

Annual Review 2024-25



CONTENTS

1. CEO Message
2. Chairman's Report
3. Financial Year 2024/25 Summary
4. Relationships Manager's Report
5. Content Manager's Report
6. Marketing Manager's Report
7. Commercial Director's Report
8. June Appeal
9. Heart For The Homeless
10. Watering Day
11. Survey Highlights



MICHAEL PAILTHORPE
// CEO

It is an enormous privilege to serve as CEO of Sonshine. As a teenager, I was one of many in Western Australia excited about the prospect of a Christian radio station in Perth, and I have followed its progress over the decades as a donor, listener, and tenant in the Morley and Como studios.

One of my first tasks was to review and reset Sonshine's strategy alongside the Board, management team, and staff. This process produced a new vision that reflects our desired future state:

“A wholeheartedly connected community in Perth and beyond — engaged, spiritually formed and activated through Sonshine's Christ-centred content, becoming more like Christ and reflecting the Kingdom in our world.”

Our mission remains steadfast: **to engage the people of Perth and Western Australia with the positive message of hope in Jesus.**

We outwork our vision and mission through three key approaches to our audience:

- **Engage:** We connect our audience, supporters, and sponsors with conversations that matter, sharing positive relevant content that brings meaning to their daily life.
- **Encourage:** We inspire our audience to grow deeper in their personal, emotional and spiritual journey, promoting human flourishing and drawing them closer to Jesus Christ.
- **Activate:** We motivate our audience to step into ministry and service, transforming Perth and beyond, into a community that reflects God's love.

We also established a five-year (2030) aspiration - **to expand our influence and help shape culture by creating, curating and sharing Christ-centred content with the widest possible audience through every available channel.**

This strategy provides a clear roadmap, and I am delighted to report outstanding results for FY2024-25. Revenue grew to \$2.735M - our highest ever and \$300k up on last year - underpinned by our highest ever June appeal which attracted a record 1,500 donors, including 400 new supporters. Monthly listeners increased to 314,000 - our highest in McNair survey history. The number who have ever listened grew to 682,000 and those who have ever heard of us climbed to 1,137,000 - also both new benchmarks.

The Heart for the Homeless campaign was another highlight, with over 12,000 items donated and distributed by partner agencies St Pats, St Barts, and Uniting WA, providing essential support to those living on the streets during a very cold and wet winter.

Beyond numbers, the year reflected the heart of Sonshine: a team committed to faith-driven content, meaningful community connection, and inspiring engagement. I am grateful to our Board, management team, staff, donors, sponsors, and volunteers, whose dedication ensures that over 300,000 Western Australians hear a positive, timeless message of hope every day.

Michael



CLINTON HOUSE
// CHAIRMAN

After serving over nine years on the Board and witnessing Sonshine grow from strength to strength, it has been an honour to serve as Chairman for the past six months, following Mike Petrossian's remarkable nine-year tenure as chair and 12 years on the board. This period has felt like a time of new wine, new wineskins, and a new season for Sonshine. We farewelled our long-serving CEO, Bevan Jones, and welcomed Michael Pailthorpe as CEO. Thanks to God's favour, this transition has been smooth and highly successful. Under Michael's leadership, the team achieved Sonshine's best-ever financial result and reached more people than ever before.

During the year, the Board conducted a comprehensive strategy review, refocusing on three organisational priorities:

- Growing our **reach**, brand and partnerships
- Growing our **readiness**, with organisational expertise and capacity
- Growing our **revenue**, to underpin the mission

We also set a long-term vision and 2030 aspiration, aiming to expand Sonshine's influence and impact. These include:

- Engaging at least 500,000 people monthly
- Generating \$5 million in annual revenue
- Becoming the leading media and Christian content hub for the Church in Perth
- Building a community of deeply engaged staff, listeners, and stakeholders
- Maintaining modern, fit-for-purpose facilities, technology, and expertise

As part of this strategy, the Board reviewed and refreshed organisational values and behaviours and made significant progress updating policies. A special acknowledgment

goes to Brenda Hogg, whose volunteer work has been instrumental in this process.

The Board also celebrated significant milestones and team resilience. The seamless leadership transition, strong financial results, and record engagement reflect the dedication of Sonshine's staff, volunteers, and supporters. These achievements demonstrate the enduring strength of our mission and the trust our community places in Sonshine as a faith-based broadcaster.

