

Faith FM Tasmanian Expansion Project 2024-2026

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Summary

The Seventh-day Adventist Church in Tasmania first established the Faith FM radio network in Tasmania around 2010. In May 2021 we began broadcasting a locally produced live radio program. The live program, broadcast each weekday from 9:00 am to 10:00 am under the program name Tassie Encounters, is broadcast on all our Tasmanian transmitters and also feeds into the national Faith FM network.

Introduction

Due to the small size of the Tasmanian conference, we have a very real challenge to have sufficient human and financial resources to produce a live daily program as well as maintain and expand the radio network in Tasmania.

We know that Faith FM is having an impact in Tasmania and we regularly hear personal testimonies of people walking into our churches both in Tasmania and mainland Australia after listening to Faith FM. The Faith FM ministry in Tasmania is a mission field which is just beginning to flourish. More work needs to be done to expand and improve the network. In the next two years we have three key aims:

1. Cover 75% of the Tasmanian population
2. Continue creating local content
3. Significantly raise awareness of Faith FM in Tasmania.

Project Plan

We were very disappointed to be unsuccessful in our Adventist World Radio (AWR) supported bid to purchase the high-powered radio (10kw) licence in Hobart last year. However, we have recently been able to acquire a low power radio network of 15 licences from Vision Christian Media (Vision) covering the Hobart and Southern Tasmania area. Supplementing this, we have recently acquired 5 additional licences in the Southern Tasmania area. By acquiring this network and the additional licences, we will now be able to fill the gaps in transmission around Hobart and Southern Tasmania covering approximately half of the Tasmanian population. We are moving forward in faith with confidence that we will receive support from our members and additional funding sources including Adventist World Radio and others.

In addition to this, there are other new opportunities awaiting us in key population areas and we hope to establish new transmitter locations in the East, North East and North of Tasmania – areas that are not yet well serviced by Faith FM.

Project Cost

The budgeted cost of this project over the next 2 years is **\$200,000** which includes licence acquisitions, labour and equipment, and new leasing arrangements. This level of investment is very significant for our Tasmanian conference. However we are prepared to go ahead in faith, knowing and believing in this evangelistic ministry as an effective tool to reach our community. **We need your financial support and prayer to ensure the success of this project.**

Vision and Impact

Conference Vision for Faith FM

Faith FM have an active broadcast to baptism strategy, and it is our vision to reach many more people in Tasmania using this strategy through maintaining our local radio content and continuing to utilise other Australian produced Faith FM content. As previously mentioned, we aim to cover 75% of the Tasmanian population by the end of 2026.

The last census data revealed that 50% of people in Tasmania claim to be of no religion, a rapid decline from the previous census. Radio ministry has a proven record of bringing people to know Jesus. By the time a radio listener arrives at a church, in many cases, they have already gained a high knowledge of the bible and Adventist beliefs from listening to Faith FM.

Impact

Since beginning our program in May 2021, we have heard of several people from the community who attended our churches for the first time, and in some cases were seeking baptism as a result of listening to our Tassie programs and other programs on Faith FM. We have frequent engagement with our listeners through questions we ask on air, and we receive positive feedback from listeners of our Tassie Encounters program. We know that our programs are having an impact on the people who listen.

Some testimonies directed to our Tasmanian broadcast team are included below however there are many others we have received over the past few years.

Linda

Really like your Tassie Encounters program, conveniently on after the morning school drop-off & commute to work afterwards. Great content, discussion, insight & music selections. Always appreciate the calm yet matter of fact, well explained & simple to understand approach. Listening from Adelaide. May God continue to bless the work of Faith FM & Tassie Encounters.

Valerie

Thank you for your program. It is opening up my understanding of what Daniel & Revelation is all about.

New Church Attendee

A young lady moved from Tasmania to Queensland and showed up at church. She has been a long-time Faith FM listener in Tasmania and she decided to check out an SDA church she really liked and she now plans to attend regularly.

We know we can reach even more people and increase the number of people hearing The Gospel message in Tasmania by improving the signal coverage. Approximately 35,000 people every day in Tasmania are listening to Faith FM – we know this by the engagement we get. However, we can improve this by implementing a better network – particularly in Southern Tasmania.

Recently Faith FM Australia commissioned McCrindle to survey the Australian population about Faith FM. Diagram 1 shows what they found.

