

WildHorse FM



Annual Report 2025



Prepared by

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Chair's Introduction

The 2025 year has been one of growth, resilience and renewed focus for Wild Horse FM. Guided by our Strategic Plan 2025–2028, we have continued working towards our vision of being a positive voice in our community, connecting people and enhancing wellbeing through great music, conversation and information. Our commitment to the core values of Wellness, Connection, Accountability and Growth through Learning has shaped our decisions and strengthened our role as a trusted community broadcaster.

Throughout the year we made meaningful progress across our key goals of being Involved, Connected, Heard and Sustainable. We welcomed new volunteers, expanded local content, strengthened community partnerships and increased audience engagement through broadcast, online streaming and social media. Programs such as Shoot the Breeze and the 99.7% Local News initiative showcased the stories, people and events that make our region unique, while ongoing governance, training and funding initiatives helped build a stronger foundation for the future.

As we look ahead, Wild Horse FM remains committed to serving our community, supporting local voices and creating opportunities for connection, belonging and wellbeing across our listening area.

Caine Wager
Chair 2025

Table of Contents

About Wild Horse FM

Meet Our Board

Vision And Mission

Chair's Report – the 4 Pillars

Closing message

Sponsorship Spotlight

Financial Statements

Contact Us

Looking Ahead





About Wild Horse FM

For more than two decades, Wild Horse FM has been serving the communities of the South Burnett and Upper Brisbane Valley, providing a unique local voice dedicated to informing, entertaining and connecting people across the region.

Established as a community-owned and volunteer-driven broadcaster, the station has grown to become an important source of local news, information, music and community engagement.

Through changing technologies and community needs, Wild Horse FM has remained committed to supporting local organisations, promoting regional events, celebrating local achievements and providing a platform where community stories can be heard.





Meet Our Board



Caine Wager
Chair

I provide leadership and guidance for Wild Horse FM, supporting the committee, station team and volunteers in good governance, clear communication and practical decision making. My focus is helping the station remain connected, organised and responsive to the community it serves.



Jane Hodgkinson
Secretary

I support strong governance through accurate record-keeping, meeting administration and compliance oversight. My background in bookkeeping and community organisations contributes to accountable leadership, effective management and the smooth operation of Wild Horse FM.



Tanya Paul
Treasurer

I support Wild Horse FM through responsible financial management, payroll, reporting and governance. Drawing on extensive business, accounting and committee experience, I am committed to transparent financial oversight and the station's long-term sustainability.

Vision And Mission



Vision

Wild Horse FM strives to be the trusted voice of the South Burnett and Upper Brisbane Valley communities, connecting people through local stories, music, information and participation. We seek to enrich lives, strengthen community belonging and wellbeing, and provide an inclusive platform where local voices are heard, valued and celebrated. Through community broadcasting, we aim to foster connection, learning and engagement across the region.

Wild Horse FM exists to provide a sustainable, community-owned broadcasting service that informs, entertains and engages the communities we serve. Through local programming, volunteer participation, promotion of Australian music, community information and training opportunities, we encourage communication, participation and lifelong learning while supporting the principles and values of community broadcasting and serving the diverse interests of our local region.

Mission

Four Pillars Be Connected



Over the past year, the station has continued to deliver consistent, community-focused programming that reflects local interests.

We saw a return to regular studio use, with staff working on-site and four new presenters commencing live programs.

Local content has been expanded through music and interview segments, including support for emerging Australian artists and ongoing programs such as AMRAP and Shoot the Breeze.



We have also supported community connection beyond broadcasting, including involvement in a walking group and a storytelling workshop with the Yarraman Heritage Centre.

New relationships have been established with local musicians and theatre groups, creating opportunities for future content development.

Four Pillars Be Involved



Volunteer participation has continued to grow, with approximately 10 new volunteers joining the station.

Volunteers have played a key role in content creation, including the delivery of 52 Shoot the Breeze interviews and the development of the 99.7% LOCAL NEWS initiative.



Training and development opportunities have been provided, including local CMTO training and attendance at industry events.

The station has maintained a strong presence at community events and successfully delivered the Yarraman Festival again in 2025



Four Pillars Be Heard



Wild Horse FM continues to operate as a reliable local voice for the community.

Access to the station has been expanded through FM broadcasting, online streaming, and the Community Radio Plus app.

Audience reach has increased, supported by consistent promotion and a 150% growth in social media followers over the year.

The station has continued to support community groups through promotion, information sharing, and sponsorship opportunities.



Four Pillars Be Sustainable



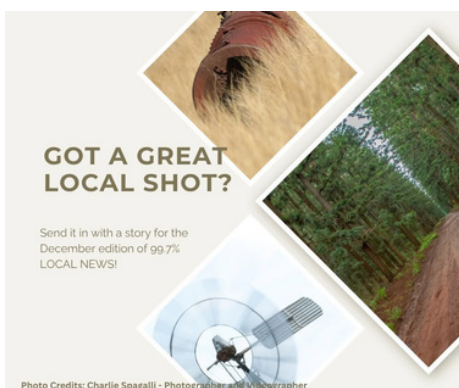
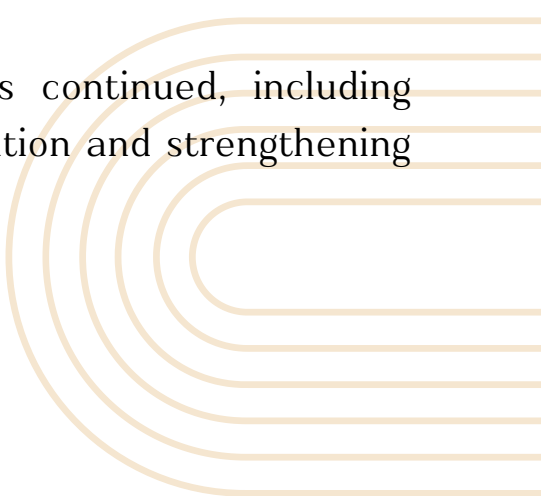
Financially, the station has made solid progress.

