

1 PURPOSE

The purpose of this Policy is to ensure that Sonshine complies with two important conditions of Sonshine's licence as a community broadcaster. One of these conditions requires us to encourage the active involvement and participation of members of our community of interest in content creation, the selection of programs and in the management of and day-to-day operation of the station. The other condition requires us to continue to represent our community of interest and to remain relevant to that community throughout the term of our licence.

2 COMMUNITY RADIO BROADCASTING CODES OF PRACTICE

The Community Radio Broadcasting Codes of Practice ("Codes of Practice") are made by the Community Broadcasting Association of Australia in consultation with the ACMA. Sonshine is legally obliged to comply with the Codes of Practice and as an overarching document they will necessarily inform all of Sonshine's Policies.

3 LEGAL FRAMEWORK

3.1 The Community Broadcasting Participation Guidelines necessarily inform this Policy and a summary of the key points contained in those Guidelines is outlined as follows:

- Licensees must encourage members of the communities they serve to participate in the operations of their service (that is, the management and running of stations).
- Licensees must encourage members of the communities they serve to participate in the selection and provision of programs.
- Licensees must continue to represent the community of interest that they represented at the time their licence was allocated or last renewed.
- Licensees should use a range of initiatives and measures to encourage community participation and to ensure that they represent their community of interest. No single activity or initiative alone is likely to result in compliance with the community participation and community representation requirements.
- Membership and member involvement are key ways for communities to participate in the operations and programming of a service and any restrictions on membership should be reasonable.
- Licensees should have an appropriate organisational structure, regularly take steps to identify the needs of the communities they serve, and have a program schedule which reflects the needs of the communities they serve.

3.2 The Community Radio Broadcasting Codes of Practice also inform this Policy and Code 3 provides that, amongst other things, the Licensee must be able to:

- demonstrate an understanding of its community of interest;

- reflect the needs of its community of interest including through the provision of material hosted and produced locally;
- keep its community of interest informed as to how community suggestions and participation are reflected in its activities and programming.

4 POLICY

- 4.1 Members of our community of interest are invited to become registered members of Good News Broadcasters Inc (the “Association”) which entitles them to propose items of business and vote at general meetings of the Association and to elect members to the board of management.
- 4.2 Subject to the Association’s Rules and the proposed member accepting the Association’s Statement of Faith, membership of the Association is open to any individual or entity within the community of interest and Sonshine does not cap membership numbers.
- 4.3 Every year, and prior to the annual general meeting of the Association being held, registered members of the Association are encouraged to nominate themselves or other members of the community of interest, to volunteer to become a member of the board of management
- 4.4 Members of our community of interest are encouraged through on-air announcements, website, newsletters and by personal invitation to volunteer on the Programming Committee, Compliance Committee, Finance Sub-committee and Church Advisory Committee with all committees comprising at least fifty percent volunteer members.
- 4.5 Recognising that Sonshine needs to keep a “pipeline” of new content and programming contributors relevant to its community of interest, members of our community of interest who volunteer are offered at no cost:
- training in media content production and presentation; and
 - training and work experience in the areas of broadcast and media, administration, sponsorship and technical support.
- 4.6 Members of our community of interest are actively encouraged to pursue paid employment pathways with Sonshine with promotion of employment opportunities as they arise made through announcements on-air and via social media, the website, newsletters and well-known employment applications such as Seek and LinkedIn.
- 4.7 Sonshine encourages our community of interest to participate in the selection and provision of programs by:
- inviting members of our community of interest to submit ideas for shows and content via on-air announcements, social media and website. Promoted channels of submission are through the website portal [Submit a Show - Sonshine 98.5 FM](#) or by emailing reception@sonshine.com.au;
 - conducting an independent annual survey of members of our community of interest to obtain feedback on content and programming;
 - inviting members of our community of interest via on-air announcements, social media and website to give feedback and program requests in relation to music, programming and all content via feedback@sonshine.com.au or website link

sonshine.com.au/feedback/ or by calling the station during business hours on 08 9313 0800; and

- Sonshine’s Mission Director regularly reviewing, responding to and acting on feedback received from members of our community of interest;

4.8 Sonshine reflects and meet the needs and interests of its local community of interest by:

- participating in relevant community events
- providing regular on-air community notice announcements and promotion on our website;
- engaging in regular outside broadcasts where the in-person engagement of its audience with the on-air presenters and activities at the broadcast venue is encouraged;
- developing local partnerships and networks; and
- providing a platform for local sponsors to promote their goods and services.

4.9 The management of Sonshine are committed to regularly and intentionally developing and implementing strategies aimed at increasing the level of community involvement and participation in content creation, the selection of programs and in the management of and day-to-day operation of the station.

Document Details

Number	2.1
Name	Policy Name: Community Participation Policy
Owner	CEO
Approved by	Board
Date Version Approved	25/11/2025

Document Version Control

Version	Version Date	Amendment Details
0	25/11/2025	Original approved Policy

Related Documents

Document Type	Document Name
External References	Community Broadcasting Participation Guidelines 2010; Community Radio Broadcasting Codes of Practice – Code 3.
Policy	2.2 Volunteers Policy 2.3 Membership Policy