



106.7FM

2025 ANNUAL REPORT

**Annual General Meeting
2025**

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Prepared for

PBS Co-operative

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Acknowledgement of Country

PBS acknowledges and pays respect to the Wurundjeri Woi Wurrung people of the Kulin Nation, the Traditional Custodians of the lands on which we work and broadcast. We pay our respect to their Elders past and present, and extend that respect to all First Nations peoples whose lands and stories are shared across the places PBS reaches.

We recognise that the First Peoples of this country are the original storytellers, songwriters, and musicians, and that their music and culture continue to inspire and shape the sounds of these lands today.

Letter from the Chair



**Fiona Mary
McNally**

Chair, PBS Co-op

It is a pleasure to welcome you to the 2025 PBS Annual General Meeting. It remains a privilege to serve as Chair of this organisation, having now completed my first full year in the role following my time as Chair of the Program Planning Group. Working with the community of skilled and committed people has been a highlight of the year, and I value the creativity, expertise, and integrity that our staff, announcers, volunteers, and Board bring to the station.

PBS continues to play a vital role in Melbourne's cultural music landscape. Through its diverse programming, live performances, and commitment to local and under-represented music, the station remains a trusted and independent voice for the communities we serve. This year has seen measurable progress against the strategy across the entire organisation, strengthening our operations, deepening partnerships, and delivering another financially sustainable result.

The Board is proud to support PBS through this period of growth and renewal, ensuring that we remain focused on our vision while planning responsibly for the future. Together, we have maintained the balance between evolution and stability that keeps PBS strong and ensures we can continue to serve our community with confidence.

What continues to inspire me most is the contribution of our volunteers and the enduring support of our Shareholders and members. Their commitment to community radio, and music, sits at the heart of everything PBS achieves and is a reminder of why this station matters so deeply.

On behalf of the Board, thank you for your continued trust and support. PBS enters its next chapter with purpose and optimism.

Welcome from the General Manager

A warm welcome and thank you to PBS Co-op Shareholders for joining us at the 2025 Annual General Meeting.

This year, PBS continued to do what it does best: champion and amplify music. In our 46th year, we have proudly stood at the heart of Melbourne's creative community, connecting audiences with the artists, sounds, and stories that make this city one of the great music capitals of the world. Every day, our announcers, volunteers, and staff bring their passion to the airwaves, ensuring that music from the local to the undiscovered has a place to be heard and celebrated.

Our 2025 Radio Festival, *Keep the Beat*, captured that spirit perfectly, celebrating rhythm, resilience, and community. We made the important decision to raise membership prices for the first time in more than a decade, introducing the change with care and transparency to ensure PBS' long-term sustainability. The response was overwhelmingly positive, with strong renewals and new join-ups reflecting deep audience loyalty.

Our announcers delivered world-class programming, curating an extraordinary mix of genres that reflect Melbourne's musical depth and diversity. Studio 5 Live once again brought audiences intimate performances from the city's best emerging and established artists, celebrating the energy of live music and the people who make it. Audience reach and engagement reached record highs, driven by multiplatform delivery and growing audience development.

A major milestone this year was the first Strategy Day for the Programming Planning Group (PPG), which focused on strengthening the station and creating new opportunities while staying true to PBS' mission. The resulting grid changes balanced evolution with continuity, reinforcing our commitment to excellence in music programming. We also launched *Test Pressing*, a series of monthly announcer residencies that introduced fresh voices and genres to the station.

PBS received a Community Broadcasting Foundation grant to deliver a First Nations Initiative to deepen Indigenous representation and provide a stronger platform for First Nations artists and voices. Beyond the airwaves, PBS remained a lively community presence, hosting Drive Live, Midnight Driver, Soul A Go Go, and Rock A Bye Baby, and broadcasting from Leaps and Bounds, Sunday Sounds, Fed Square, and Stay Soft Market at Collingwood Yards. These moments remind us that PBS is more than a station; it is a living part of Melbourne's musical fabric.

Inside the station, we focused on sustainability and growth. We welcomed a Philanthropy Lead to grow giving and partnerships, and advanced work on our new website and digital systems to make PBS more accessible and connected. PBS also played a national leadership role, spearheading a collaboration among community radio stations to support and celebrate Australian music, reinforcing our shared belief that community radio is vital to the health of the country's music ecosystem.

As we look to 2026, our focus remains on nurturing diverse talent, growing our audience, and ensuring PBS continues to be a trusted, independent, and creative force in Australian broadcasting.

My sincere thanks go to our staff, announcers, volunteers, members, sponsors, and Board and Shareholders for their passion and dedication. Together, we will continue to keep the beat.

Kristen Paterson

General Manager, PBS 106.7FM

Strategic Goals

Vision

PBS amplifies under-represented music and supports the local music community

Mission

- A thriving, diverse music scene, particularly for under-represented music
- Content with integrity and quality
- An engaged and involved music community
- Sustainable operations

Values

Collective and collaborative

Strategic Goals

Goal 1

Enabling great listening and music making

Goal 2

Audiences which are inclusive and representative

Goal 3

Enhancing engagement with our music making and listening communities

Goal 4

Trusted station operations that provide for a sustainable future

Strategic Progress

Overview

PBS entered 2024–2025 focused on delivering the ambitions of its Strategic Plan, a roadmap designed to ensure the station remains strong, inclusive, and future-ready. Across the year, PBS built on its legacy of championing Melbourne’s music communities while modernising its operations, strengthening governance, and deepening connection with audiences and partners. The following four goals outline the year’s progress and the tangible outcomes that are shaping the next era of independent radio at PBS.

Goal 1: Enabling Great Listening and Music Making

PBS made strong progress during 2024–2025 toward its first strategic goal. The year saw the station expand its live music output, strengthen core creative systems, and deepen its representation of Melbourne’s diverse music communities.

