

# About Us and Membership

---

## 1 ABOUT US

### 1.1 CURRENT MISSION, VISION AND VALUES

### 1.2 EARLY HISTORY

### 1.3 ORIGINAL AIMS AND OBJECTIVES

### 1.4 THE FIRST TEN YEARS ON AIR

## 2 MEMBERSHIP

Revisions:

Policy change Date	Change	Reason
2 March 2022	New Policy "2. Membership"	To ensure that the Membership Policy is recorded in our Policies in accordance with Code 1 of the Community Radio Broadcasting Codes of Practice

## About Us and Membership

---

### 1. ABOUT US

#### 1.1 CURRENT MISSION, VISION AND VALUES

##### MISSION STATEMENT

*"Partnering with the local Church to engage the people of WA with the positive message of hope in Jesus Christ"*

##### VISION STATEMENT

*"Sonshine is a God-inspired, donor empowered mission that aims to bring the positive message of hope and the life-changing wisdom of God to every household in Perth, Western Australia and beyond."*

##### VALUES

These are the values that all staff, board and management at Sonshine hold true:

- **Serving:** Sonshine is built on the sacrifices of men and women who gave themselves freely to the cause of establishing a radio station that would make Christ known every day of every month of every year. As they gave of themselves then, so we give of ourselves now. As they were committed and fiercely loyal to keeping the message of hope on the air, so are we.
- **Professionalism:** We consider all alternatives and deliver excellent outcomes for the good of the station and the message it delivers. Our attitude is about efficiency, effort and effectiveness.
- **Integrity:** *Our purpose is to do what is right, not only in the sight of the Lord, but also in the sight of others. 2 Corinthians 8:21 GNT*
- **Community:** Communities function by communication. Our unity is preserved as we communicate in appropriate ways that serve to genuinely seek first to understand before being understood, to empathise and in the process, search for the win/win solution.
- **Creativity:** We passionately pursue creativity and continually grow with the ideas as they materialise. We serve a God of creativity. As we seek Him and his ways, so we become more creative.

The characteristics we strive to grow in our own lives are compassion, integrity, respect, loyalty, humility, unity, kindness, teachability, joyfulness, efficiency, consistency, reliability, dependability, accountability, honesty, transparency, tolerance, encouragement, equality, optimism, ownership, passion, fearlessness, flexibility and love.

## About Us and Membership

---

### 1.2 EARLY HISTORY

As far back as the mid 1950's, the Lord conceived in the minds of a group of Christians in Perth the concept of a 'Quality of Life' radio station, promoting the Christian ethic.

Being missionary minded, the members of this group had a global vision inspired by the emerging missionary short wave radio stations in other parts of the world. However, such short wave broadcasting was and still is the sole prerogative of the Australian Government.

Undeterred, these concerned Christians maintained a vision for a radio station in Perth and made several attempts to obtain a commercial licence – the only type of licence suitable and permissible under the then Wireless and Telegraphy Act.

In 1969, Good News Broadcasters Pty Ltd was formed and registered as a company to establish a commercial radio station promoting the Christian ethic and "Quality of Life" broadcasting. This decision was prompted by the removal from the air waves of many popular Christian programs by commercial stations, and it became impossible for Christian broadcasters to purchase radio air time.

Serious attempts were made to purchase 6PM, 6PR, 6KY and 6IX without success, and feasibility studies were carried out for the establishment of stations at Port Hedland and Esperence. The Port Hedland proposal was discarded as impractical for a variety of reasons, and the proposal for Esperence received no encouragement from what was then the Broadcasting Control Board.

In 1971, a member of that founding group of concerned Christians was offered a position on a commercial radio station in Albany. This provided Keith Morgan with a God-given opportunity to learn the radio business.

Good News Broadcasters continued to lobby the Government, but to no avail. The advent of Public Broadcasting in 1978 heralded a new era in broadcasting in Australia and opened up the airways for many more licences to be available.

Three licences were initially offered in Perth, and the University of WA and the WA Institute of Technology were each successful applicants, having operated experimental licences for the past three years.

Good News Broadcasters made an application for the third licence but was unsuccessful because the Australian Broadcasting Tribunal was of the opinion that Good News Broadcasters and the other applicants had not met the necessary criteria for Public Broadcasting. In the case of Good News Broadcasters, the concern was that they had neither sought nor obtained support and official recognition of their proposal from the mainstream Christian denominational bodies. This conclusion was drawn despite the fact that the individuals involved in Good News Broadcasters at the time were drawn from most of the recognised denominations. The end result of this process was that a third licence was not issued for Perth at that time.

## About Us and Membership

---

Good News Broadcasters was not alone in their failure to meet these requirements. Similar proposals for 2CBA-FM in Sydney and 7HFC-FM in Hobart were successful, but applications for licences in Adelaide, Melbourne and Brisbane were not.

The failure of Christian broadcasters around Australia to gain any licences in the 1978 Licence Hearings prompted these like-minded groups to come together and form the Australian Christian Broadcasters Association (now the CMAA - Christian Media and Arts Australia). This organisation, of which Good News Broadcasters is a foundation member, provides a forum for the interchange of information, mutual assistance and the training of personnel.

In early 1983 the conviction came and was confirmed by God's word that the time was near and we were to get ready. The Directors of Good News Broadcasters, Pty Ltd, accepted an application from Keith and Margaret Morgan as the first staff members, with their appointments commencing on 8<sup>th</sup> July 1983. The Lord put his seal on this step of faith with the arrival on that very day of an invitation from the Minister for Communications to Good News Broadcasters to submit a Planning Proposal for a medium powered, Category S, FM Public Broadcasting station for the Perth metropolitan area. The Planning Proposal was completed and lodged with the Department in April 1984.

