



WAVERLEY
COUNCIL



Bondi Pavilion Community Radio Station Consultation Summary Report 2021

Waverley Council acknowledges the Bidjigal and Gadigal people, who traditionally occupied the Sydney Coast and we acknowledge all Aboriginal and Torres Strait Islander Elders both past and present.

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Executive summary

When the Bondi Pavilion is opened there will be a new community radio station included. Council asked the community for feedback on how the station should be delivered and managed. The engagement ran from 24 November 2020 to 31 January 2021.

There were 2800 people who accessed the Have Your Say Waverley website and 64 people who participated in the online survey. The respondents were keen to be kept involved throughout the process. The most important things identified to make sure the radio station incorporated were local news or information, local music and artists and training opportunities for young people. The respondents were interested in online broadcast or a mix of online and terrestrial radio. They also said the content on the station needs to be community and future focused, with varied programming, local relevance, and international application.

Background

A community radio station was included in the concept plans for the Bondi Pavilion Restoration and Conservation project, an outcome of the previous engagement activities. To progress this further, Council sought community feedback to ensure the delivery of a space that balances the needs and wants of the community now and into the future.

The feedback received will be used to inform the drafting of an Expression of Interest for operating the space.

Engagement approach and methodology

The engagement period ran from 24 November 2020 — 31 January 2021. Project information and the survey was hosted on the Have Your Say website, specifically the Bondi Pavilion Conservation and Restoration project page: haveyoursay.waverley.nsw.gov.au/bondipavilion.

The objectives for this community engagement were to:

- Bring the community along on the journey of the restoration of Bondi Pavilion
- Understand what is important for the community in a community radio station, how they intend to use, be involved in and listen to

Engagement tools overview

The engagement process aligned with Waverley Council's adapted IAP2 model for community engagement, sitting at Involve on the public participation spectrum.

Method	Overview	Date	Response
Online survey	A 6-question online survey on the Have Your Say Waverley dedicated project page, addressing the draft document.	24 November 2020—31 January 2021	64 survey responses

Communications tools overview

A range of methods were used to raise awareness of the consultation period and the opportunity for community participation.