Studio 5 Live remained central to PBS’ sound, with nearly forty live sessions and broadcast across the year. These performances captured the depth and energy of Melbourne’s independent music scene, and many were filmed for online release, growing the digital archive of local music. PBS remains on track to achieve its strategic target of forty-eight Studio 5 Live broadcasts annually by 2027. The annual Drive Live series again demonstrated the station’s leadership in live-to-air performance and achieved a milestone with its first all-ages edition, opening PBS to younger listeners and emerging musicians. The introduction of Test Pressing, a rotating residency for early-career announcers and experimental programming, cemented PBS’ role in artist development and community discovery.

PBS also advanced its digital transformation, commissioning the redevelopment of its website, with launch scheduled for 2026. The new platform integrates multi-platform and on-demand listening, artist and program discovery, and broadened local event information to connect listeners with live music culture. Together these enhancements will improve the consistency and accessibility of PBS content across platforms and provide improved real-time insights into listener engagement.

Music curation across the grid remained a defining strength. 30% of on-air content featured Australian artists, meeting Strategic Plan benchmarks and reaffirming PBS’s commitment to local and independent musicians. The Music Department reviewed thousands of submissions and curated weekly Feature Albums and Feature Sounds selections, reflecting the depth of Melbourne’s music culture and the cutting edge of international emerging scenes.

Diversity and inclusion were visible across the schedule. Special programming for NAIDOC Week and International Women’s Day amplified First Nations, female, and gender-diverse artists and broadcasters. PBS’ First Nations initiative began formal discussions with First Nations media and community organisations to explore pathways for collaboration, mentoring, and cultural safety.

The Program Planning Group’s annual Strategy Day brought together staff, announcers, and board members to evaluate the PBS sound and prepare a new grid evaluation framework for implementation in 2025–2026. These efforts ensure PBS remains responsive to Melbourne’s changing music landscape while retaining the distinct specialist sound that defines the station.

Through these creative, operational, and community-focused achievements, PBS strengthened its reputation as a trusted, diverse, and forward-looking broadcaster, delivering tangible progress on enabling great listening and music making.

Goal 2: Building Inclusive and Representative Audiences

Work over the last year focused on widening PBS' reach, improving accessibility, and strengthening the station's connection to the diverse listener communities across Melbourne.

Membership remained a key pillar of audience engagement. The Performer Drive, Radio Festival, and Spring Renewal campaigns all delivered excellent results, maintaining strong retention while attracting new supporters who share PBS' values. Messaging emphasised PBS' purpose and impact, which continued to resonate with long-term members and new audiences alike. Member benefits were enhanced, such as improved T-shirt and tote bag quality, while new prizes were added to Radio Festival.

PBS expanded its reach through intentional events and partnerships that introduced the station to youth and more diverse audiences. The all-ages Drive Live series in the new studios brought a younger demographic into direct contact with community radio for the first time. This work was strengthened further through an all-ages live music event delivered with funding from The Push, a key milestone in PBS' commitment to youth inclusion and pathways for emerging music enthusiasts. These youth-focused initiatives complemented outside broadcasts delivered with Melbourne councils and venues across the inner north, west, and southeast, helping PBS make contact with musically and culturally diverse communities in their own neighbourhoods.

Digital accessibility also advanced significantly. The redevelopment of the PBS website, to launch in 2026, will improve on-demand listening, streamline program discovery, and integrate audience engagement with the new CRM. These tools will support deeper insight into listener behaviour and help PBS understand and respond to the needs of younger and culturally diverse audiences.

PBS also focused on accessibility and inclusion within its own participation pathways. Announcer training, studio inductions, and volunteer processes are in the process of review to reduce barriers to participation and make opportunities more accessible to a wider range of people, including younger broadcasters, culturally diverse presenters, and women and gender-diverse volunteers. This work supports the long-term goal of ensuring the voices heard on PBS, and those shaping its programming, better reflect the diversity of its audiences and the communities it serves.

Research and data continued to guide decisions. Audience insights generated through digital platforms and PBS' growing online listenership, plus digital and social media engagement, provided information for analysis on progress against goals and informed audience development priorities.

Community connection remained central to PBS' identity. The station hosted a highly successful Open Day, collaborated with Stay Soft on an outdoor community event, and maintained its presence at the Community Cup and the Music Victoria Awards. These initiatives strengthened relationships with existing supporters and provided meaningful entry points for new listeners and community members.

Through these initiatives, PBS broadened and diversified its audience, improved accessibility, and strengthened its relationships with listeners and communities, ensuring the station remains inclusive, welcoming, and reflective of the city it serves.

Goal 3: Enhancing Engagement with Music-Making and Listening Communities

PBS made significant progress over the year by strengthening partnerships across Melbourne's creative sector and increasing its role in supporting musicians, audiences, and collaborators.

Partnerships with artists, festivals, councils, and local venues continued to define PBS' outward-facing work. Outside broadcasts and live events brought PBS into public spaces across the city, connecting the station with communities well beyond Collingwood Yards. Alongside these broadcasts, PBS delivered a full calendar of live gig events throughout the year, providing audiences with accessible opportunities to experience local music and giving musicians vital platforms to perform, connect, and grow their audiences. These activities showcased local artists, supported cultural participation, and demonstrated the value of independent radio as a connector between musicians and their audiences. The annual Drive Live series once again highlighted the depth of Melbourne's musical talent, and the delivery of an all-ages live music event in partnership with The Push provided a significant new avenue for youth engagement and sector development.

PBS also strengthened its sector leadership this year, with department managers presenting at major industry events including the CBAA Conference and Big Sound, helping to build visibility for the station's work and contributing to national conversations about music, media, and community broadcasting.

