

President's Report from the 2018 AGM!



Life FM Board President Yvonne Coffey

Welcome,

Listeners to Life FM will have noticed a fresh, new, cohesive sound. This is the product of a programming review conducted earlier in the year to ensure our content aligns with Life FM's goals, core values and mission. We are committed to keeping the sound fresh and engaging with more frequent additions of new songs and introducing new programs along with the addition of our faith focused news service.

Following the resignation of the acting station manager, Randell Green, in March we have engaged the services of an external programming resource, DOCMedia.

Life FM is committed to resourcing Gippsland churches and broadcasting

local spiritual content. We are in the process of contacting all churches throughout our region to see how we can help promote them. We have broadcast some Sunday messages from local churches and are collecting content to make it a regular segment. We are also preparing material for regular testimonial 'Hot Spots', brief messages from local Christians on what God has done in their life. It is our goal to broadcast a message of hope through a relationship with Jesus Christ AND connect people to a Christian community where they can be nurtured and disciplined.

As part of our strategy to use technology in our operations, the station has implemented a new website along with integrated membership, financial and email software that increases our speed and accuracy in recording information and also our capacity to grow in the future.

Thank you to our General Manager, Michael Rowell for implementing these progressive changes. I know this has involved many hours extra work for which we are very appreciative.

I would also like to take this opportunity to express my thanks and appreciation to this year's outgoing board members Bev Lade, Jan Greenwood and Gerard Giesbers for their valued contributions to Life FM. We have welcomed Mark Poole, Pastor Graham Gunning and Dorothy Long to the board this year. They bring valuable skills and experience to the team and along side Aaron Young, Belinda Bannister, Michael Rowell and myself make up the current board.

We look forward to consolidating Life FM's financial future in 2019. A new Sponsorship Program has been developed by our General Manager and will be rolled out in the coming months. There is great opportunity to increase our paid station sponsorships. We look forward to engaging with the broader business and local government communities, increasing awareness of the work our station does and growing our support base. We appreciate the work done by our Treasurer, Aaron Young who has developed new budget reporting and tracking software for us.

Thank you to our members for your ongoing financial support. Without

your contributions we would not have been able to continue broadcasting a life changing message of hope.

In summary, 2018 has been a year of challenges, restructuring, new initiatives and opportunities for Life FM.

Next year, 2019, will mark 30 years since the station began; we are thankful for those who answered the call of God to establish this ministry and to all those who have supported and contributed to keeping the station going and the vision alive throughout the years. I feel confident in what God can do through Life FM in the years ahead, that we can build on their contributions, take it out further and impact our society with the life changing message of the gospel of Jesus Christ and the Kingdom of God.

Warmest Regards Yvonne Coffey
Life FM Board President