

ROADMAP/ 2033/

A guide to hosting Conversation Circles

Community broadcasting in Australia, April 2023



About Roadmap 2033

Roadmap 2033 will provide a long-term strategy for community broadcasting in Australia.

It will define the shared goals of community broadcasters and the outcomes the sector, as a whole, want to see, for stations and sector representative organisations, for listeners and viewers, staff and volunteers, and for our communities.

Roadmap 2033 will detail the steps that need to be taken and how we will measure and govern our progress as we meet the milestones on the road to our shared vision. Roadmap 2033 will also serve as a communication tool – a high-level document that helps articulate our values and strategic thinking. It will be developed by the sector for the sector.

The Roadmap 2033 project was established in December 2022. Four stages of the project have been completed (Learning, Discovery, Collaboration, Values). A Discovery Insights Report has been produced that captures the information gathered through the research, interviews, surveys and workshops that were conducted throughout these four stages.

The key document at this point of the Roadmap 2033 is a [Discussion Paper](#) which summarises the over 70-page Discovery Insights Report to inform the sector of the results of the conversations, to prompt discussion and to serve as a basis for individual and small groups of broadcasters and content makers to provide direct feedback, which will be used to develop Roadmap 2033 and proposals for action in their final form.

Co-design is the fifth stage of the Project. It includes a Sector Congress – A co-design workshop bringing together an equal number of station representatives and sector leaders to consider proposals for action.

Part of this stage of Roadmap 2033 are Conversation circles - Informal groups that are invited to talk through the questions posed in a Discussion Paper and provide their input.

About Conversation Circles

Conversation Circles are purposeful opportunities to gather with your station community and talk about the Roadmap themes and discussion questions. Anyone can get a Conversation Circle organised – and you can invite anyone you'd like to; be they station colleagues, your Board, everyone who's in on Tuesday or your community broadcasting group - anyone!

The Conversations happen in a Circle – there is no hierarchy in circles and no one person is more important than another.

A facilitator should guide the conversation to ensure everyone gets to speak and that all questions are discussed, but the facilitator does not assess or judge topics in the discussion.

Conversations Circles are a way of capturing the opinions and views of people in the Circle. There doesn't need to be agreement or consensus.

How to run a Conversation Circle

Decide how long you want the session to be (1 or 2 hours is usual), what format you'd like to use (online or in-person), and how you want to submit your feedback.

Issue the invitation to your station community (aim to have up to 8 people attend).

Provide attendees with the Discussion Paper - which includes questions for participants to discuss, so share it beforehand, to allow people time to think them over.

- The Discussion Paper reflects top 10 insights of the Roadmap 2033 process so far – summarising current challenges and opportunities facing the community broadcasting sector. The Discussion Paper aims to prompt discussion and to serve as a basis for individuals, small groups of broadcasters and content makers to provide direct feedback, which will be used to develop Roadmap 2033 and proposals for action in their final form.

You can submit feedback in one of four ways:

1. Summarise the conversation in a written document and email it to info@roadmap2033.org.au (Any word length is OK, and any format is OK)
2. Record the session (in Zoom) and send the file to info@roadmap2033.org.au
3. Record a voice memo of the facilitator summarising the themes and points of discussion and email to info@roadmap2033.org.au
4. Share photos or screen shots of whiteboards from your meeting, or online chats discussing the questions. Email to info@roadmap2033.org.au.

If there is another way you would like to submit feedback, that is OK; what really matters is that you share the conversation in a way that makes sense to you.

Please put your station name in the subject line of the email.

Agenda for a 1-hour conversation circle

1. As a result of reading the discussion paper, are you thinking differently about the future of community broadcasting? What are the main ways you think your station or program will be different from today 10 years into the future?
2. What impact and types of impact do you hope your station or program will have on your community over the next 10 years?
3. What new skills, capabilities and leadership do you think the community broadcasting sector will need to respond to the Top Ten trends?

Agenda for a 2-hour conversation circle

1. As a result of reading the discussion paper, are you thinking differently about the future of community broadcasting? What are the main ways you think your station or program will be different from today 10 years into the future?

2. This paper lists several potential outcomes community broadcasting can deliver. Choose up to three and discuss how your community would benefit if your station or program were able to deliver these outcomes.
 - Increased First Nations representation and participation
 - Enhanced trust in media and government
 - Greater community well-being and resilience
 - More social cohesion
 - Equity, inclusion, and diversity on the airwaves and online
 - Enriched Australian arts and culture, including First Nations culture
 - Added skills and capacity building

3. What impact and types of impact do you hope your station or program will have on your community over the next 10 years?

4. What new skills, capabilities and leadership do you think the community broadcasting sector will need to respond to the Top Ten trends?

5. Aside from advocating for more government funding, what is the one thing you believe that the community broadcasting sector needs to focus on in the next ten years?

Conversation Circle Facilitators Guide

The Discussion Paper lists the Top Ten Insights the Roadmap 2033 research process has uncovered through consideration of the current challenges and opportunities facing the community broadcasting sector.