The station also advanced its role in content innovation and training through ongoing investment in creative infrastructure. Funding allocation to complete the podcast studio marked a substantial step forward in PBS' ability to enhance digital storytelling, skills development, and collaborative content creation. Combined with the ongoing success of Studio 5 Live, these spaces now form a creative hub that supports musicians, emerging broadcasters, and community collaborators.

PBS' commitment to community connection was also reflected in its communications and storytelling. The station delivered two strong editions of Waves magazine, offering members long-form music writing, interviews, cultural reflections, and updates on PBS' work, in complement to the regular newsletter that continued to act as a bridge between the station and its listening community, deepening engagement and celebrating Melbourne's musical diversity each week.

PBS also took a leadership role at the national level, initiating discussions to form an alliance of music-focused community broadcasters. This emerging collaboration aims to support training, improve Australian music discoverability, share resources, and strengthen collective sector capacity. The initiative complements the station's long-standing involvement with other broadcasters and aligns closely with national goals around sector sustainability and cultural access.

PBS continued to support learning and development through student placements, broadcaster mentoring, and hands-on training in technical and production roles. These programs create pathways for participation from diverse, under-represented, and emerging content creators.

Volunteers remained at the core of PBS' identity, contributing essential work across production, events, administration, reception, and membership activities. Their collective knowledge, passion, and generosity remain central to the station's community ethos and broadcast excellence.

Through these collaborations, creative initiatives, and community-focused communication channels, PBS strengthened its role not only as a broadcaster but also as a cultural organisation that connects, supports, and amplifies Melbourne's music communities.

Goal 4: Trusted Station Operations for a Sustainable Future

PBS made strong and measurable progress toward its fourth strategic goal, with work that strengthened the financial, governance, and cultural foundations that support the organisation's long-term resilience and independence.

PBS achieved its strongest membership outcome to date, supported by careful management, strong community trust, and the well-communicated membership price adjustment introduced to ensure long-term sustainability. Clear financial planning and improved reporting supported better decision-making across the year. Sponsorship and donations also continued to contribute reliably to the station's revenue base, including a new Studio 5 sponsor, Carlton Audio, secured for 2026.

A major milestone was the appointment of a Philanthropy Lead, who is guiding the development of the PBS Foundation and a comprehensive case-for-support framework. This work will underpin future donor engagement and long-term philanthropic investment in PBS' mission.

PBS' operational sustainability was further strengthened through the strategic use of external funding. The station secured and utilised multiple council grants, organisational partnerships, and Community Broadcasting Foundation grants to deliver cultural programming, First Nations Initiative, digital transformation, and audience development activities. These grants supported high-impact work that would not have been achievable through core revenue alone, and ensured PBS delivered value to members and listeners in a cost-effective and financially responsible way.

Major infrastructure investments were commissioned during the year, with Capital Expenditure from prior-year reserves, including the fit-out of new podcast studio, IT, digital networking and security upgrades, and the building of a new website. The new CRM system will modernise membership, sponsorship, and donor management, improving workflow, data accuracy, and communication across the station.

Governance also strengthened, with new Chair Fiona Mary McNally and Board Member Sarita Ryan contributing expertise and leadership. Active oversight by the Finance and Risk and Fundraising subcommittees supported transparency, accountability, and long-term planning. Work also progressed on board succession planning to ensure the station remains well governed in the years ahead.

PBS continued its investment in culture, wellbeing, and staff development, with new policies introduced in preparation for the Occupational Health and Safety (Psychological Health) Regulations 2025. Training programs expanded to include a new live studio kit training and refreshed role clarity for staff and volunteers. A new Volunteer and Announcer Handbook has been developed to support consistent culture-building and shared expectations across the station, which will be launched at the new Station Meeting in February. Expanding meeting invitations to include a larger number of fill-in announcers has helped create a more inclusive and connected environment, strengthened peer relationships, and reinforced the cooperative culture that underpins the station.

Through these initiatives, PBS strengthened its financial resilience, operational capacity, and cultural integrity, ensuring the organisation is well placed to continue serving Melbourne's independent music community into the future.

Looking Ahead

PBS enters the next stage of its Strategic Plan with a strong foundation and a clear direction. The work completed over the past two years has modernised the organisation, strengthened its financial and cultural resilience, and expanded its capacity to serve Melbourne's music community. The year ahead will focus on consolidating these gains and delivering the next phase of strategic initiatives that will shape PBS' sound, reach, and identity into the future.

A key priority is the launch of the new website in 2026. This new platform will transform the way listeners engage with programs, music, and station content, bringing together on-demand listening, artist and program discovery, improved accessibility features, and integrated audience analytics. Its connection to the new CRM will also support more personalised communication, stronger membership engagement, and better insight into listener behaviour across platforms.

Programming development will remain central. The Program Planning Group will continue its work on a grid evaluation framework that aligns content decisions with PBS' values, community purpose, and long-term strategic goals. This includes supporting new announcers, reviewing genre balance, strengthening representation of diverse communities, and ensuring PBS' specialist sound continues to evolve thoughtfully with Melbourne's changing music landscape. The podcast studio, video, and Studio 5 Live will play an expanded role in developing original content, providing pathways for emerging creators, and supporting new forms of storytelling and live performance.

PBS will continue to deepen its engagement with Melbourne's music-making communities. The station will expand partnerships with artists, venues, councils, and community organisations, supporting more live events, outside broadcasts, and collaborative programming across the city. Work will progress on strengthening youth pathways, First Nations engagement, gender representation, and community access to PBS' creative spaces, further embedding PBS within the cultural life of Melbourne.