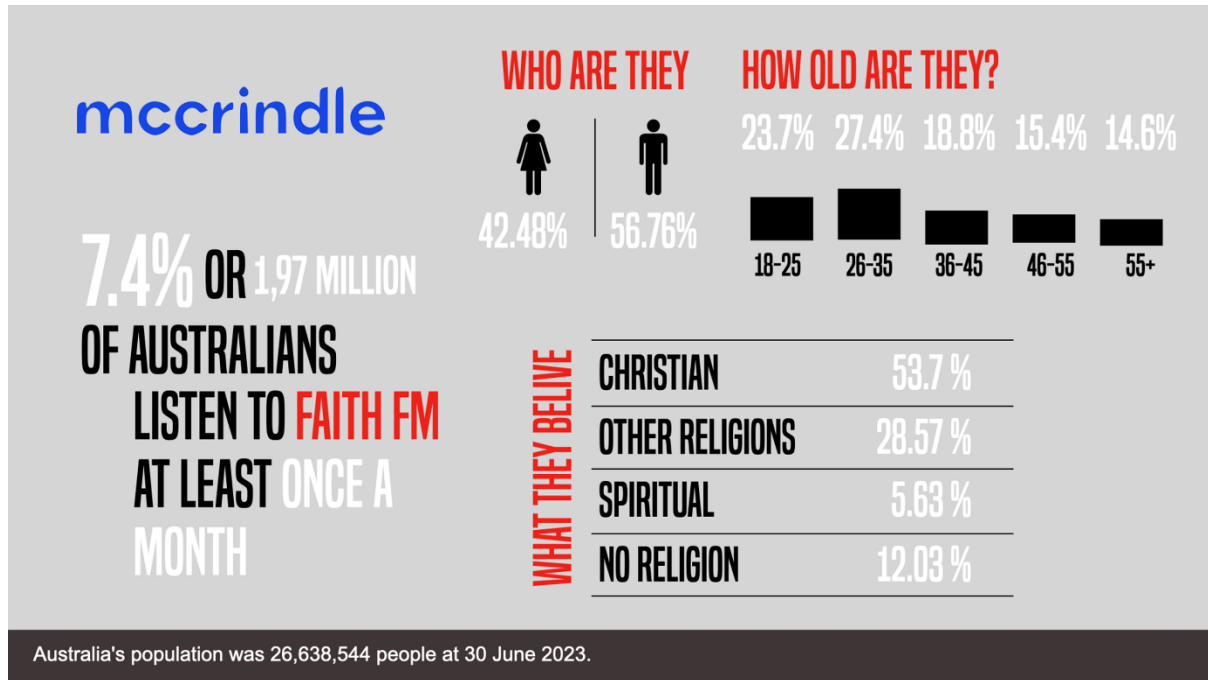


Diagram 1: Faith FM Radio Listener Breakdown

Based on the results of the survey, Faith FM has developed specific strategies to reach the different segments of our listener base. This is intentionally being done to improve the long term results of our Broadcast to Baptism strategy which aims to target groups E, D and C as shown in Diagram 2.

