

Background

Mallacoota Genoa Broadcasting Inc sees itself as an active participant in the community it serves. Its main purpose is to provide a service to the community, not only through providing entertainment, education and emergency information but also to build community spirit through the on-air promotion of community organisations and their activities. 3MGB is always open to participation by members of the community both as individuals and as representatives of community organisations.

Mallacoota and Genoa Broadcasting Association Inc (3MGB Wilderness Radio) is required under its broadcasting licence and through its adherence to the Community Broadcasting Codes of Practice to ensure that the organization meets or exceeds its requirements to:

- Encourage members of the community they serve to participate in the operations of the licensee in providing the service and the selection of and provision of programs under the licence (Community Participation Requirement) and
- Continue to represent the community interest they represented at the time their licence was allocated or last renewed (Community Representation Requirement)

3MGB's Community Interest

Community Interest officially stated on our broadcasting service licence certificate is twofold:

1. to provide informative and entertaining community broadcasting to the Mallacoota/Genoa District with an aim to satisfy the wide divergence of community taste, and
2. to provide an emergency service role as part of the East Gippsland Disaster Plan.

Aim / Purpose of this Policy

3MGB is committed to a totally open and non-discriminatory policy in regard to membership, participation and programming.

Membership and participation can only be rejected or revoked under the most extreme circumstances and only after an exhaustive, open and transparent process (See **Rejecting an Application, Disciplinary Action & Dismissal of Volunteers Policy and Procedure**).

Programming content will not at any time express prejudice on the basis of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious, cultural or political beliefs.

This policy states how we ensure community participation in practice.

Policy

As a community-based, volunteer-run, not for profit association, 3MGB relies on members of the community for its ongoing operation, administration and on-air programming.

Through transparent governance:

1. 3MGB will regularly seek to increase its level of community participation in all operations.
2. 3MGB will articulate and develop the strategies it uses to encourage community participation in the station's operations and in the selection and provision of programming.

3. 3MGB will encourage individuals and families living in and visiting our listening area to become members of 3MGB and invite them to fully participate in all aspects of the station's operation and broadcast.
4. 3MGB will encourage all local community groups (including but not limited to sporting, age-related, arts and local interests) to become members of 3MGB and invite them to fully participate in all aspects of the station's operation and broadcast.
5. 3MGB will ensure that it meets the needs and interests of the local community in the following ways:
 - a. provide regular on-air announcements encouraging new members
 - b. provide training programs to equip potential volunteers in their involvement in the station
 - c. provide access to information about 3MGB through our website, Facebook page and in the Mallacoota Mouth (the community's weekly community newspaper) to raise awareness of 3MGB in the community
 - d. provide community service announcements about local activities and interviews with local people to encourage regular participation of those in our broadcasting area
 - e. provide opportunities for local youth to be involved in producing quality programs for their peers and the whole community (Note: Those under 18 require supervision by a responsible adult when on 3MGB premises)
 - f. provide opportunities for our older residents to be involved in producing quality programs for their peers and the whole community
 - g. maintain partnership with the Mallacoota Arts Council as joint owners, managers and tenants of the community's Croajingolong Centre for Communications and the Arts
 - h. seek opportunities to engage with other local community groups
 - i. seek funding to broaden 3MGB's scope in delivering services to the communities we serve
 - j. provide opportunities for 3MGB members to take part in areas of interest indicated on their application for membership
6. 3MGB will aim to have a Committee of Management that has the expertise to adequately govern the association
7. 3MGB will continue its efforts to maintain existing sponsors and develop new sponsors
8. 3MGB will encourage our membership to seek nomination to our Committee of Management and Subcommittees.
9. 3MGB will encourage presenters who use social media to promote their shows to their peers as well as on 3MGB's Facebook page.
10. 3MGB will ensure all sponsors and donors are acknowledged on the 3MGB website.

Related Policy

Rejecting Membership Application, Disciplinary Action & Dismissal of Volunteers Policy and Procedure – Renamed from Disciplinary Action & Dismissal of Volunteers Policy and revised May 2017