At the national level, PBS will continue leading discussions to form an alliance of music-focused community broadcasters. This initiative aims to improve Australian music discoverability, support training and resource sharing, coordinate joint advocacy, and build collective sector strength. The work aligns closely with the Community Broadcasting Association of Australia's Roadmap and the Australian Government's National Cultural Policy, *Revive*, both of which emphasise access, inclusion, cultural representation, and sustainability. PBS will assess its progress not only against its Strategic Plan but also against these national frameworks to ensure it is contributing meaningfully to broader cultural goals.

Internally, PBS will consolidate and embed work undertaken on governance, wellbeing, and organisational culture. The station will finalise implementation of new policies and practices, ensuring the workplace remains safe, respectful, and compliant. Succession planning, staff development, and volunteer engagement will continue to be strengthened, supported by clearer communication channels and the Station Meetings bringing together presenters, fill-ins, and volunteers.

Financial sustainability will remain a major focus. PBS will continue expanding philanthropic fundraising, and deepening relationships with members, donors, sponsors, and partners. The station will also maintain careful oversight of its business model and revenue streams to ensure long-term independence while continuing to invest in infrastructure, accessibility, and creative capability.

Looking further ahead, PBS will begin early planning for its fiftieth anniversary in 2029. This milestone will be a celebration of five decades of independent music, community broadcasting, and cultural contribution. Planning will include a program of events, storytelling, archival projects, and fundraising initiatives to honour the station's legacy while setting the stage for its next fifty years.

As PBS moves into the next phase of its Strategic Plan, the focus remains clear: to support great music, strengthen community connection, ensure a safe and sustainable organisation, and continue evolving with integrity and purpose as one of Melbourne's most vital cultural institutions.

People and Culture

Announcers and Presenters

	2020	2021	2022	2023	2024	2025
Men	63%	65%	66%	67%	67%	67%
Women/GNC	37%	35%	33%	33%	33%	33%

PPG

	2020	2021	2022	2023	2024	2025
Men	60%	45%	45%	38%	50%	50%
Women/GNC	40%	55%	55%	62%	50%	50%

PBS Staff

	2020	2021	2022	2023	2024	2025
Men	53%	50%	53%	56%	44%	45%
Women/GNC	47%	50%	47%	44%	56%	55%

Spotlight on Volunteers



In 2025, PBS volunteers once again played an essential and inspiring role in the life of the station. More than 400 volunteers contributed their time, energy, and expertise across every area of PBS, embodying the cooperative spirit and community values that define the station. Volunteers are the beating heart of PBS, bringing passion, creativity, and care to everything they do.

Recruited, trained, and supported by PBS' Volunteer Coordinator, this dedicated team showed up in force to support the PBS Open Day, Drive Live, and a wide range of events, as well as assisting with membership packing for *Radio Festival: Keep the Beat* and *Spring Renewal*. Their efforts helped create welcoming, successful events that connected audiences, artists, and the wider community.

Our heartfelt thanks go to everyone who contributed throughout the year, including our regular volunteers in the music library and reception, who keep the station running day to day. Your commitment, generosity, and love of music remain vital to PBS' success and to the creative community we proudly serve.

Our announcers, too, continue to dedicate countless hours on air, sharing their deep musical knowledge and helping shape the sound and spirit of PBS.

7

Board Directors



20+



Reception & Music Department Volunteers

3

Sub committees



400+



Event, Membership, and General Volunteers

Spotlight on Presenters and Announcers

Joined the PBS Grid

- The Breakfast Spread with Claire Dickson
- Down By the River with Lauren Plant
- Storytellers with Lee Gunn
- Stars in the Static with Greg Sher
- Burning Bitumen (co-host) Leah Noir
- Test Pressing with various presenters
- No Barriers with Robyn Challands
- Lullabies to Anthems with Jasmine Mouchacca

Left the PBS Grid

- Dizzy Atmosphere (Gerry Koster)
- What the Folk! (Susi Lanagan)
- Lights, Camera, Action (Julie and Lucy)
- Malt Shop Hop (Peter Merrett)
- State of the Art (Annika Priest)
- Good Company (Claire Dickson)*

**Claire Dickson moved to a staff role hosting The Breakfast Spread Monday/Tuesday*

8,760 Hours of Volunteer Radio Broadcasting

92

Regular Announcers



552

Fill-in Slots



173

Fill-in Announcers



11

Test Pressing Monthly Announcers



Spotlight on Programs

Program Planning Group 2025 Focus

1. Aim to reach 40% female and gender non-conforming representation on the grid.
2. Actively support actions coming from the First Nations initiative with a view to enable greater engagement with First Nations people.
3. Grid Reform:
 - a) Re-categorise the genres to better reflect the music we play and ensure each of the category coordinators have a reasonable number of people in their category.
 - b) Investigate a new pathway to develop emerging announcers through a rotational spot in the grid for specialist programming.

Outcomes

1. Annual PPG Strategy Day held in February
2. In the 2024/2025 year PBS welcomed 7 new presenters to the on-air roster, 6 of whom were female (86%). However in the same period we saw 5 female announcers leave the regular on-air roster.
3. In 2025 PBS successfully received funding to engage a First Nations Coordinator/Consultant so that our First Nations Initiative can be driven and guided by a First Nations person. As such, this work did not progress in the 2024/2025 year.
4. a). In 2025 the genre categories were reviewed and further discussion around the rock/indie category will continue. To better balance the size of each cohort, the funk/soul category was expanded to include hip-hop which formerly sat within the electronic category.
b). In early 2025 a new program called Test Pressing was introduced at 7pm each Tuesday, giving (mostly) new announcers the opportunity to test new programming ideas and concepts across a full month of shows.

