



Content Grants Advisory Committee (CGAC)
Content Evaluation Framework
October-2023 Draft

Vision

Community Broadcasting is at the heart of every community.

Aim of Content grant program

Community media content contributes to Australia's unique cultural asset as set out in Australia's Cultural Policy – Revive so that Australians are more appreciative of the depth, quality and diversity of Australian music, arts and culture.

Content grants aim to support the development, production and distribution of local content that reflects, amplifies and enriches the diverse and ever evolving communities of Australia.

Content grants objectives

- Increase community participation and engagement in community media that is inclusive and accessible to all
- Amplify and reflect the voices, cultures and languages of Australia's diverse communities
- Build audiences by supporting creativity, excellence and innovation in community media content production
- Expand partnerships to explore new forms of storytelling across topics and platforms

Content Evaluation Framework

We measure the success of our content grant program against the strategic objectives of Roadmap 2033, the CBF Strategic Plan, the Supporting Content Framework and the Station Resilience Framework.

CBF Strategic Plan Pillars

- **Capability and capacity** that secures a sustainable and thriving long-term future
- **Participation and voice** that creates connection and belonging throughout our diverse community.
- **Partner and influence** that champions community broadcasting
- **Our strong foundations** that help us deliver on our commitments

Supporting Content Framework

The [Supporting Content Framework](#) is a guide for the allocation of Content Grants to the community media sector. It is aligned with the CBF's values of representation, independence, accessibility and innovation and ensures that the supported content positively impacts Australian communities.

Roadmap 2033 Strategic Objectives

<p>Grow our Capability</p> <ol style="list-style-type: none"> 1. Invest in our people to attract and develop a skilled, capable workforce 2. Ensure community broadcasting is inclusive and accessible for all participants 3. Expand collaboration to share resources for common practices to grow localised content 4. Support broadcasters with strong, effective, and collaborative sector organisations 	<p>Celebrate our identity & demonstrate impact</p> <ol style="list-style-type: none"> 1. Tell a vibrant united story of purpose & impact 2. Resources allow deep understanding of our communities and measurement of outcomes 3. Community broadcasters are a critical contributor to community well-being and resilience 4. Dedicate resources to foster innovation and maintain our reputation as a place for experimentation
<p>Amplify content by and for diverse voices</p> <ol style="list-style-type: none"> 1. Amplify Australian music, arts and creative industries, with content celebrates diverse tastes, perspectives and interests 2. Reflect First Nations cultures and advance First Nations self-determination 3. Reflect the diverse cultures, beliefs and languages of Australia, nurturing a strong sense of belonging among all communities 4. Community broadcasters with a disability are visible and their voices are amplified, creating content by and for the diverse voices of Australia 	<p>Secure capacity to meet community need</p> <ol style="list-style-type: none"> 1. Stations are supported to ensure Australians can access community broadcasting all AM/FM, DAB+, terrestrial TV, online and emerging platforms of their choice 2. Community broadcasting is supported to contribute to the collective responsibility of disaster resilience in line with local needs 3. Connect and resource broadcasters to produce trusted, independent, locally relevant news and current affairs particularly for underserved communities 4. Community television is supported to be accessible to Australians in more markets and platforms.

Station Resilience Framework

Content grants support community media organisations and content makers to be:

- **A connected station** develops and fosters relationships that can be leveraged to enhance outcomes and impact at the station
- **A future aware station** integrates information about future conditions into planning and decision making and is prepared to respond to early warning signs of internal and external crisis
- **A well led station** incorporates governance practices that promote unified, flexible and adaptive responses to challenges and aligns operational practice strategic priorities with daily operations in a culturally safe environment
- **A learning station** leverages existing knowledge, seeks out new approaches to inform future actions and shares knowledge to address common issues and realise shared opportunities
- **An appropriately resourced** station operates with adequate resources from diverse sources to meet identified needs
- **A representative station** demonstrates a clear understanding of its audience's interest and changing habits and curates relevant and culturally safe content and delivery methods



How will we know we have succeeded?

Yearly Summary

Applications received	#	#
Applications supported	\$	%

Outcomes	Targets	Current Position
Capability and Capacity		
Community media content contributes to Australia’s unique cultural asset	<ul style="list-style-type: none"> 4,883 hours of Content programming supported 45% Grants that support new content creation (Content applications) new monitoring point 55% Grants that support established content creation 30 social inclusion, narrative/storytelling, specialist music, variety/magazine themed content projects supported 	<ul style="list-style-type: none"> 4,883 hours of Content programming supported 43% Grants that support new content creation 57% Grants that support established content creation # social inclusion, narrative/storytelling, specialist music, variety/magazine themed content projects supported
Build audiences by supporting creativity and excellence in content	<ul style="list-style-type: none"> 30% Grants that selected the build audiences by supporting creativity, excellence and innovation in community media content production objective # Grants that received sector nominations and/or awards for CBF funded content 	<ul style="list-style-type: none"> 30% Grants that selected the build audiences by supporting creativity, excellence and innovation in community media content production objective # Grants that received sector nominations and/or awards for CBF funded content
Expanded content distribution methods allows stations to meet community needs beyond location	<ul style="list-style-type: none"> 70% Grants that distribute their content on multiple platforms 10 different program types supported (e.g podcasts, video, events OB’s etc) 	<ul style="list-style-type: none"> 80% Grants that distribute their content on multiple platforms 14 different program types supported (e.g podcasts, video, events OB’s etc)
Community broadcasting organisations contribute to a strong and diverse news media market so that Australians have access to a	<ul style="list-style-type: none"> 4 news and current affairs, projects supported \$ supporting local community broadcasting news and current affairs 	<ul style="list-style-type: none"> 4 news and current affairs, content projects supported \$ supporting local community broadcasting news and current affairs

