



Community Participation Procedure

Version Control	Date Amended
1.0	31/08/2016

BACKGROUND

As guided by the Community Broadcasting Codes of Practice and the conditions of our broadcasting licence, 3WBC ensures that the activities conducted and the range of programs available are representative of our broadcast area (Camberwell RA1) and that of the wider community.

This community engagement procedure outlines the strategies that 3WBC will undertake to ensure that we obtain appropriate feedback from our community to help drive decisions that govern the radio stations activities.

STAKEHOLDERS

- **3WBC Committee of Management** (Owner of the policy and procedure)
- **3WBC Broadcasting Working Group (BWG)** (Sub-committee responsible for implementation)
- **3WBC Members and Presenters** (internal stakeholders and contributors)
- **The 3WBC General Community** (external stakeholders and contributors)
- **The IT Sub-Committee** (internal stakeholders responsible for delivering any relevant initiatives)

PROCEDURE

3WBC will undertake a program of continual feedback from all members of the community in relation to the activities the station undertakes.

Feedback Register

The secretary will maintain a log of all feedback received from members of the community and include it on a register of feedback.

A copy of all feedback received will be

Methods for soliciting and collecting this information will include (but is not limited to):


- **On Air messages:** 3WBC will regularly broadcast announcements on air to invite feedback and participation.
- **Online survey:** This survey will be constantly available on the 3WBC website. This is a rolling survey with each response being considered individually as well as a summary of findings delivered to the Committee of Management on a regular basis.
- **Social Media:** Feedback and suggestions will be collected via all social media channels (such as, but not limited to: Facebook, Twitter and Instagram)
- **Local printed media:** 3WBC will continue to develop relationships with local media to promote the community and the radio stations activities. Where possible, we will use these channels to promote our community engagement activities.

- **Outside Broadcast/Event participation:** 3WBC will participate in and promote local events to promote the brand and community. These events will be used to solicit comments and feedback from our broadcast community.
- **Incoming correspondence:** Members of the community are encouraged to provide direct feedback through written or electronic correspondence.

Handling of Correspondence

Feedback received via any channels (such as (but not limited to) social media, at outside events or via mail) will be classed as official correspondence and must be lodged with the secretary for inclusion into the feedback register.

APPROVAL


Approver name and position: Philip Edwards - President
Date of Approval 31/08/2016