Finally, I thank my fellow Board members for their steadfast support and guidance throughout the year. On behalf of the Board, I extend heartfelt gratitude to the staff, volunteers, and supporters, whose tireless dedication ensures that Sonshine's growing audience remains engaged and wholeheartedly connected in community. The achievements of this year set a solid foundation for the organisation as we look to the future with confidence, hope, and expectation for what God has in store.

Clinton

FINANCIAL YEAR 2024/25 SUMMARY

	FY25	FY24
Revenue		
Sponsorship	1,047,159	926,481
Donations	1,567,988	1,381,696
Other	120,045	129,331
Total Revenue	2,735,192	2,437,508
Expenses		
Staff	2,099,311	1,947,301
Other Expenses	643,878	701,183
Total Expenses	2,743,189	2,648,484
Net Profit (Loss)	- 8,017	- 210,976
Assets		
Current Assets	1,634,636	1,596,641
Non-Current Assets	838,158	876,822
Total Assets	2,472,794	2,473,463
Liabilities		
Current Liabilities	352,028	344,550
Non-current Liabilities	25,913	25,976
Total Liabilities	377,941	370,526
Net Assets	2,094,853	2,102,937



RODNEY OLSEN
// RELATIONSHIPS MANAGER

At the heart of Sonshine’s ministry is connection — with those who provide the resources we need, including our Family Partners and other financial supporters, with churches and like-minded ministries sharing the message of hope in Jesus, and with those who faithfully pray for our work. Sonshine was built on 30 years of prayer before broadcasting even began, and we continue to recognise the vital role prayer plays in the success of our mission.

The Relationships Department exists to be wholeheartedly connected with all who engage with Sonshine and to build authentic, meaningful relationships. True connection requires listening as much as sharing. A core part of our role is not only informing supporters but also hearing from them, understanding their perspectives, and valuing their partnership in ministry.

It is always a privilege to remind supporters that the testimonies you hear — lives transformed, marriages restored, prodigals returning to faith, and struggles overcome — are the fruit of your ministry. Whether through prayer, financial giving, or service, every partner plays a vital role in spreading the message of Jesus through Sonshine. You are integral members of the team advancing the gospel in Perth, across Western Australia, and beyond.

We are also accountable to those who resource the ministry, and this year has been a time of thanksgiving. While past appeals have sometimes fallen short of targets, FY2024-25 brought the blessing of not only achieving but exceeding goals for both our June Appeal and Radiothon, major contributors to our 13.48% growth in donations to a new record of \$1.568M. This success reflects God’s provision and the generosity of hundreds of supporters committed to Sonshine’s mission.

In addition to the appeals, giving from our regular supporters, our Family Partners, increased over the year, surpassed 500 and strengthening our financial base and allowing us to plan confidently for the year ahead. Sonshine has ambitious plans to grow our reach and influence, which will require additional resources. We are increasing appeal targets and developing strategies to grow the number of Family Partners, ensuring sustainable support for ministry expansion.

The task ahead is significant, yet we serve a God who is both big and good. We look forward to seeing His continued provision as we pursue our vision, expand our reach, and introduce more people to Jesus in the coming year.

Rodney



TELANA SLADEN
// CONTENT MANAGER

The past financial year has brought both growth and challenge for Sonshine’s content team - yet, as the saying goes, diamonds are formed under pressure. Through change and refinement, we’ve seen God’s hand at work, shaping us for even greater impact.

The year began with several major team transitions. Jo Pillay stepped away from Table Talk, with Doug Townshend stepping into the announcer role as a first-time radio presenter. Doug has performed exceptionally well, and under his leadership - together with the outstanding work of producer Bec Harris - Table Talk has gone from strength to strength. Bec’s journey from early struggles to becoming one of our most valued producers has been a standout story of growth and perseverance.

In weekday afternoons, Lauren McDonald departed and Tim Long re-joined the team. With his extensive radio experience and reputation as a well-loved former Sonshine presenter, Tim quickly settled into the afternoon slot. Listener numbers have risen steadily, reflecting his deep radio knowledge and engaging communication style. On Brekky, Leah has truly found her stride alongside Dan, building a strong rapport with listeners who appreciate her authenticity and warmth.