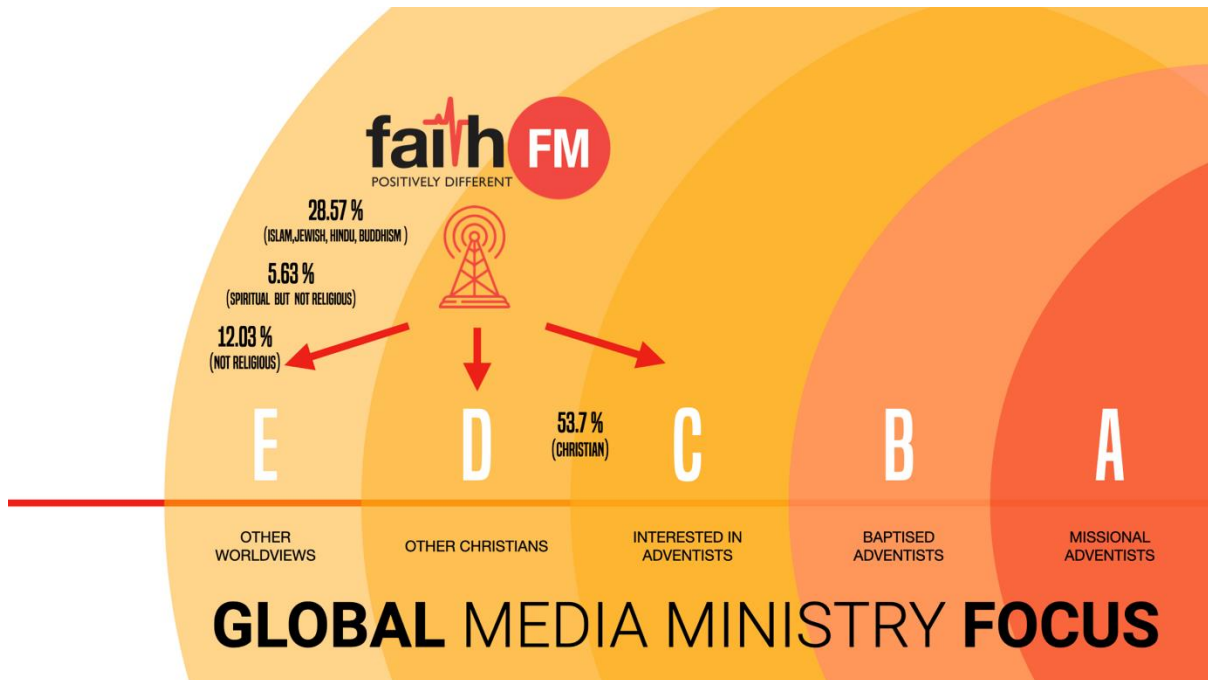


Diagram 2: Faith FM Radio Target Audience

In recent years we can see the huge increase in listener engagement we are receiving Australia wide. We believe this has in part been due to being intentional in our Australian content that is being produced and aired both live and recorded, as well as expansion in the coverage through new transmitter sites and networks. Diagram 3 clearly shows this impact.