40



Announcer Graduates over 7 Courses

12



BPM Announcers

38



New Noise Announcers

104



BPM/New Noise Slots

Spotlight on Music & Interviews

The PBS Music Department had another vibrant and impactful year, delivering standout interviews and unforgettable live sessions that platformed the Melbourne music scene and further afield. From emerging local acts to international trailblazers, our team brought listeners closer to the artists shaping today's sounds. Studio 5 Live sessions continued to shine, showcasing raw and powerful performances across PBS program genres, and special series were curated for NAIDOC Week and International Women's Day, alongside an epic week-long Drive Live performance series.

Behind the scenes, our dedicated music and interviews team reviewed thousands of new music submissions, connecting directly with artists, labels, and industry partners to ensure PBS remains deeply embedded in the heart of the music ecosystem. The team carefully curated the PBS Feature Albums and Feature Sounds, selections that both reflect the station's distinctive sound and capture the cutting edge of Melbourne's evolving music scene.

By championing diverse and boundary-pushing artists, PBS continues to pave the way for independent music discovery. The combination of real-time performance, intimate interviews, and innovative curation underscores PBS' ongoing commitment to amplifying under-represented voices and supporting Australia's vibrant and ever-changing music community and beyond.

10,000+

Music Submissions



850+

On-Air Interviews



80+

Studio 3 Live Music Sessions



35

Studio 5 Radio & Video Sessions



44

Feature Albums & Feature Sounds Lists



Spotlight on Marketing and Reach

In 2025, PBS elevated its marketing and communications strategy with an expanded focus on visual and digital promotion to complement its broadcast, music, and community connection. Expanded PBS visual offerings, through engaging Studio 5 Live video sessions, short-form reels, and live performance and interview videos, brought the station's sound and spirit to life across multiple platforms.

Smart and inclusive promotional curation ensured that PBS programs were highlighted and celebrated, showcasing the breadth of music and creative expression that makes up the station and reflecting the diversity of the city's music scenes. Creative campaign conception and digital promotions supported major fundraising drives, station events, on-air highlights and PBS Presents events around town, helping drive record participation, and financial success for PBS. The team also delivered standout issues of *Waves* magazine that captured the essence of PBS, reflected the diversity of its music community, and celebrated the voices and contributions of volunteers.

These efforts achieved strong cut-through at a time when radio listening across the sector is declining, with PBS bucking the trend through creative visual storytelling, authentic engagement, and community relevance. The result was the station's highest overall reach and listenership to date, with significant increases across radio surveys, website traffic, and social media engagement.

The development of the new PBS website will further enhance how the station promotes and celebrates its volunteer announcers, programs, and the music and communities they champion, creating a dynamic new platform for connection, discovery, and cultural storytelling.

Through these achievements, PBS has cemented its place as one of Melbourne's most trusted and respected music broadcasters, combining creativity, inclusivity, and integrity to reflect the city's thriving music culture.

Together, these efforts demonstrate PBS' ability to evolve, innovate, and thrive while staying true to its values and its deep connection to Melbourne's music community.