Sponsorship income has increased, supported by the introduction of new sponsorship models, including targeted media kits.

The 99.7% LOCAL NEWS initiative has also been developed as a supported program.

The station has received ongoing funding from the Community Broadcasting Foundation, along with additional grants for content, equipment, and training.

Governance work has continued, including reviewing the constitution and strengthening compliance processes.



Partnership Community Broadcasting Foundation



Funding from the Community Broadcasting Foundation has supported improvements in volunteer management, governance, and long-term planning.



Work has progressed toward meeting national volunteer standards, supported by training and external guidance.



Volunteer feedback has been reviewed, and systems and processes have been updated to better support participation.

Partnerships with local organisations have been strengthened, supporting both community engagement and station activities.



Closing Summary

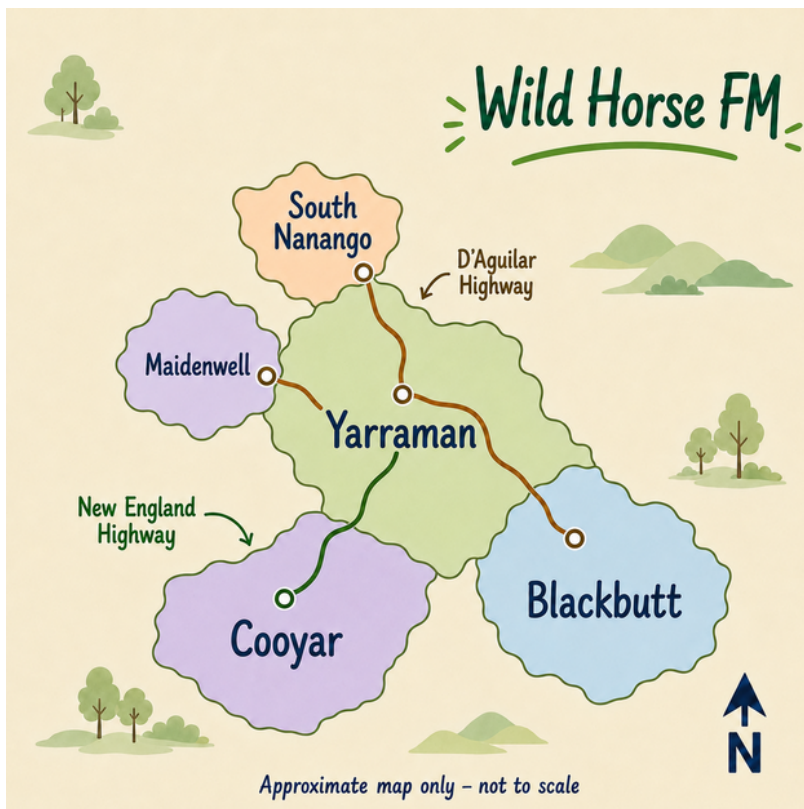
Steady Progress



In summary, the station has made steady progress across all key areas.

We have increased participation, expanded content, improved reach, and strengthened our financial and operational position.

Thank you to our volunteers, sponsors, and community for your continued support.



Spotlight Sponsorship



For more than two decades, Wild Horse FM has been supported by an incredible network of local businesses, community organisations, grant providers and local government partners. Their support extends far beyond sponsorship, helping the station deliver local news, community information, wellbeing initiatives, volunteer opportunities and local broadcasting services.



This ongoing partnership reflects the strong community spirit of our region and demonstrates a shared commitment to keeping local voices, local stories and community connections alive across the South Burnett and Upper Brisbane Valley.



Financial

Statements

	2024	2025	2026
Revenue	\$66,373	\$155,587	997 Local News
Expenses	\$86,281	\$110,980	Average daily \$265
Profit	\$19,809	\$44,638	Rate Card

- Trading income 2024 was \$15,278 comprising \$14,786 Sponsorship. Other income includes \$41,845 in Grant funding.
- Trading income 2025 enjoyed a boost from the 997 Local News of \$7,680 where Sponsorship was \$16,498. Other income comprised \$113,888 Grant funding.
- Cost of Sales saw a marked increase in APRA fees 2025 due to the increase in revenue from Grant funding.
- Other notable costs for 2025 included consultancy fees of \$12,970 Volunteering Queensland Grant - "Strengthening Volunteer Management Practices".



WildHorse FM

Contact Us



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As Wild Horse FM looks to the future, our focus remains on strengthening our role as a valued community broadcaster through greater volunteer participation, improved local content and sustainable growth.

We are committed to expanding opportunities for volunteers, engaging professional expertise where needed, and providing training that builds skills, confidence and capability. By investing in our people, technology and community connections, we will continue to evolve, innovate and ensure Wild Horse FM remains a trusted voice serving our region for generations to come.