Sector Investment Grants Program
Evaluation Framework
DRAFT November 2023

Vision
Community Broadcasting is at the heart of every community.

Aim of Sector Investment grants program
Sector investment grants aim to support community broadcasters with strong, effective and collaborative community media sector organisations and secure sector capability and capacity through the implementation of sector wide development initiatives.

Sector Investment grants objectives
The objectives of the Sector Investment grants are to support sector organisations to:

- undertake sector coordination activities that support their members and the community media sector as a whole to deliver positive impact.
- ensure they have the capacity to deliver their unique portfolio of initiatives.
- collaborate across the community media sector and partner with industry and other stakeholders to deliver meaningful change.
- experiment and cooperate on new ideas and initiatives that deliver community media sector wide benefit.
- invest in development opportunities that strengthen the community media sector's capacity to meet community need.

Sector Investment evaluation framework
We measure the success of our Sector Investment program against the strategic objectives of Roadmap 2033, the CBF Strategic Plan 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

Roadmap 2033 Strategic Objectives

Grow our Capability	Celebrate our identity & demonstrate impact
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	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
Amplify content by and for diverse voices	**Secure capacity to meet community need**
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	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

Sector Investment grants support community media organisations 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

A connected station

A future aware station

A well-led station

A learning station

An appropriately resourced station

A representative station

Resilience

How will we know we succeeded?

Yearly Summary

Applications received	#	$
Applications supported	#	$ and %

Outcomes	Targets	Current position
Capability and Capacity		
Community Broadcasting is well regarded, continues to expand its reach and delivers positive impact	Source: Community Radio Listener Survey (CRSL) Weekly community radio audience size (Deed) National weekly reach of RPH stations Average time spent listening to community radio (Deed) Percentage of listeners who consider community radio to be valuable to Australian community (Deed) Number of stations subscribed to the CRSL	
Sector organisations are supporting their members in order to develop their capability and capacity	Number of stations that are: • surviving • thriving • at risk (CBAA annual reports – Sector Dashboard) Number of members of sector organisations and level of member satisfaction (percentage of sector?)	Year on Year comparison Breakdown per org plus total and % of sector

Outcomes	Targets	Current position
	CBAA members and level of satisfaction NEMBC Member Participation Survey: Number of responses from members Level of satisfaction for NEMBC's services Percentage of CBF sector investment funding to sector coordination Percentage of CBF sector investment funding to sector projects Number of conferences / events supported across the sector Number of attendees to conferences / events across the sector	
Investment in our people assists to develop a skilled and capable workforce and ensures community broadcasting is seen as an attractive employment pathway	National Training Project: No more than 40% of National Training funding applied to Pathways Training. (Deed) At least 60% of National Training funding to be allocated to Accredited Training (Deed) At least 50% of National Training funding to be allocated to regional and remote areas (Deed) Number of training places created (Deed) Number of stations supported (Deed)	

Outcomes	Targets	Current position
	Number of stations supported in regional and remote areas (Deed) Number of regional training places created Industry Capacity and Skills Development: Number of training places created Number of stations supported	
Participation and Voice		
Community broadcasting is inclusive and accessible to all participants	Number of responses to the Sector Participation Survey Total Annual Sector paid employees Total Annual Sector volunteers Percentage of participants who identify as: % Female or gender diverse % Young people % First Nations % CALD % Living with a disability % LGBTIQIA+ % Faith-based	
Community broadcasting amplifies Australia's music, arts and creative industries and	Amrap (Amrap Dashboard): Number of unique artists uploaded tracks Number of broadcasters who downloaded tracks	

Outcomes	Targets	Current position
reflects the diversity of Australia's growing communities	Total number of tracks downloaded Number of artists who identify as: # First Nations # CALD # LGBTQIA+	
Stations are supported to ensure Australian's can access community broadcasting content when, where and how they want to	Digital Radio Fund: Number of hours of unique content produced and broadcast (Deed) Number of total hours broadcast per week Number of services on-air on DAB+ Number of stations who are: # First Nations # General # Faith-based #LGBTQIA+	
	Multiplatform Distribution Project: Number of community radio stations accessing the central online streaming portal (Deed) Subscriptions by product (CBAA Dashboard): Monthly unique CBAA supported website users (Sector Dashboard) Monthly unique CBBA supported streaming users (Sector Dashboard)	

Outcomes	Targets	Current position
	Number of stations using the Community Radio Plus App Number of stations subscribed to the CRN (CRN Dashboard) Number of Stations subscribed to Online Services (Online Services Dashboard) Number of Stations subscribed to Podcasting (Online Services Dashboard)	
Community broadcasting produces and delivers trusted, *locally relevant*, independent news and Current Affairs particularly for underserved communities	News (News Dashboard): Number of news items contributed to the National Radio News (NRN) from each state per month (Deed) Number of stations contributing to the NRN Number of stations contributing to the collaborative news network Number of organisations connected to content sharing environment Number of Regional/Remote organisations connected to content sharing environment Number of First Nations organisations connected to content sharing environment Number of community radio stations (by location) subscribed to the NRN (Deed) Regional	

Outcomes	Targets	Current position
	Metropolitan Remote National weekly reach of NRN (News Dashboard) % of listeners who agree Community Radio news is relevant to me (measure still in development)	
Partner and Influence		
Expand collaboration to share resources for common practices	Number of projects with more than one sector organisation involved Number of sector organisations collaborating across sector wide projects	
Sector organisations secure additional and ongoing funding to support community broadcasting to become future-proofed and sustainable.	Total government funding to the sector Total non CBF funding to sector organisations Increase in RPH station revenue through Spots and Space advertising Sector advocacy: Number of government engagements (CBAA Leadership & Devt) Number of government submissions (NEMBC)	