Method	Overview	Date	Response
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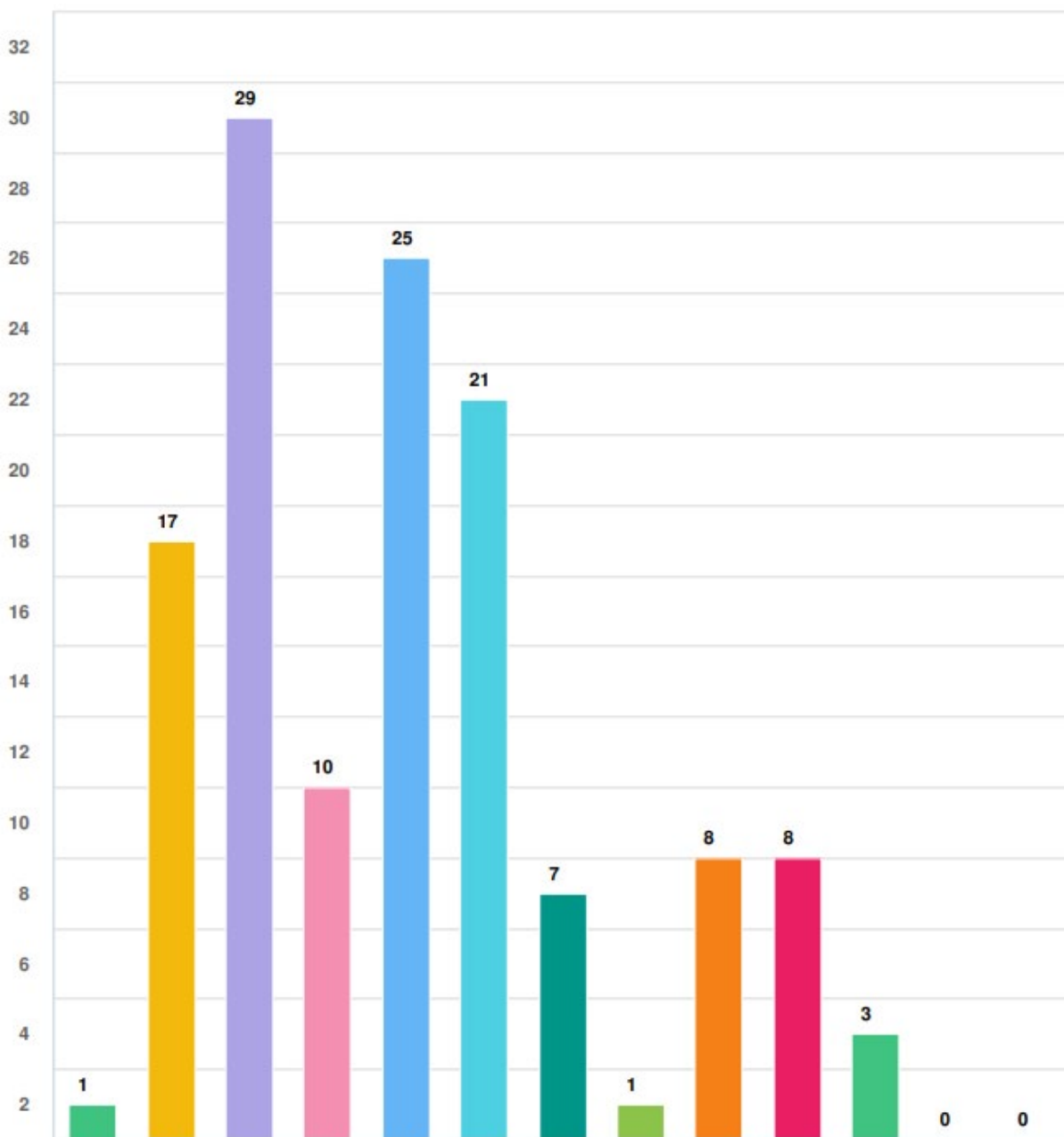
Have Your Say website	Have Your Say Waverley dedicated project page	Launched in September 2018 as part of consultation on the concept design of the Bondi Pavilion Restoration and Conservation Project	Since inception: 2800 total visits 1130 document downloads During public exhibition period: 760 total visits 3 document downloads
Social media posts	Facebook Post 1: Raise awareness of the project	16 December 2020	Reach: 867 Engagements: 35
	Post 2: Promote the project and encourage people to provide feedback	5 January 2021	Reach: 3014 Engagements: 423
	Twitter Post 1: Promote the project and encourage people to provide feedback	5 January 2021	Impressions: 1183 Engagements: 44
Council Enewsletters	Waverley Weekly x 6	3 December (feature), 26 November, 10, 17, 24 December 2020, 28 January 2021 (mentions)	Recipients: 1560
	Engagement enews x 2	November 2020 and January 2021	Recipients: 4383
	Dedicated engagement enews to Bondi Pavilion HYS followers	24 November 2020	Recipients: 469 Click-throughs: 26
	Arts and Culture enews x 2	27 November, 22 December 2020	Recipients: 3570 Click-throughs: 24
Advertising	Advert in The Beast		—
	Mention in the Council page in Wentworth Courier	2 and 16 December 2020	
Stakeholder outreach	Direct emails and notifications to stakeholders	24 November 2020—31 January 2021	—

Detailed results – online survey

There were 64 responses received to the online survey at Have Your Say Waverley.

Summary of responses below:

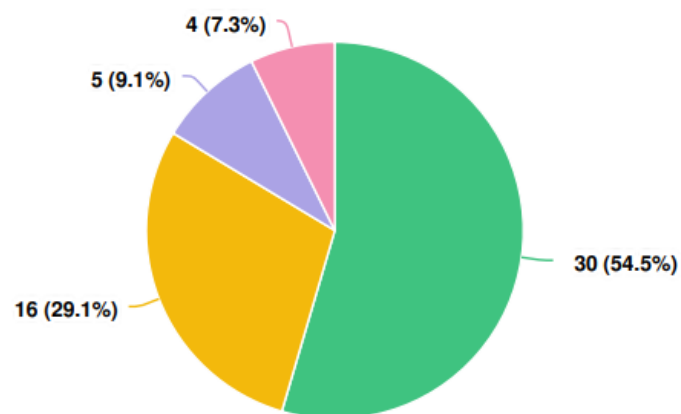
Q1 Which community radio stations do you listen to?



Question options

- 2RPH
 ● 2SER
 ● Bondi Beach Radio
 ● Bondi FM
 ● Eastside Radio
 ● FBi Radio
 ● Fine Music
- Hope 103.2
 ● Koori Radio
 ● I don't listen to community radio
 ● Other (please specify)
- Muslim Community Radio
 ● Radio 2000

Q2 How often do you listen to community radio?