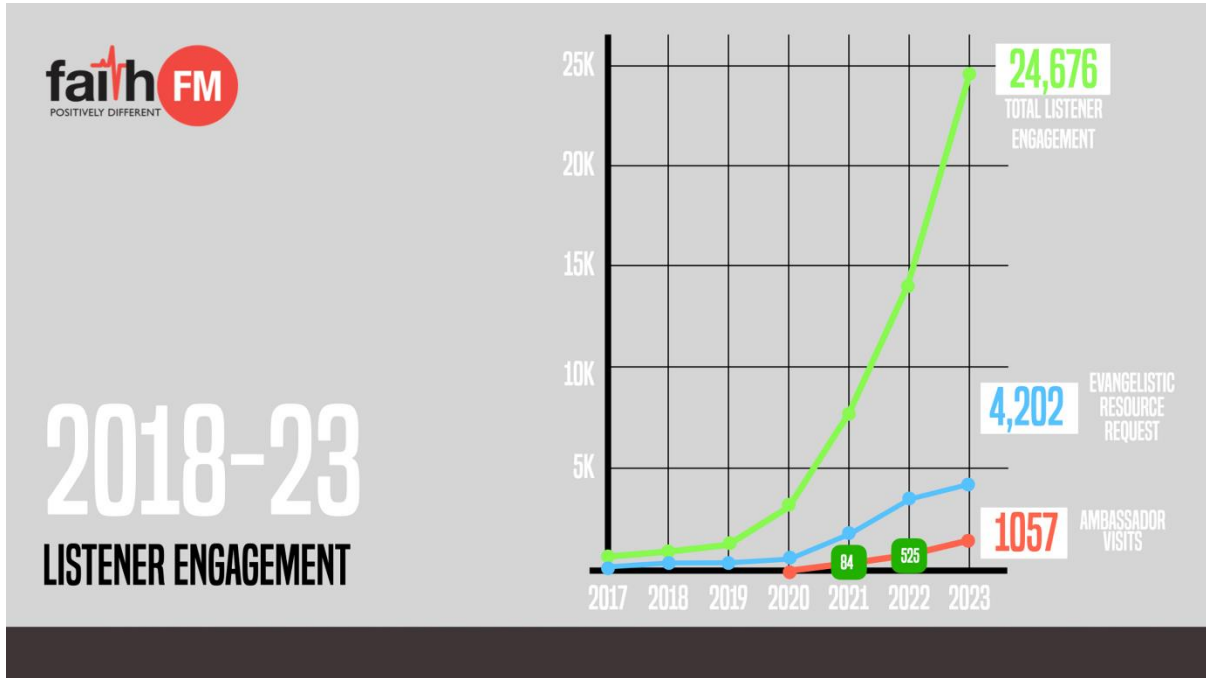


Diagram 3: Faith FM Radio Listener Engagement

Specifically in Tasmania we can see the engagement with our Tassie Encounters program and other Faith FM programs (See Diagram 4). We can do even better by improving our reach and quality of our signal, particularly in the Southern Tasmania area and continuing to adapt our programs to better connect with the target audiences.

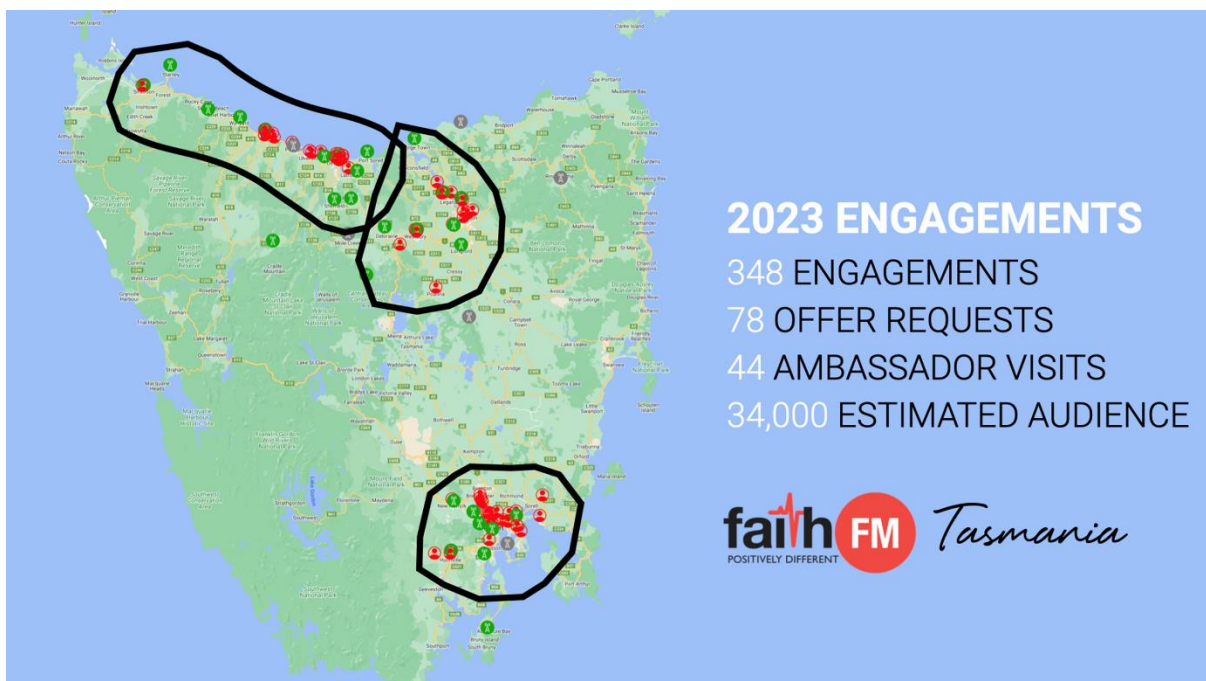


Diagram 4: Faith FM Radio Tasmanian Listener Engagement- 2023

Current Challenges

Demographics

Tasmania has a population of approximately 550,000 people and our Tasmanian conference has an active membership of around 600-700 people. Approximately 50% of the Tasmanian population is concentrated around the Hobart area in southern Tasmania, and we have some significant holes in our transmission network in this region. In a recent census, **Tasmania was reported to have one of the lowest rates of professed Christianity out of all states in Australia.** This makes Tasmania a real mission field for reaching those who do not have a saving relationship with Jesus.