On 17 July 1984, Good News Broadcasters became Incorporated under the Associations Incorporation Act and relinquished its former private non-profit company status. Technical, operational and programming skills were combined with administrative, financial and managerial expertise to form an efficient Board of Management directly accountable to the public membership of the new Association.

The Board of Management was encouraged by letters of support from many denominations of the Church, Christian organisations and para-church groups. Notable in this respect was a letter of support from the Christian Television Association, the media arm representing the Anglican, Catholic and Uniting churches and the Salvation Army. The hierarchy of the Catholic Church, however, was not fully supportive at this stage.

On 25<sup>th</sup> June 1985 the Minister for Communications, Mr Michael Duffy, advertised the gazetting of a Licence for a Public Broadcasting Station, Category S, to serve the Perth statistical division. Applications were to close on 20<sup>th</sup> August 1985. Good News Broadcasters lodged an application on 15<sup>th</sup> August, 1985 and was advised a week later that the Tribunal had considered it reasonable to extend the time for lodgement to 6<sup>th</sup> September 1985 to enable the Ethnic Committee to lodge an application.

On this occasion, Good News Broadcasters was successful. The Licence was granted and permanent transmissions began on 26<sup>th</sup> January 1988.

## About Us and Membership

---

### 1.3 ORIGINAL AIMS AND OBJECTIVES

#### Aims

To be a vital and effective witness for Jesus Christ by providing and communicating "Quality of Life" material for the upholding of what is good and worthwhile in the community in the following manner:

- Seek and obtain a Category S Public Broadcast Licence and establish and operate Sonshine.
- Use the medium of television in whatever way possible as opportunities develop.
- Encourage local Christian talent in the electronic media.
- Establish a publishing house to provide literature consistent with "Quality of Life" living.
- Do anything that would be in keeping with the Great Commission of the Lord Jesus Christ who said "I am come to give you a full life." John 10:10

#### Objectives

At this present moment, Good News Broadcasters has Sonshine through which its aims are carried out.

Its function is:

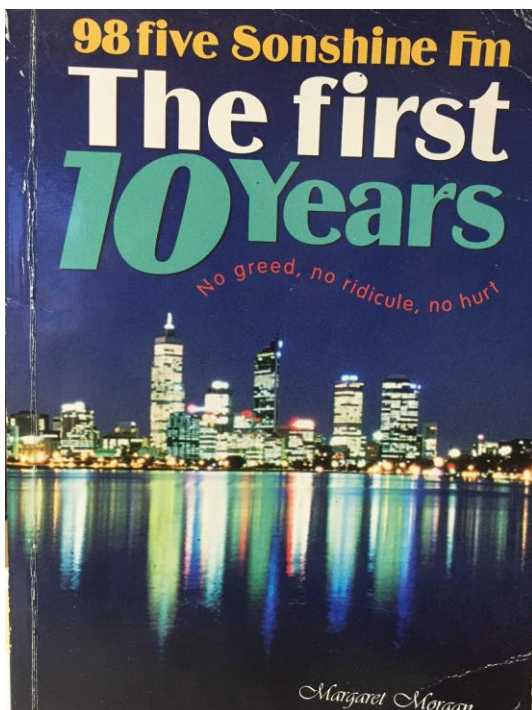
- To provide services for the efficient running of the whole of Good News Broadcasters Inc.
- To service the Board of Management as a recommender of, and an implementer of Board decisions and policy.
- To raise funds through subscriptions, donations and sponsorships.
- To establish and operate a professional and efficient Public Broadcasting Radio Station. This will be accomplished by:
  - Controlled programming of music
  - The development of a quality news service emphasising positive values and Christian happenings
  - The development of children's programming
  - The development of a service for over 55's
  - The establishment of an off-air telephone counselling service
- To work with the other sections of Good News Broadcasters as they develop.

## About Us and Membership

---

### 1.4 THE FIRST TEN YEARS ON AIR

Margaret Morgan was the wife of the first General Manager Keith Morgan. It covers the founders efforts over decades just to get a Christian radio test license, then the first ten years on air for Sonshine – 26<sup>th</sup> January 1988 to 26<sup>th</sup> January 1998. It delves into the heart and vision of West Australia’s first “mixed content” full time Christian radio service. The vision, beliefs and strategies that Sonshine was founded on are still governing our operations present day.



## About Us and Membership

---

### 2. MEMBERSHIP

#### Policy

- Membership of Sonshine is governed by the Constitution of “Good News Broadcasters Inc.”.
- In accordance with Code 1 of the Community Radio Broadcasting Codes of Practice, this includes:
  - (a) the principles of financial membership,
  - (b) the rights and responsibilities of financial members within the organisation, and
  - (c) the rights and responsibilities of the organisation to financial members.
- A Register of Financial Members will be kept and made available to ACMA (Australian Communications and Media Authority) on request.

#### Procedure

The following information on membership is communicated to members of the public via our website:

- Membership allows you to become a member of Good News Broadcasters.
- Members of Good News Broadcasters are eligible to vote at the Annual General Meeting; to nominate for the Board of Management; to nominate another member to the Board of Management.
- Members will be notified of all Membership meetings.
- To become a member, you must be a fully paid up subscriber.
- A Membership Application form will be sent to you upon subscription payment.
- If you would like to become a member of Good News Broadcasters please call 9313 0800 during business hours.
- To make a subscription payment just visit our [donations](#) page and in the comments section type “membership”.
- *(Please note subscription payments are not tax deductible.)*