Question options

● Daily ● Once a week or less ● Once a month or less ● Less than once a month

Optional question (55 response(s), 9 skipped)

Features important in a community radio station

- All features listed had very few *very unimportant* or *somewhat unimportant* responses.
- The features with the most responses for *very important* were:
 - *Hearing local news or information on air* (35)
 - *Hearing local music and artists on air* (36)
 - *Radio training opportunities for young people* (34)
- Features that had the least supportive were:
 - *That it operates 24/7* (21 'neutral' responses)
 - *Programming that caters to specific languages spoken in our community* (25 'neutral' responses)

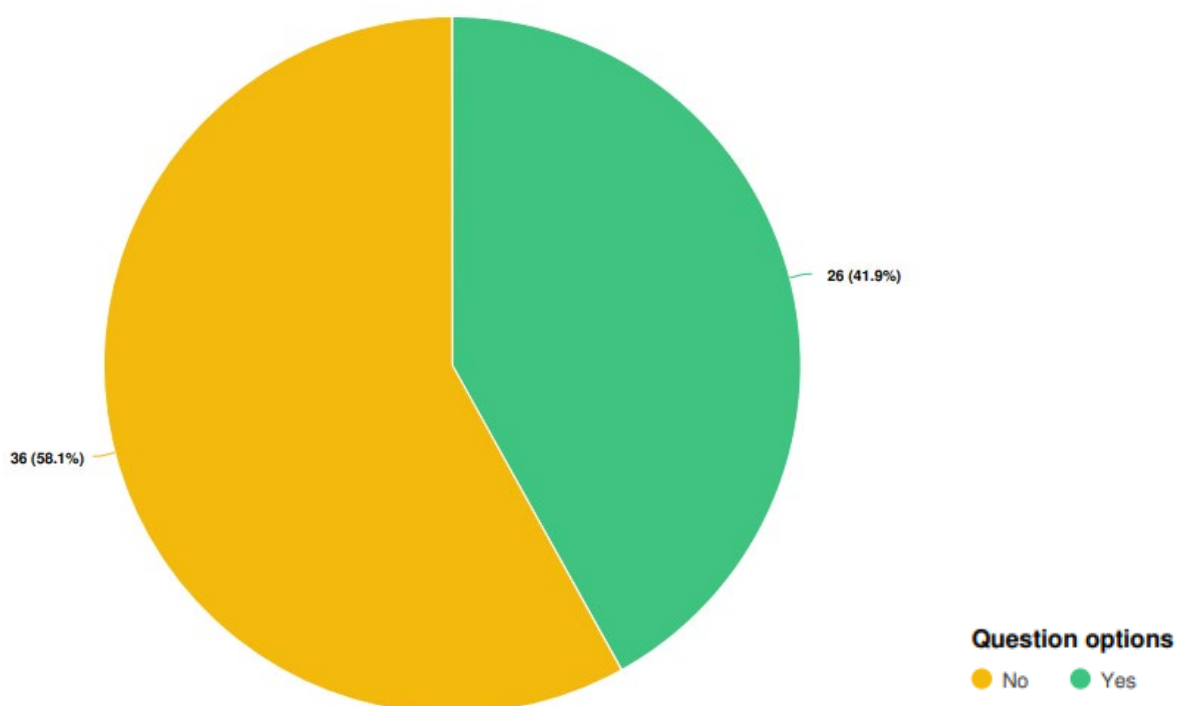


Q4 Please rank the following operational models from most to least preferred.