600,000+



Monthly Social Media Reach

150,000+



Monthly Youtube Reach

200,000+



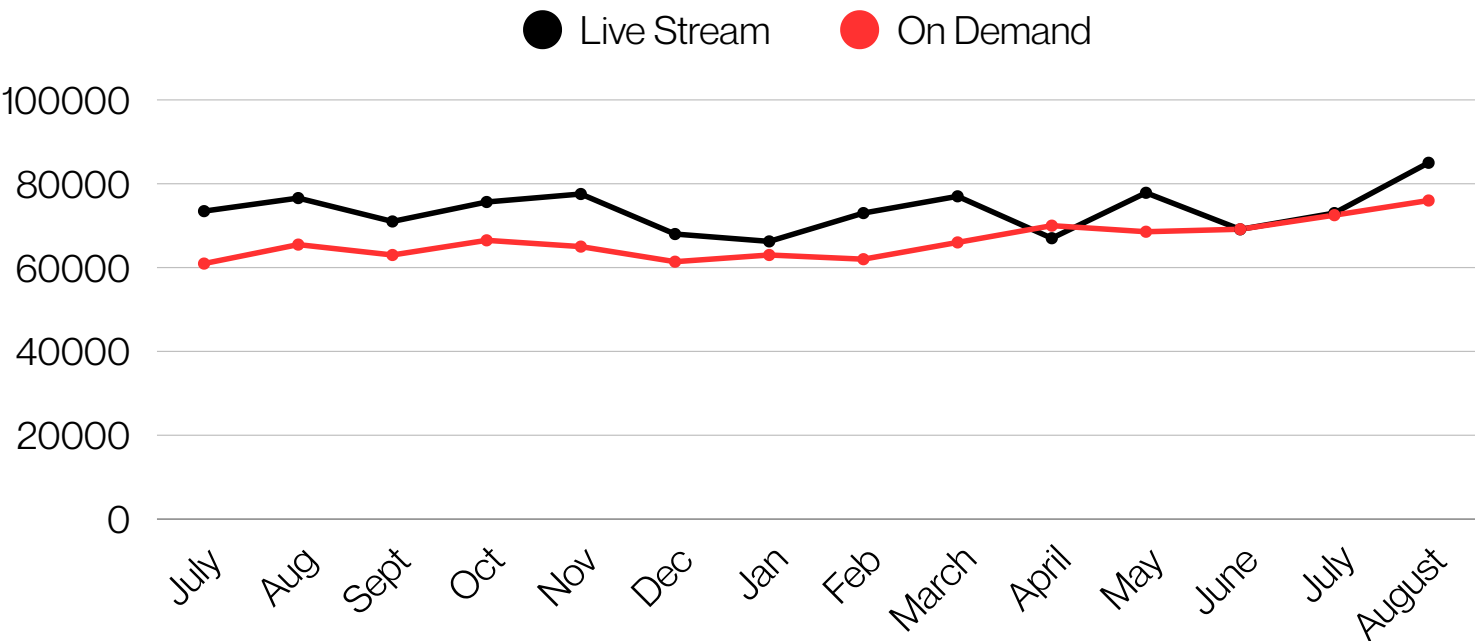
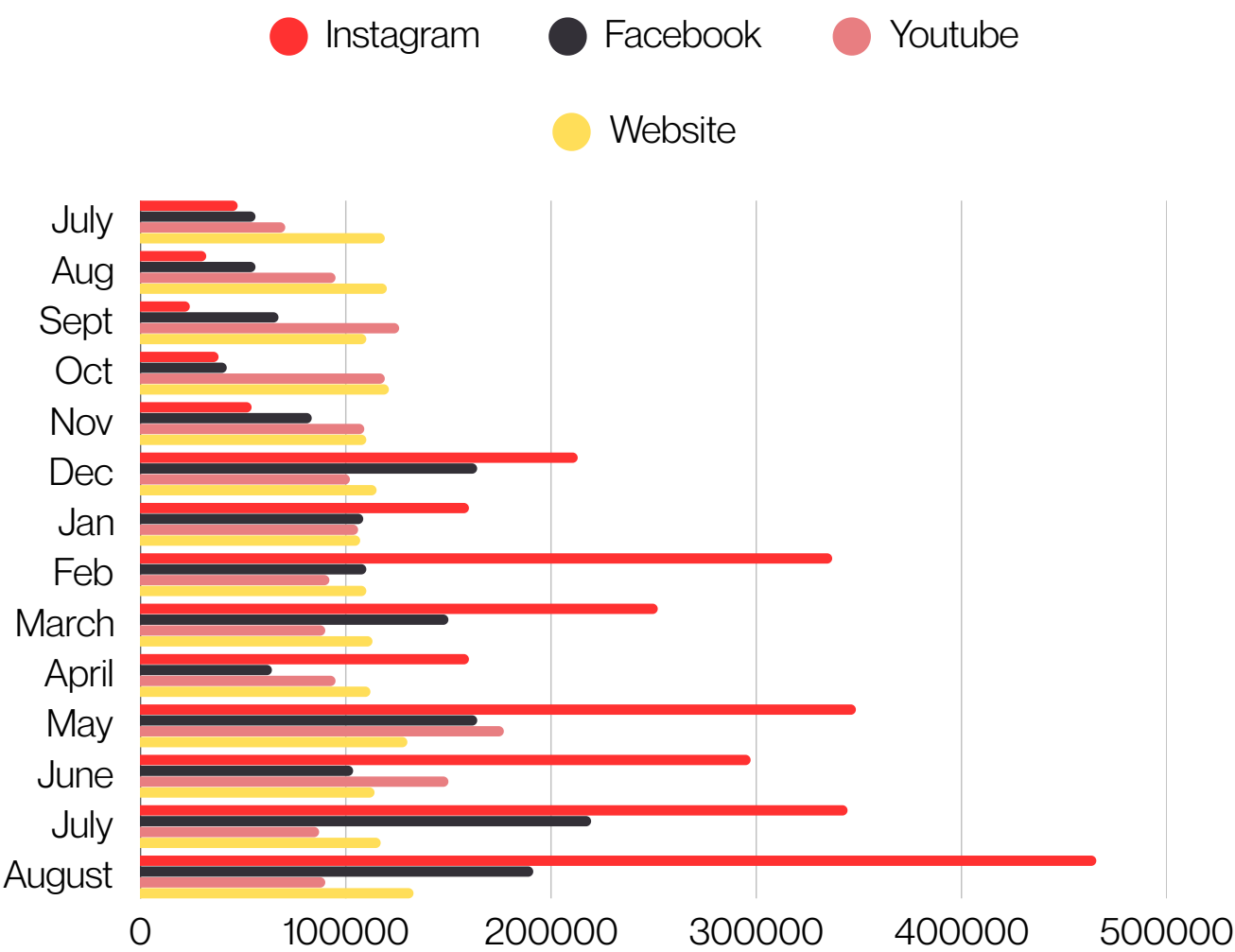
Monthly Streaming and On-demand
Listeners

900,000+



Radio/DAB+ Listeners

Monthly Reach



Spotlight on Events & OBs

Throughout the year, PBS deepened its connection with the community through a dynamic calendar of events and outside broadcasts (OBs) that celebrated diversity, inclusion, and Melbourne's thriving music culture. Each event reflected and platformed the local scene, creating space for artists and audiences alike, and curating lineups that showcased the full spectrum of genres, communities, and voices that make PBS so distinctive.

Major event and OB partnerships highlighted PBS' strong industry, cultural, and civic relationships, including a youth event funded by The Push, collaborations with Always Live plus an OB in Fed Square, the Leaps and Bounds Music Festival, Rock-A-Bye Baby events presented with local councils, Community Cup in collaboration with Triple R and Reclink, and a media partnership for Now or Never and the Music Victoria Awards.. The station also continued its much-loved staples Midnight Driver and Soul A Go Go, both of which remain cornerstones of Melbourne's event calendar.

PBS expanded accessibility and inclusion across its events, introducing more all-ages programming and creating welcoming, family-friendly environments that invited new audiences into the PBS community while complementing the station's iconic nightlife events. Highlights included a huge Open Day that drew record attendance and energy, and a beautiful outside broadcast in the Collingwood Yards courtyard in collaboration with Stay Soft, celebrating PBS announcers and inclusive community spaces.

PBS also marked major milestones in the last year, hosting special celebrations for both the station's 45th anniversary and the 45th anniversary of Sunglasses After Dark, honouring the legacy of Phil MacDougall and the generations of Melbourne music lovers and makers who have shaped the station's story. Through these events and partnerships, PBS continues to champion inclusion, spark connection, and cement its place as a trusted and vital force in Melbourne's live music culture.