Our Drive show also saw change, with Chloe Presley briefly joining as producer before moving on, and Feranmi Taiwo stepping in. Asa Andersen also joined as co-host, alongside Bec Jones, helping drive gradual audience growth. With mentoring from Telana and Morro, the focus now is to further lift engagement and content quality across the Drive program.

At a leadership level, the team experienced significant shifts. Jeziel Andersen departed as Content Director, and Telana Sladen - previously Drive Producer and Assistant

Content Manager - stepped into the Content Manager role, bringing renewed enthusiasm and focus. Paul “Morro” Morrison returned to Sonshine in mid-2025 as Mission Director, igniting fresh passion and vision for faith-based storytelling and outreach.

On-air highlights included our most successful Watering Day yet, a record-breaking Heart for the Homeless campaign, and our best-ever June Appeal, thanks to strong teamwork and clear, unified messaging led by Relationships Manager Rodney Olsen.

Professional development was also a priority, with staff attending CMAA conferences and receiving external speaker training.

Recent strong survey results confirm that Sonshine’s content is resonating more deeply than ever - a clear sign that we’re on the right track, growing stronger and more connected each day.

Telana



SAM WILLANS
// MARKETING MANAGER

The 2024–25 financial year has been a dynamic and encouraging season for Sonshine, marked by creative growth, strong listener engagement, and meaningful community connection. Highlights included record results during our June Appeal, an outstanding response to the Heart for the Homeless campaign, and steady progress across digital platforms.

The year saw significant additions to the Marketing and Digital Content team. Well-known weekend presenter David Garcia joined as Digital Content Producer, bringing video production expertise that strengthened our social media presence and storytelling capacity, while supporting Abigail Francis, who carried much of this workload over the past year. Natasha Charles also joined, providing marketing and digital support while covering reception during Siew Yee’s maternity leave. These new team members have injected fresh energy and capability across Sonshine’s communications and digital output.

Online engagement remained strong. The website recorded 408,000 page views, up 3.5% on the previous year. Although overall user acquisition dropped 24% after last year’s launch-driven spike, visitor engagement remained healthy, with an average session time of more than two minutes. Table Talk articles by Doug Townshend were among the most-read, reflecting the appeal of authentic, thought-provoking content.

Listening habits also grew significantly. Playback downloads reached 16,515, a 250% increase, with Table Talk again standing out. Streaming across Sonshine and Sonshine Extra continued to climb in session starts and total listening time. The McNair Community Radio Listener Survey reported a record monthly reach of 314,000, up from 293,000, with 175,000 weekly listeners, slightly below last year’s peak but demonstrating strong audience loyalty.

Engagement through the Sonshine app rose 7% to 2,145 active users, with time per user up 31% to an average of 1 hour and 14 minutes, and sessions per user increasing nearly 29%, showing that our most engaged listeners are spending more time with us than ever before.

Our communications strategy performed strongly, with the fortnightly eNews achieving a 62% open rate, well above the sector average. Targeted email and SMS campaigns during the June Appeal successfully drove donations while maintaining supporter engagement.

Community engagement remained a focus, with highlights including October’s Lauren Daigle giveaway and outside broadcasts, alongside the Heart for the Homeless campaign, which collected over 12,000 items, including 270 sleeping bags donated through a new partnership with Bunnings.

Digital promotion delivered strong results, with Google Ad Grants generating 7,470 clicks (up 77%) and 56,100 impressions (up 160%). Social media performance was mixed: Instagram interactions nearly doubled, Facebook engagement softened, and YouTube surpassed 1,000 subscribers for the first time, adding 218 new followers — an important milestone for exploring video content monetisation in the year ahead.

Sam



CONNOR ALLBURY
// COMMERCIAL DIRECTOR

The 2024–25 financial year was a milestone period for Sonshine’s Sponsorship team, marked by record results, team growth, and continued leadership within the Christian radio sector. Most notably, the team achieved Sonshine’s highest-ever sponsorship revenue, generating \$1.085 million, a 13.24% year-on-year increase. This is only the second time in the station’s history that sponsorship sales have exceeded \$1 million, highlighting the strength of our strategy, client relationships, and the confidence businesses have in partnering with us.

A key driver of this success was the stability of our Media Marketing Consultants, whose consistency allowed them to deepen client relationships, pursue new opportunities, and deliver strong, sustained results. While there were some staffing changes within the sales administration function, the core client-facing team remained cohesive, high-performing, and committed to service excellence.

