club, The Preatures, Elizabeth Rose, RUFUS, Husky, Palms, Chet Faker, Zeahorse, Horrorshow, Courtney Barnett, Kirin J Callinan, World’s End Press, King Gizzard & The Lizard Wizard, Jonathan Boulet, Wolf & Cub, Dappled Cities, Oliver Tank, Oscar Key Sung, Kilter and the Jezabels**

We’re extremely proud that FBi Social has provided young and emerging local musicians, comedians and artists in this city a place to perform, often for the first time in front of a live audience.

We are especially grateful to Solotel who believed FBi should program a live stage, to Kimberly Galceran who lead the project from inception and to former GM Evan Kaldor who initiated the FBi Social partnership with Kings Cross Hotel.

# Highlights of 2013 – 14

### SMAC Awards

The FBi SMAC Awards were held at Carriageworks on January 14th in the newly refurbished Bays 22W24. The event was the largest to date with 600 people attending, including approx 60 FBi Supporter Competition winners.

The event was hosted by FBi’s Nick Coyle, and Broadcast live on 94.5FM. Lisa Havilah was awarded the SMAC of the Year, Cloud Control took out record of the year, and Elizabeth Rose was awarded Next Big Thing.

### Jezabels supporter show

The Jezabels played a free Supporters only show at FBi Social. More than 170 people entered for 50 double passes and we had 50 new supporters sign up while the Jezabels competition was open. This free show comes after their last Sydney performance which was a sold out show at the Hordern, and their next Sydney appearance at Laneway Festival.

### FBi’s Brush with Fame

Throughout 2013, we asked our favourite acts that visited the station to decorate a plain white canvas using fabric markers. The artists donated these pieces to the station for our first online art auction, FBi’s Brush with Fame.

40 works from international and Australian artists spanning all genres including; Moby, Iggy & The Stooges, Vampire Weekend, Tame Impala, The xx, Disclosure, Florence and the Machine, Animal Collective, Dirty Projectors and Foals.

The auction, held on EBay raised just under $10k for the station. Canvases sold for between $50 and $1525 for the Reg Mombassa. The auction also attached international attention, including our first write up on Pitchfork.

### FBi Click

On June 25 at 1pm FBi launched a new digital station, FBi Click.

Broadcasters of new shows include Astral People, Sweat it Out, Picnic, Thump (Vice , Motorik, Halfway Crooks, GoodGod, Stuart Buchanan, Melanie Otohouma and Tony Edwards.

The reception from our audience has been overwhelmingly positive.

The station will have 25% Australian Music Quota and a 50% Australian music content quota and the programming committee will work on ways to ensure we smash these local content quotas.

### Music Open Day and Northern Lights

Northern Lights has become an increasingly well recognised international showcase of local artists by FBi Radio. One band and one solo artist are selected through a national call out to travel to Reykjavik Iceland, to play the prestigious Iceland Airwaves Festival, meet industry, and collaborate in the studio with Icelandic artists.

This year we took Northern Lights and Music Open Day on the road to give artists all over the country a shot at this career making opportunity.

Music Director Stephen Goodhew ran Open Days at 4ZZZ, RTR, WAM, Fresh FM, Adelaide & Edge Radio.

The calibre of the entries was so high that FBi released a compilation of the 10 finalists: Shunya (VIC) Jasia (NSW) Hubert Clarke Jr (NSW) LUCIANBLOMKAMP (VIC) Kucka (WA) GL (VIC) Airling (QLD) WZRDKID (VIC) The Walking Who (NSW) White Hex (VIC). The compilation is available at fbiradio.com/northern-lights-2014- finalistscompilation

The two winners selected were: The Walking Who, a NSW South Coast psychedelic trio and Lucian Blomkamp a 20 year-old beat-maker and producer from Melbourne.

# Governance

The board of FBi for this financial year was

Cass Wilkinson

Brandon Saul

Heidi Pett

Amy Gibbs

Tim Ritchie

James Smith

Michael Dagostino

Julia Thomas

Dan Ilic

Emily Copeland

George Crones

Clare Holland (Executive Director)

Board Members attended meetings every second month and were actively involved between meetings in fundraising, governance and financial management.

Members of the Finance and Audit committee were

Cass Wilkinson

James Smith

George Crones

Julia Thomas

Clare Holland (Executive Director)