24

Events



9

Outside/Delayed Broadcasts



8,000+

Event Attendees (excluding Community Cup)



4

Event and Festival Partnerships



Spotlight on Membership

It has been a standout year for PBS membership, marked by three major fundraising campaigns: *Performer Drive*, *Radio Festival: Keep the Beat*, and *Spring Renewal*. Each campaign delivered exceptional results and record community engagement, reflecting the deep connection between PBS and its listeners.

This year, the team reconceptualised *Spring Renewal*, creating a fresh and engaging campaign that celebrated the creativity and community spirit at the heart of PBS. The *Spring Renewal* tote bag, featuring bespoke artwork by Steph Hughes, became an instant favourite and a symbol of PBS’ unique identity and connection to local artists. For *Radio Festival*, the introduction of an Early Bird prize and expanded major prize offerings enhanced member benefits, adding excitement and reward for those who support the station.

PBS implemented its first membership price rise in more than a decade while keeping concession rates unchanged. The change was transparently and thoroughly communicated over a 12-month period, with clear messaging around sustainability and the long-term strength of the station. The response from the PBS community was overwhelmingly positive, with only a three percent attrition rate. The result was the strongest financial outcome in PBS’ history, a testament to the loyalty and generosity of its members.

Membership and marketing staff worked closely to design creative and engaging fundraising initiatives, while announcers led each campaign beautifully on air, bringing their authentic voices and passion to every drive. Behind the scenes, PBS volunteers were essential to success, packing more than 10,000 membership packs over the year with care and dedication.

With a strong focus on audience development and delivering exceptional radio, PBS continues to grow and retain its dedicated membership base. These achievements highlight the value PBS places on its members and their vital role in sustaining independent, inclusive, community-driven music and ensuring a thriving future for Melbourne’s music culture.

Members	13,500+	↙
Income	\$1,413,955	↙
Donations	\$220,824	↙

Spotlight on Sponsorship

While the music industry continues to face challenges, PBS has responded with agility and optimism, strengthening relationships with existing sponsors, reconnecting with past clients, business members, and member discounter businesses, and broadening its reach across new client sectors. Through the hard work and creativity of the sponsorship team, PBS has secured a new Studio 5 Live sponsor for 2026, a milestone achievement that reflects the station's strong reputation and the ongoing appeal of its live music programming.

The team also played a key role in conceptualising and delivering engaging on-air campaigns to support PBS' major fundraising drives and event promotions, contributing directly to their outstanding success and deepening sponsor visibility and listener engagement.

In 2025, PBS placed renewed focus on ethical and inclusive partnerships, successfully de-centering alcohol-based sponsorship and attracting new partners aligned with PBS' community values and the youth focus of its events. These partnerships not only support audience development and community health but also demonstrate PBS' leadership in building a responsible and inclusive music culture.

PBS sponsorship packages and media partnerships over the past year, including with Always Live, Now or Never, and the Music Victoria Awards, reflect PBS' profile and reinforce its standing as a trusted and effective community radio partner. Continuing to strategically diversify PBS programming, and expanding the range of curated content, will also help serve the broader music community, creating opportunities for artists, venues, and festivals to promote their work.

Looking ahead, the sponsorship team will continue to build on this momentum through new digital offerings, expanded collaborations and partnerships, and the upcoming website relaunch, which will enhance opportunities for sponsors and partners and strengthen PBS' role at the heart of Melbourne's creative ecosystem.

1,300+

Campaigns



15

Presents Partnerships



800+

Clients



\$461,096

Sponsorship Income



Spotlight on Infrastructure



2025 marked a transformative year for PBS' technology and digital systems, as the station undertook a program of Capital Expenditure funded infrastructure renewal designed to future-proof operations and enhance service to the music community.

PBS successfully transitioned to ArtsPay as its new payment services provider, ensuring more secure, ethical, and efficient transactions that align with the organisation's values as a not-for-profit cooperative. The station is adopting the Profiler CRM, which will create an integrated system for managing memberships, sponsorships, and philanthropy, improving engagement, reporting, and long-term sustainability.

Significant investment has also been made in digital security and the upgrade of studio infrastructure, strengthening broadcast reliability and capacity for multiplatform content creation. These upgrades form part of PBS' three year program, following the transmitter upgrade and preceding the completion on the podcast studio, to deliver modern, resilient technology that supports creativity and operational excellence.

A major milestone for 2025 is the redevelopment of the new PBS website, a key capital project that enhances discoverability for local music, improves user experience, and introduces new community-focused features such as a gig guide to support artists, venues, and festivals.

Together, these projects demonstrate PBS' commitment to sustainable, secure, and future-ready operations, ensuring that the station continues to serve, connect, and champion Melbourne's vibrant music community for decades to come.

Governance

Overview

PBS is a member-based cooperative and not-for-profit community broadcaster that operates on principles of participation, accountability, and inclusion. As a cooperative, PBS is owned and governed by its Active Members and Shareholders, who elect the Board of Directors and collectively ensure that the station remains true to its founding purpose: to amplify under-represented music, support local artists, and strengthen Melbourne's creative community.

This cooperative structure fosters transparency, shared responsibility, and genuine community ownership, ensuring that PBS continues to serve and reflect the diverse music audiences and creators who make up its membership.

Governance

PBS is governed by a Board of Directors that oversees the organisation's strategic direction and ensures the station continues to meet its community broadcasting charter.

The Board's role is to establish the strategic objectives for the General Manager and to set the policies under which the organisation operates. The General Manager is responsible for implementing these strategies, leading day-to-day operations, and ensuring PBS delivers on its vision to champion diverse and independent music.

All seven members of the PBS Board of Directors are Active Members and Shareholders, elected by Shareholders at the Annual General Meeting (AGM) for a two-year term. The Chairperson is elected by the Board at its first meeting following the AGM.