Professional development was another highlight, with the team participating in specialised sponsorship training alongside colleagues from Christian stations across Australia. These sessions sharpened prospecting skills and strengthened the team’s ability to understand client needs, ensuring conversations focused on shared values and outcomes that genuinely serve partners’ goals.

Several administrative changes occurred during the year. Ashlee Hall rejoined Sonshine, Glowbern McAndrew extended her contract before starting maternity leave, and Chloe Presley briefly supported the team before moving on. Later, we farewelled Ashlee, who expressed heartfelt appreciation for Sonshine’s supportive culture and the strong camaraderie within the Sponsorship team. Sonya Jeyabalan also returned on a casual basis and gradually increased her capacity, providing valuable operational support. These transitions presented challenges but also demonstrated the team’s adaptability and resilience.

Our sponsorship reach continued to grow, with 58 new sponsors joining the Sonshine family, bringing the total to 156 active sponsors by year-end. This growth reflects the strength of the Sonshine brand and the trust placed in us by organisations that value purpose-driven media. We also welcomed our first paying client on Sonshine Extra, our 100% Christian content station, expanding future sponsorship opportunities.

For the second consecutive year, Perth outperformed every other capital city Christian station in sponsorship sales, a testament to the creativity, commitment, and tenacity of the team. This achievement reinforces Sonshine’s leadership in the sector and underscores our unique role in connecting Christian values with effective, community-focused commercial partnerships.

The 2024–25 year was one of exceptional performance, professional growth, and strong collaboration — setting a solid foundation for continued success and impact in the coming year.

Connor

JUNE APPEAL 2025

We are pleased to report that our **June Appeal 2025** not only reached its target, it exceeded it.

Through the remarkable generosity of our community, the appeal raised a total of \$890,860. This is an outstanding result and a testament to the commitment and support of our listeners, donors, and partners.

Whether making a first-time gift or continuing many years of faithful support, every contribution has played a vital role in enabling Sonshine to continue bringing hope, faith, and connection to people across Perth and beyond.

Sonshine CEO Michael Pailthorpe reflected on the impact of this result, saying:

“Your gift means someone will hear the right song, the right word, or feel the presence of a friend at exactly the moment they need it most. You’re helping people become wholeheartedly connected to hope - and that changes lives.”

This year’s theme, “Wholeheartedly Connected,” was clearly well received by Sonshine’s audience and supporters, evident in their enthusiastic response to the appeal. The collective passion and purpose demonstrated by our supporters has helped ensure Sonshine can remain

strong, stay on mission, and continue to be present in people’s lives - whether they are at home, in the car, or facing one of life’s most challenging moments.

The funds raised through the appeal will enable Sonshine to:

- Upgrade essential broadcast equipment
- Strengthen our digital and on-air systems
- Share more stories of hope and encouragement
- Extend our reach into the community with practical support and spiritual care

As Michael Pailthorpe noted: *“We are committed to stewarding your support with transparency, integrity, and deep purpose - every step of the way. From the bottom of my heart, thank you for partnering with Sonshine. We are excited about what lies ahead, and we are grateful to be walking this journey with you.”*

To everyone who gave, prayed, shared the message, or encouraged us along the way - thank you.

Your support is making a tangible difference. Together, we are wholeheartedly connected, and the best is yet to come.



HEART FOR THE HOMELESS 2025



Sonshine's seventh annual Heart for the Homeless appeal once again demonstrated the remarkable compassion and generosity of our community.

As winter's cold and wet weather set in, our listeners, supporters and partners rallied together to provide practical support for people experiencing homelessness across Perth.

With 25 collection points across the metropolitan area, donations were gathered, sorted and counted by a dedicated team of staff and volunteers before being delivered to our partner organisations - St Pat's, St Bart's and Uniting WA - just in time for the start of winter.

This year's appeal resulted in an extraordinary total of 12,085 donated items, including:

- 521 sleeping bags
- 284 blankets
- 1,115 pairs of socks
- 724 beanies
- 1,882 items of clothing
- 1,051 toothbrushes

...and many other essential personal care and warmth items.

A special acknowledgement goes to the many Bunnings stores across the Perth metropolitan area, which contributed over 270 sleeping bags to the appeal. These arrived at a critical time - our partner organisations had almost completely run out of sleeping bags, and many of the donated items went directly to individuals in need as they were delivered.

