



**Muslim
Community
Radio**

Diversity and Community Participation

Policy title: 2MFM Diversity and Community Participation
Policy under Code 2 of the CBAA Code of Practice

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Summary: This document outlines the practices put in place encourage community engagement with the 2mfm organisation. It outlines the procedures and objectives of the 2mfm organisation, and their role in the stimulus of the community members.

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Purpose

This Policy of best practice outlines mechanisms for the **Muslim Community Radio** to enable active participation by the community in **Station** management, programming and general operations, as stipulated in CBAA Code 2.1 and 2.2. The guiding principles align with the **Muslim Community Radio Inc** 'Objects'. These guidelines provide a clear and fair structure that is understandable to both management and volunteers.

Background

The **Muslim Community Radio** acknowledges that the community broadcasting sector was founded on a number of principles integral to its role in the industry. They include, 'the provision of mechanisms for active participation by the community in management and operations and encouragement of participation by those denied effective access to, and not adequately served by, other media'. For this reason, it is in the nature of **2mfm** to be based on its members and volunteers for the running of its service.

2mfm values the diversity of skills, positive views and expertise in the Muslim community and aims to use these to improve its decision-making and programming content. Effective community participation is good representation and good management.

Definitions

1. Who are the **2mfm** Community?

In relation to some services, **2mfm** broadly defines its community as those who have a positive interest in or are affected by **2mfm's** provisions. This predominantly includes the mainstream Muslims residing in Sydney, seeking a religious or social service.

2. What is Community Participation?

2mfm broadly defines community participation as any process that values and facilitates community input in the operations and programming of the **Radio Station**.

Community participation does not replace, but enhances, the formal structures put in place to assist the efficient running of operations.

Guiding Principles

3. The **Muslim Community Radio** acknowledges that effectively incorporating the contributions of a diverse community is not always easy. The following principles will guide **2mfm's** approach, as management recognizes:

- 3.1 **2mfm** The community's wish and need to participate in the operation of
- 3.2 The importance of assisting the community to understand what they are being asked to participate in and what influence they can have on **2mfm's** undertaking
- 3.3 That successful community participation depends on mutual trust, respect, and effective communication between the Muslim community, elected members and staff
- 3.4 The importance of providing access and opportunity for participation to the Muslim community who express a genuine interest to further the Objectives of the **Association**.
- 3.5 The importance of being a 'voice for the voiceless' and as such to avoid discriminating against interested participants including: women, the young, youth, the disabled or impaired, and ethnic communities. Thus, to not deny a Muslim community member the opportunity to participate without reasonable and legitimate cause.

Broad Objectives

4. The **Muslim Community Radio** has put in place mechanisms for community participation to help it achieve the following objectives:
 - 4.1 To use the community's input to enhance, increase and sustain operations
 - 4.2 To enable the community fast and easy access to information and to enable them to provide assistance productively
 - 4.3 To make use of the expertise, skills, experiences and qualifications within the community; or to help the community enhance their skills and experience in community broadcasting
 - 4.4 To gather, listen and respond to, community views, aspirations, and concerns in order to respond to them through the radio service
 - 4.5 To build positive relationships between **2mfm** and all sections of the Muslim and wider Australian communities

Procedure –Encouraging Community Participation

5. The **Muslim Community Radio** acknowledges that community members may shy away from offering assistance from their own initiative. Hence, encouraging participation requires that **2mfm** implement proactive

measures including interpersonal communication and organizational framework in order to maximize community participation. The steps that guide this process include:

- 5.1 To promote *2mfm* to the community through diverse methods, including:
 - 5.1.1 Organize community functions
 - 5.1.2 On-air promotions and invitations for CV’s and expressions of interest
 - 5.1.3 Hold annual dinners for members and stake holders
 - 5.1.4 Broadcast live from field events to make *2mfm* accessible to the public
 - 5.1.5 Include live shows to enable talk-back and listener interaction on-air
- 5.2 To facilitate sound corporate governance, including:
 - 5.2.1 The provision of policies of best practice to ensure that management of the broadcast is conducted appropriately.
 - 5.2.2 The provision of limited renewable terms for individuals holding positions on committees or the Board, as is outlines in the *Muslim Community Radio Inc* Constitution
 - 5.2.3 The free availability of all Policy documents and related guidelines as stipulated in CBAA code 2.4

Community Participation Framework

- 6. To help *2mfm* make decisions on how it will approach community participation for a given issue, it will use the framework shown below and select the most appropriate level. This framework has been adapted from that developed in 2000 by the International Association for Public Participation (IAP2).

| Level | Aim | Promise to Communities | Examples |
|---------------|--|------------------------------------|---------------------------------------|
| Inform | To provide the community with balanced, objective information to | <i>2mfm</i> will keep you informed | Newsletter <i>2mfm</i> News Column |

| | | | |
|--------------------|---|---|---|
| | assist them to understand 2mfm Policy issues, alternatives and decisions. | | 2mfm's Website |
| Consult | To obtain community feedback on issues, analysis, alternatives and decisions being considered by 2mfm | 2mfm will keep you informed, listen to and acknowledge your aspirations, concerns and issues, and provide feedback on how your input influenced the decision | Management Planning Process Public Exhibition Process Development Application process |
| Involve | To work directly with communities throughout the process to ensure that community aspirations, concerns and issues are consistently understood and considered | 2mfm will work directly with you to ensure that your aspirations, concerns and issues are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision. | Community Representation Committee Design Reference Groups for Community Participation |
| Collaborate | To partner with communities in aspects of service needs including the development of alternatives and the identification of a combined solution across diverse community boundaries | 2mfm will look to you for direct advice and innovation in formulating Policy, alternatives and service solutions and incorporate your advice and recommendations into 2mfm decisions | Community Reassessment Project Surveys |
| Delegate | To delegate certain functions to community representatives and subcommittees | 2mfm will enable you to exercise the delegated function within agreed agreement | Facilities Management Committees Subcommittees |