In 2025, the PBS Board continued to provide strong governance and sector leadership, with a focus on sustainability, inclusion, and long-term strategic planning. Subcommittees contributed to key areas of work including program planning and policy, IT and infrastructure, fundraising and philanthropy, finance and risk management, and the ongoing First Nations Initiative supported by the Community Broadcasting Foundation.

PBS extends its gratitude to outgoing Board members for their significant contributions and welcomes new members who bring valuable expertise across governance, music, and community development.

Governance

Relationship Between the Board and Management

The Board appoints the General Manager to implement its decisions and manage the station's day-to-day operations, supported by a small team of dedicated staff and a large community of volunteers, including Announcers.

The Board focuses on strategy, governance, and policy, and does not intervene in operational matters. The General Manager provides detailed reports on PBS's performance, financial position, and organisational health at regular Board meetings throughout the year. Outside meetings, communication between the Board and management occurs through the Chairperson, ensuring effective coordination and accountability.

PBS Board 2024 - 2025

Fiona Mary McNally – Chair

Kieran Rivett – Treasurer

Lucy Tehan – Secretary

Claire Stuchbery - Director

Suzi Hutchings - Director

Elise Beacom - Director

Sarita Ryan - Director

As part of its responsibilities under Australian charity governance standards, the PBS Board recognises that succession planning is a core component of good governance. The Board is committed to maintaining a transparent, forward-looking culture that ensures continuity, capability, and stability for the organisation.

The PBS Board values and seeks a broad mix of skills and experience across the full spectrum of capabilities required for a high performing Charity board. This includes strategy and organisational development, finance, governance and risk, community engagement, people and culture, HR, law, fundraising, philanthropy, marketing and communications, digital innovation, audience and membership development, policy and regulatory understanding, and expertise in non-profits, community organisations, arts, music, and culture. Given PBS' cooperative structure, the Board values and encourages the involvement of people with experience in the station community, including announcers and volunteers, whose insights help ensure governance remains grounded in our mission and responsive to our community of interest.

Governance

Subcommittees

Program Planning Group

The Program Planning Group (PPG) plays a vital role in guiding the future sound and direction of PBS. Meeting at least three times each year, the group considers programming development, strategic opportunities, and ways to ensure the station continues to reflect and support Melbourne's diverse music communities.

The PPG is chaired by a member of the PBS Board, who serves as the conduit between the group and the Board of Directors. Its membership comprises PBS Category Coordinators, each elected by current regular announcers from the programming category they represent. Coordinators must be current regular announcers, unless otherwise approved by the PPG, and are members of PBS staff.

Category Coordinators are elected for two-year terms, with staggered tenures to ensure continuity and fresh input. They are responsible for ensuring that announcers within their categories are familiar with PBS operations, activities, and events, and that programming adheres to PBS's Policies and Procedures. Coordinators also act as an important liaison between management and announcers, assisting the Program Manager in meeting the station's programming objectives and maintaining the highest broadcasting standards.

In 2025, the PPG held a dedicated Strategy Day to align programming goals with PBS' 2023–2027 Strategic Plan. The session focused on diversity, local music representation, and audience development, setting a clear vision for the continued evolution of the program grid and the station's distinctive sound.

Sarita Ryan - PPG Chair

Bridget Small - Electronic and Hip Hop Category Coordinator

Matt Frederick - Blues and Roots Category Coordinator

Andrew Young - Jazz Category Coordinator

Kene Lightfoot - Hard and Heavy Category Coordinator

Lyndelle Wilkinson - Rock and Indie Category Coordinator

Sam Goldie - Funk and Soul Category Coordinator

Rick Howe - Global Category Coordinator

Kristen Paterson – General Manager

Owen McKern - Program Manager

Finance and Risk Subcommittee

The Finance and Risk Subcommittee provides oversight of PBS's financial management, governance compliance, and organisational risk framework. In 2025, the group supported the delivery of PBS's strongest financial result to date, reviewed budget planning and capital expenditure, and continued to strengthen financial sustainability and accountability across all areas of the organisation.

Kieran Rivett - Treasurer

Lucy Tehan - Secretary

Kristen Paterson – General Manager

First Nations Initiative

The First Nations Initiative Subcommittee works to increase inclusion and strengthen First Nations representation across PBS's programming, staff, and community engagement. In 2025, the subcommittee continued to guide the implementation of the PBS First Nations Initiative, supported by the Community Broadcasting Foundation, helping to build pathways for First Nations voices, stories, and music to be heard and celebrated on PBS.

Suzi Hutchings - Board Director

Kristen Paterson – General Manager

Mara Williams - Volunteer Manager

Fundraising Subcommittee

The Fundraising and Philanthropy Subcommittee focused on building new pathways for long-term financial growth. Its 2025 work centred on developing a structured philanthropy and major gifts program as a new leg of PBS's funding strategy, complementing membership and sponsorship. The subcommittee helped establish foundations for donor stewardship, legacy giving, and deeper engagement with supporters who share PBS's vision for independent music and community broadcasting.

Elise Beacom - Board Director

Kristen Paterson – General Manager

Sarah Blaby - Sponsorship Manager

Financial Highlights



Cashflow

Cash In

\$2,339,312

Cash Out

\$2,417,866

Difference

\$(78,555)

Capital Expenditure

\$84,207

Financial Statements

FY 24/25

Revenue

\$2,233,120

Expenses

\$2,173,319

Pre-Depreciation and Amortisation Profit

\$59,801

Depreciation and Amortisation

\$281,207

Post Depreciation and Amortisation Result

\$(221,406)

Balance Sheet

FY 24/25

Assets

\$6,045,325

Liabilities

\$2,307,459

Net Assets

\$3,737,866