Reflecting on the appeal, Sonshine CEO Michael Pailthorpe highlighted the significance of this collective effort:

"With the cost of living continuing to rise, and our housing crisis deepening, almost 11,000 Western Australians are experiencing some form of homelessness, whether sleeping rough, couch surfing or sleeping in their cars. It's never been more vital that we come together to offer warmth, hope and dignity to those doing it tough."

Throughout May, Sonshine shared powerful stories from people with lived experience of homelessness, alongside insights from frontline workers at our partner organisations. This helped raise awareness and inspired the community to respond with generosity and care.

Michael Piu, CEO of St Pat's, said: "What's so special about this campaign is how Sonshine brings people together — not just to provide support, but to show people who are doing it tough that they're not alone."

Jen Park, Co-CEO of Uniting WA, also emphasised the value of collective action: "Ending homelessness requires a whole-of-community approach. Campaigns like Heart for the Homeless show what's possible when people work together. Every donation, every conversation, every act of kindness gets us closer to that goal."

This appeal would not have been possible without the generous support of our volunteers, including those from St Pat's, Uniting WA, Soroptimist International, and students from St Stephen's School, Duncraig. We extend our sincere thanks to all who gave their time and energy to collect, sort and deliver the donated items.

The 2025 Heart for the Homeless appeal has once again demonstrated the profound impact of a community united by compassion. On behalf of everyone at Sonshine, thank you for helping to bring warmth, comfort and dignity to those who need it most.



WATERING DAY 2025 - TRANSFORMING LIVES, ONE DROP AT A TIME



This year's Watering Day was another extraordinary demonstration of the generosity and compassion of the Sonshine community.

In a world where millions live without access to clean, safe drinking water, our listeners and supporters once again rallied to bring hope and transformation — this time reaching an incredible 36,897 people in Tanzania with life-changing clean water.

Held on 20 March 2025, Watering Day set out with the ambitious goal of providing clean water to 20,000 people, in partnership with Water for Africa. While the cost per person had risen from \$3.50 to \$4.50 due to increasing expenses of installing and repairing water wells, our community responded with overwhelming generosity, far exceeding our expectations.

Sonshine CEO Michael Pailthorpe reflected on the remarkable response: *“Given the rising cost of living and the challenges many people face, we knew this year’s target might be tough to reach. But, we decided to remain hopeful and conservative in our goal. Little did we know, our faith would be exceeded in the most remarkable way!”*

From the moment the appeal opened, donations poured in — continuing through the weekend and into the following week. The result: more than 36,000 people will now have access to clean, safe water for life.

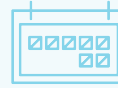
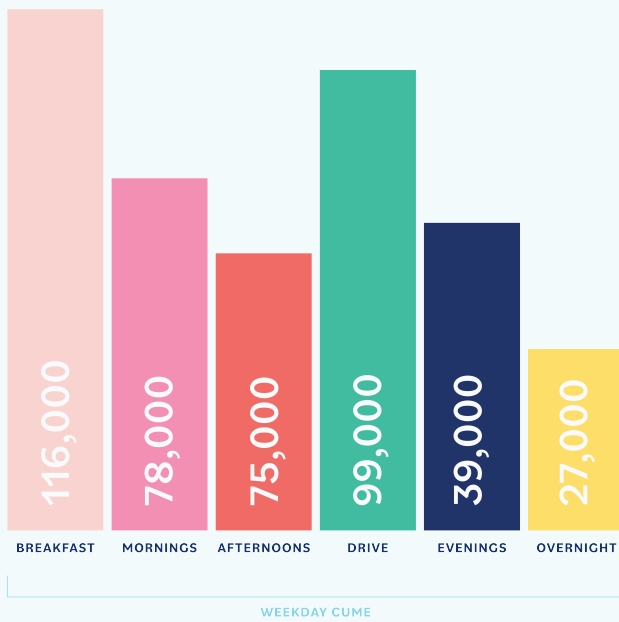
Phil Hepworth, co-founder of Water for Africa, expressed his gratitude: *“Not having clean water doesn’t just impact their health; it affects education, commerce, industry, and so much more. Water is life! A huge thank you to everyone who gave on Watering Day. Perth, you have absolutely blown us away with your generosity!”*

This year marked the fourth year of Sonshine’s partnership with Water for Africa, and the impact is profound. For just \$4.50, one person in Tanzania gains access to safe, clean water — freeing women and children from hours of walking each day to collect water, improving health outcomes, and opening the door to education and economic opportunities.

