



Content Grants Advisory Committee (CGAC)
Specialist Radio Program Evaluation Framework
October 2023 Draft

Vision

Community Broadcasting is at the heart of every community

Aim of Specialist Radio grant program

Specialist Radio Programming grants assists with the development, production and broadcast costs of specialist radio programming content to meet the needs of particular communities. Funding is available for Specialist Radio programming for:

- First Nations Australians program
- Ethnic programs
- Radio Reading (formerly RPH) programs to serve people with a print disability

Specialist Radio Program grant objectives

- Increase the diversity of voices and languages in community media
- Increase community participation in community media
- Community media organisations are engaged with, connected to and reflective of their community
- Diverse communities have access to information, cultural and local content that enriches their communities

Specialist Radio Program evaluation framework

We measure the success of our Specialist Radio programs against the strategic objectives of Roadmap 2033, the CBF Strategic Plan, 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 1. Ensure community broadcasting is inclusive and accessible for all participants 1. Expand collaboration to share resources for common practices to grow localised content 1. 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

Specialist Radio Programming grants support community radio stations and Specialist broadcasters to be:

- **A connected station** develops and fosters relationships that can be leveraged to enhance the outcomes and impact of 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?

Outcomes	Targets	Current position
Capability & capacity		
<p>Community media content contributes to Australia’s unique cultural asset</p> <p>Strengthen sector capacity through supporting content that involves training or mentoring for participants</p>	<ul style="list-style-type: none"> • 1,167 of hours of SRP programming produced (SRP applications) • 23 new Specialist programs supported (SRP applications) • x number of Specialist Radio Programs in development (new from 23/24) • x number of SRP programs in development result in ongoing SRP programming (from 24/25?) • X number of organisations applying for training and conferences, \$x amount of funding sought for training and conferences through SRP (new target) 	<ul style="list-style-type: none"> • 1,167 hours of SRP programming produced (SRP applications 2022/23) • 23 new Specialist Radio Programming programs supported (SRP applications 2022/23) • x number of Specialist Radio Programs in development (new from 23/24) • x number of SRP programs in development result in ongoing SRP programming (from 24/25?) • X number of organisations applying for training and conferences, \$x amount of funding sought for training and conferences through SRP (new target)
Participation & Voice		
<p>Increase community participation and diversity in community broadcasting</p> <p>Community broadcasting connects communities</p>	<ul style="list-style-type: none"> • xxx (average x) (xx organisations) broadcasters involved in Specialist Radio programming at applicant organisations (SRP applications 2022/23) • Number of broadcasters involved in Specialist Radio programming at grantee organisations that identify as: <ul style="list-style-type: none"> - # First Nations Australians - # Ethnic/CALD - # Identify as women - # Aged under 26 	<ul style="list-style-type: none"> • xxx (average x)(xx organisations) participants involved in Specialist Radio programming at applicant organisations (SRP applications) • Number of broadcasters involved in Specialist Radio programming at grantee organisations that identify: <ul style="list-style-type: none"> - # First Nations Australians - # Ethnic/CALD - # Identify as women - # Aged under 26

<p>Reflect First Nations cultures and advance First Nations self-determination</p>	<ul style="list-style-type: none"> • xx number of full-time First Nations stations, RIMOS and RIBS, x number of broadcasters, x number of programs supported through SRP (new target) • xx number of non-First Nations stations presenting First Nations SRP content, xx number of First Nations broadcasters, xx number of First Nations SRP programs (new target) • 136 First Nations Australians content broadcasters, , 26 stations, 4 RIMOs, 22 languages (SRP applications 2022/23) 	<ul style="list-style-type: none"> • xx number of full-time First Nations stations, RIMOS and RIBS, x number of broadcasters, x number of programs supported through SRP (new target) • xx number of non-First Nations stations presenting First Nations SRP content, xx number of First Nations broadcasters, xx number of First Nations SRP programs (new target) • 136 First Nations Australians content broadcasters, 26 stations, 4 RIMOs, 22 languages (SRP applications)
<p>Community broadcasters with disability are visible and their voices are amplified, creating content by and for the diverse voices of Australia</p>	<ul style="list-style-type: none"> • 9 non-RPH stations producing local RPH programs (SRP applications 2022/23) • X number of broadcasters in non-RPH stations (new target) 	<ul style="list-style-type: none"> • 9 non-RPH stations producing local RPH programs (SRP applications) • X number of broadcasters in non-RPH stations (new target)