Top Ten Insights

1. Purpose and Identity – *Despite the transformative technological revolution that will transpire over the next decade, the essence of community broadcasting can survive and thrive if it remains focused on its purpose – community.*
2. Financial sustainability – *In the face of collapsing media business models and the rise of misinformation and disinformation around the world, Australia has a community asset it can leverage to counter these global trends*
3. Audience and distribution – *To thrive in the coming decade, community broadcasters will need to focus more on ‘community’ than ‘broadcasting’*
4. First Nations representation and participation – *To ‘close the gap’ between the expectations and outcomes of Indigenous and non- Indigenous Australians, First Nations media needs to flourish within both Aboriginal and Torres Strait Islander communities and non-Indigenous communities*
5. Community Resilience – *To withstand the devastation of public health crises and climate-related natural disasters, community broadcasting should be considered a critical component of community infrastructure*
6. News and local media – *As commercial broadcasters retreat from regional areas, regional Australians are looking for trusted voices to fill the gaps that are left in local information and news*
7. Volunteering – *As changes in Australian society and volunteerism play out, community broadcasters will need to listen to volunteers more but rely on them less*
8. Training and innovation – *Training is the acquisition of new skills and innovation is the process of learning how to do things differently; the community broadcasting sector will need to encourage both over the next decade to realise its vision for the future*
9. Diverse broadcasting – *While a range of diverse broadcasting groups have developed separately, the future promises greater integration of video and audio content and greater collaboration among the various sector bodies*
10. Policy and regulation – *If governments want community broadcasters to deliver public value, they need to refresh their policy settings and use their funding to unlock the potential outcomes the community broadcasting sector can deliver*

Let's discuss which insights in the paper resonated with you.

These insights have been developed through research, interviews, surveys and workshops with other members of the sector. If they resonate with you, it is likely they will resonate with other community broadcasting organisations and can be a helpful guide to establish a shared vision for community broadcasting. Any implications you perceive for your organisation could be valuable for others to learn from.

Consider if the Top Ten insights make you feel positively or negatively about the future of your organisation. Why do you feel this way?

Consider if these insights offer you any new ways of thinking about the community broadcasting sector and our ability to respond to shared challenges and opportunities.

Consider if these insights resonate with you and, if they do, reflect on their implications for your organisation's purpose, operations and impact.

Question 1.

Question #1 asks "As a result of reading the discussion paper, are you thinking differently about the future of community broadcasting? What are the main ways you think your station or program will be different from today 10 years into the future?"

Question 2.

The Discussion Paper lists several potential outcomes community broadcasting can deliver (Pg 3, Insight #1: Purpose and Identity).

Question #2 asks: "Choose up to three and discuss how your community would benefit if your station or program were able to deliver these outcomes.

- Increased First Nations representation and participation
- Enhanced trust in media and government
- Greater community well-being and resilience
- More social cohesion
- Equity, inclusion, and diversity on the airwaves and online
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Consider if you are already delivering these outcomes for your community. If you are, what can you share with the sector through to Roadmap 2033 process to help others understand the community impact you're having.

Question 3.

Question #3 asks: "What impact and types of impact do you hope your station or program will have on your community over the next 10 years?"

Let's consider now, your hopes for your organisation. No one knows your community (volunteers, audiences, local stakeholders (sponsors, local government and community groups)) like you do.

Imagining that it is 2033, what role do you want your organisation to hold in your community? What outcomes has your community achieved and what was the impact of your organisation?

Question 4.

Page 14 of the Discussion Paper identifies the Top 10 Trends most likely and most important trends that have the potential to impact the community broadcasting sector positively or negatively over the next decade.

Question #4 asks: What new skills, capabilities and leadership do you think the community broadcasting sector will need to respond to the Top Ten trends?

Let's consider our organisation and whether we are well aware of these trends and whether or not we have considered them and their implications for our work. How relevant are they for your organisation? How might we respond to them and what support would we need to do so?

Question 5.

We have been considering some pretty big issues today. Some of them are energising opportunities for our sector and others are challenges that will require some changes from our sector.

Question #5 asks: Aside from advocating for more government funding, what is the one thing you believe that the community broadcasting sector needs to focus on in the next ten years?

Reflecting on the Top Ten Insights, and considering all we have discussed, what do you think should be the focus of the community broadcasting sector in the next decade?

Thank you and Feedback

The Roadmap 2033 will provide a long-term strategy for community broadcasting in Australia. It will define the shared goals of community broadcasters and the outcomes the sector, as a whole, want to see, for stations and sector organisations, for listeners and viewers, staff and volunteers, and for our communities.

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The project is jointly sponsored by the Community Broadcasting Foundation (CBF) and the Community Broadcasting Association of Australia (CBAA). The development of Roadmap 2033 is being facilitated by the for-purpose consultancy, THINK: Insight & Advice, led by Randall Pearce.

The CBAA, CBF and Think Insight value the time and insight you have contributed to the process today.

With over 500 services, operated by 346 license holders of all shapes and sizes, representing and reflecting the full diversity of the Australian community, your feedback in a direct and concise manner will support these organisations to do their job – which is to make sure the Roadmap 2033 is a galvanising force that identifies, articulates and contextualises the sector’s values and beliefs, and refines the sector’s own narrative – how we talk about community broadcasting on air, to government and to ourselves, shifting the sector’s story from one of scarcity to one of impact, and providing guidance on how we can maintain the sector’s relevance and build on its impact in the community in the future.

There are many ways in which you can pass on your feedback. Please consider these as a group.

How to share feedback from your Conversation Circle

You can submit feedback in one of four ways:

1. Summarise the conversation in a written document and email it to info@roadmap2033.org.au (Any word length is OK, and any format is OK)
2. Record the session (in Zoom) and send the file to info@roadmap2033.org.au
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