Looking ahead, we will continue to follow Water for Africa’s work as they install more wells across rural Tanzania. Thanks to the generosity of the Sonshine family, thousands of people now have the chance to build healthier, more hopeful futures.

On behalf of everyone at Sonshine and Water for Africa, thank you for making Watering Day 2025 a powerful reminder of what we can achieve when we come together — changing lives, one drop at a time.

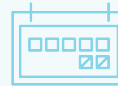
SURVEY HIGHLIGHTS



175,000
WEEKLY CUME



314,000
MONTHLY CUME



82,000
WEEKEND CUME



7.6 HRS
TIME SPENT LISTENING
EACH WEEK

The Community Radio Listener Survey Greater Perth 2025 Survey #1



34,000
MONTHLY AVERAGE PAGE
VIEWS ON SONSHINE.COM.AU



669
LINKEDIN FOLLOWERS



4,884
INSTAGRAM FOLLOWERS

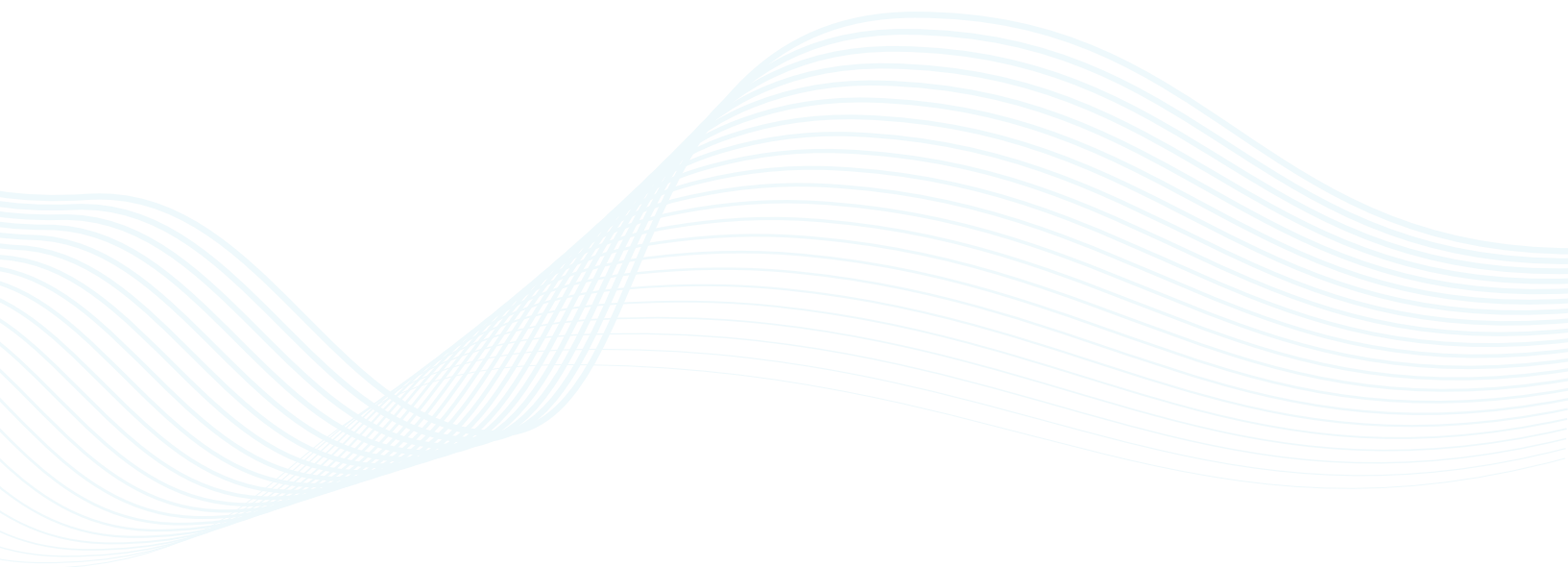


1,586
X FOLLOWERS



29,527
FACEBOOK FOLLOWERS

As of June 2025



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