

WREB Co-op Limited

Policy for attracting and retaining financial members, volunteers and subscribers

The WREB Co-op Limited has several policies and strategies to assist in attracting and retaining financial members and volunteers and subscribers.

These include direct contact, and communications through newspapers, on-air announcements, and digital media.

Our overarching policy is outlined in the Rules of the WREB Co-op Limited that specifies that anyone can be a member of the co-operative by becoming an active member under rule 16. To establish active membership a member shall pay an \$11 annual subscription.

The WREB Co-op Limited has also adopted the Community Radio Codes of Practice and agrees with the guiding principles of those codes regarding access, equity, and diversity.

The WREB Co-op seeks to encourage the widest possible membership participation from people currently, or previously, living in the licence area.

On that basis the board may refuse membership only on the following grounds:

- i. The applicant is not and has never been resident in the 2WEB licence area,
- ii. The applicant has previously been expelled from membership for a breach of the Co-op rules.

If the board refuses membership it will explain its reasons to the applicant and allow the applicant/s a right of reply, according to the dispute procedures set out in Section 71 of the WREB Co-op Rules.

The WREB Co-operative has never had cause to refuse membership to any applicant and has never done so.

All members of the WREB Co-op have the right to become involved in furtherance of the objects of the co-operative and, along with all members of the community, they may become involved in the selection and provision of programs on 2WEB.

All members have the right to vote at general meetings, to stand as directors of the WREB Co-op Limited board and to become members of various committees. Each member is restricted to one vote only.

Our strategies to increase membership, include:

i. On-air

We regularly run several announcements on-air encouraging people to become members of the WREB Co-op Limited and to become volunteers at the station. The copy for some of these announcements is attached to this document.

ii. Print media

- iii. In the local newspaper we run articles and advertisements about volunteering and notices encouraging people to become volunteers and members of the WREB Co-op Limited.
- iv. **Web site**
Our website at <http://www.outbackradio.com.au/> provides listeners with information on programs, training, volunteering, how to become a member of the WREB Co-op Limited and other matters. A copy of the “Application for Membership” is on the website. This website also provides for direct email contact between members of the community and the station.
- v. **Facebook**
We have an active page (<https://www.facebook.com/outbackradio>). Here we also provide listeners with information on training, volunteering, how to become a member of the WREB Co-op Limited and other matters. A copy of the “Application for Membership” is also on the Facebook site. Many listeners take advantage of this site to make suggestions & programming or request.
- vi. **Outside Broadcasts**
2WEB conducts outside broadcasts each year at which we encourage people to become members and volunteers. We also provide handouts at outside broadcasts and other events to encourage community input into the 2WEB service and to encourage membership.

Additionally, the WREB Co-op Limited has acquired a local newspaper circulating in Bourke and district.

To attract more membership, the co-operative is offering newspaper subscribers the purchase of an annual membership in the WREB Co-op Limited included in the annual subscription to the newspaper. This policy has increased membership.