range of sources of news, information and current affairs.		
Community television content production is supported to thrive	<ul style="list-style-type: none"> No. of CTV programs supported \$ supporting community broadcasting Television programming (on different formats) 	<ul style="list-style-type: none"> No. of CTV programs supported \$ supporting community broadcasting Television programming (on different formats)
Community broadcasters contribute to community wellbeing and resilience Strengthen sector capacity through supporting content that involves training or mentoring for participants	<ul style="list-style-type: none"> 4 multiyear grants supported Up to 10% of the total funding allocated to multiyear grants 12 grants that support training and or mentoring for participants 	<ul style="list-style-type: none"> # multiyear grants supported Percentage of the total funding allocated to multi-year grants 14 grants that support training and or mentoring for participants
Participation and voice		
Increase community participation and diversity in community broadcasting Community broadcasting connects communities Community media is representative of their communities and meets community needs	<ul style="list-style-type: none"> 65% of grants that selected the increase community participation and engagement in community media that is inclusive and accessible to all objective 5,855 (average 72) (81 organisations) participants involved in content production at applicant organisations 30% of applicants that undertook some community consultation or engagement in the development of their project. 	<ul style="list-style-type: none"> 70% of grants that selected the increase community participation and engagement in community media that is inclusive and accessible to all objective 5,855 (average 72) (81 organisations) participants involved in content production at applicant organisations 22% of applicants that undertook some community consultation or engagement in the development of their project.
Community Broadcasting contributes to First Nations cultures and self-determination through representation and content	<ul style="list-style-type: none"> # First Nations Content projects supported % of First Nations Content projects supported \$ supporting First Nations content production 	<ul style="list-style-type: none"> # of First Nations Content projects supported % of First Nations Content projects supported \$ supporting FN content production

aligned to First Nations needs, interests and values		
People with disability are visible in community broadcasting and participate in the creation of content by and for their communities	<ul style="list-style-type: none"> • # of Content projects supported with a disability focus • % content projects supported with a disability focus • \$ supporting disability focused content production 	<ul style="list-style-type: none"> • # of Content projects supported with a disability focus • % content projects supported with a disability focus • \$ supporting disability focused content production
<p>Community broadcasting provides a platform for underrepresented voices, cultures, languages and communities</p> <p>Community Broadcasting reflects the diverse cultures, beliefs and languages of Australia's current and emerging communities</p>	<ul style="list-style-type: none"> • % of grants that selected the amplify and reflect the voices, cultures and languages of Australia's diverse communities objective • X% of CBF-funded projects that support youth based programs • X% of CBF-funded projects that support multicultural programs • x% of CBF-funded Content projects include the perspectives and interests of LGBTIQ+ communities • x% CBF-funded Content projects include the perspectives and interests of faith based communities 	<ul style="list-style-type: none"> • % of grants that selected the amplify and reflect the voices, cultures and languages of Australia's diverse communities objective • X% of CBF-funded projects that support youth based programs • X% of CBF-funded projects that support multicultural programs • x% of CBF-funded Content projects include the perspectives and interests of LGBTIQ+ communities • x% CBF-funded Content projects include the perspectives and interests of faith based communities •
Community broadcasting is inclusive and accessible to all	<ul style="list-style-type: none"> • >60% producers of CBF-funded Content projects identify as women • >50% participants involved in content production at grantee organisations identify as women • >8% participants involved in content production at grantee organisations identify as First Nations Australians • >25% participants involved in content production at grantee organisations are from CALD backgrounds • >30% participants involved in content production at grantee organisations under 26 years old 	<ul style="list-style-type: none"> • 57% producers of CBF-funded Content projects identify as women • 61% participants involved in content production at grantee organisations identify as women • 11% participants involved in content production at grantee organisations identify as First Nations Australians • 26% participants involved in content production at grantee organisations are from CALD backgrounds • 66% participants involved in content production at grantee organisations under 26 years old

	<ul style="list-style-type: none"> • >30% producers of CBF-funded Content projects under 26 years old • >20% producers of CBF-funded Content projects live with a disability • At least 50% of applications funded are regional and /or low-income community media organisations 	<ul style="list-style-type: none"> • 30% producers of CBF-funded Content projects under 26 years old • 7% producers of CBF-funded Content projects live with a disability • 50% of applications funded are from regional, remote and /or low-income community media organisations
Partner & influence		
<p>Maximise grant outcomes by supporting projects that demonstrate collaboration with multiple partners and contributors</p> <p>New partnerships, creative ideas and new forms of storytelling across topics and platforms are supported</p>	<ul style="list-style-type: none"> • % of grants that selected the expand partnerships to explore new forms of storytelling across topics and platforms objective • 30 projects with multiple collaborators such as community services, other community organisations, other community media organisations and/or auspices • 30 Projects that are re-broadcast via more than one organisation • 15 Grants that distribute their content on the CRN 	<ul style="list-style-type: none"> • % of grants that selected the expand partnerships to explore new forms of storytelling across topics and platforms objective • 30 projects with multiple collaborators such as community services, other community organisations, other community media organisations and/or auspices • 36 Projects that are re-broadcast via more than one organisation • 17 Grants that distribute their content on the CRN