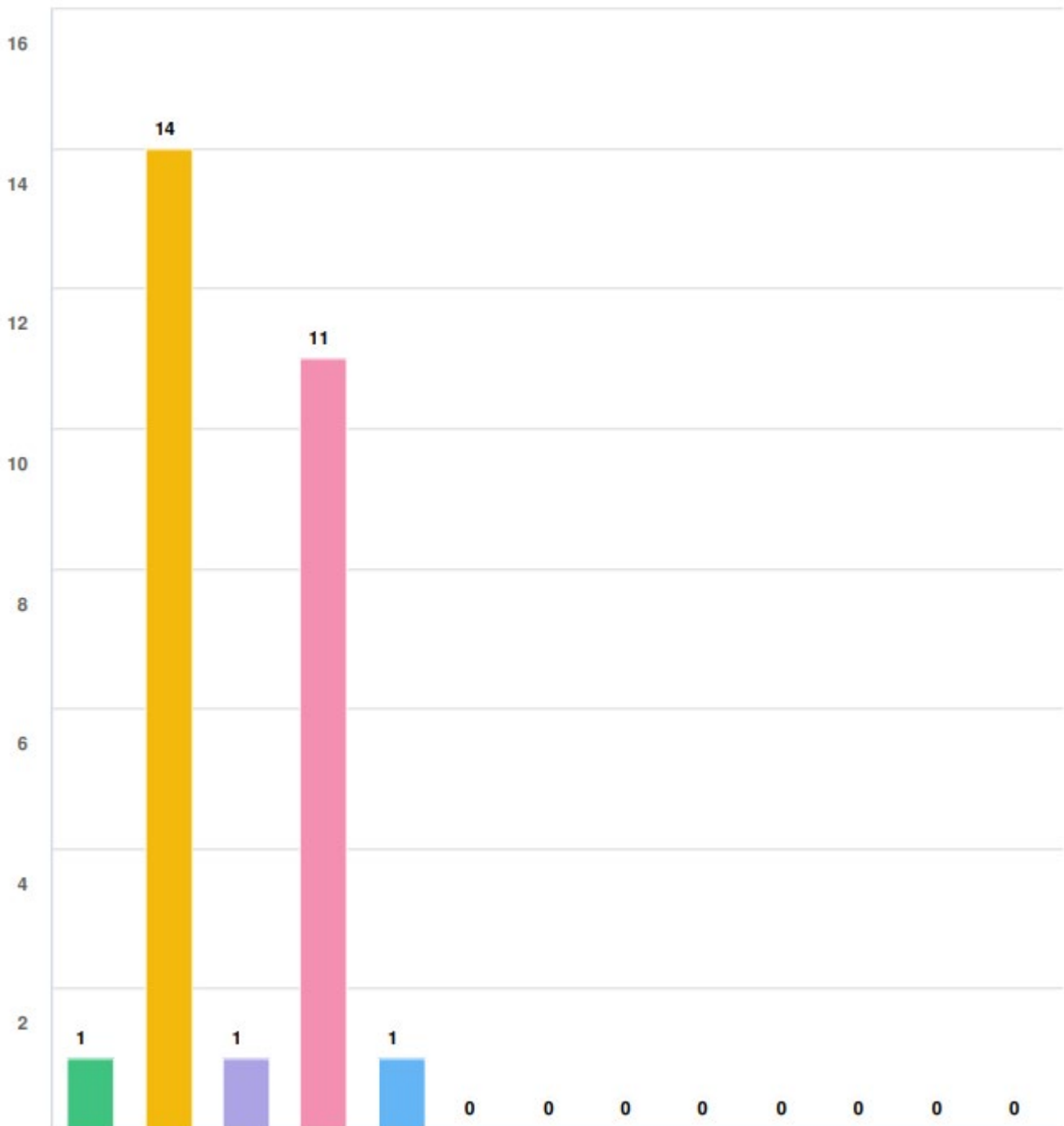
OPTIONS	AVG. RANK
Run by an established online community radio station (can be heard anywhere in the world, via internet)	1.75
A combination of online and terrestrial broadcast	1.76
Run by an established terrestrial broadcast community radio station (confined to a specific geographic footprint, heard via AM, FM or DAB+ receivers)	2.44

Optional question (63 response(s), 1 skipped)

Q5 Are you involved with a community radio station as a staff member or volunteer?



Q6 Which radio station do you work/volunteer at?



Question options

☐ I don't listen to community radio
 ☐ Radio 2000
 ☐ Muslim Community Radio
 ☐ Koori Radio
 ☐ Hope 103.2
☐ Fine Music
 ☐ FBI Radio
 ☐ 2RPH
 ☐ Other (please specify)
 ☐ Eastside Radio
 ☐ Bondi FM
☐ Bondi Beach Radio
 ☐ 2SER

Optional question (26 response(s), 38 skipped)

General feedback

- Several respondents were advocating for particular radio stations to operate in the space
- Great initiative to support people getting experience in radio and to promote local artists of all kinds
- Viewpoint diversity should be a major consideration when allocating airtime
- Radio shows should include stories/interviews from locals eg. Musicians and artists; news and local current affairs.

Conclusion

It is recommended to include the feedback provided when developing the expression of interest for operating the space. Specifically:

- Keep respondents informed of the next stage of the process, and how best they can be involved in running the space (particularly those who identified this as an interest in their response)
- Bondi Beach Radio, East Side and FBi are the most listened to community radio stations
- Most important features are:
 - local news/info
 - local music & artists
 - opportunity for community involvement
 - radio training opportunities
 - hire access for community and educators
- Online broadcast or a mix of online and terrestrial is preferred
- Station needs to have a community focus, varied programming, local relevance, and international application
- Station needs to be future focused, eg. capability to do podcasts and streaming

Appendix A – Social media clippings



Waverley Council

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📺 There'll be a community radio space in Bondi Pavilion once the restoration project is complete. What do you think is important to consider as we plan this out? Let us know by filling in the survey at <https://haveyoursay.waverley.nsw.gov.au/bondipavilion>