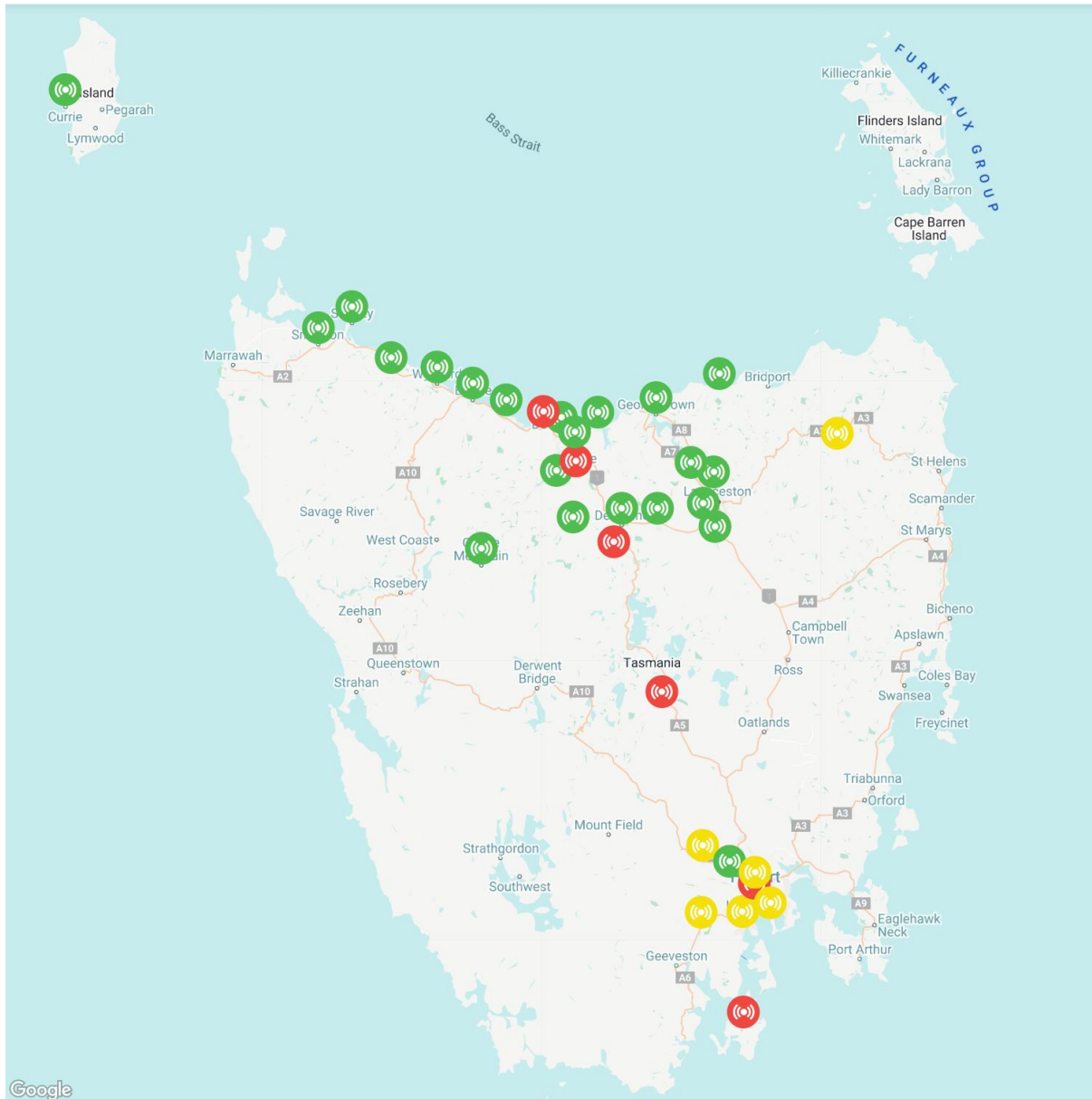


Diagram 5: Tasmanian Faith FM Radio Transmission Network – October 2022

Current Network

Faith FM has 34 active transmitters in Tasmania (See Diagram 5). We also have some licences where no transmitter is currently active. It is imperative that we get these licences on air to ensure that we reach more people and maintain the licences into the future.

Tasmania is mountainous in geography, and this makes radio transmission challenging, requiring more transmitters than would be needed in less mountainous areas. We also have some competing stations that are operating on the same frequencies which affect the reach of our transmitters particularly in southern Tasmania.

We currently have a good number of transmitters in the North-West and North of Tasmania and our competition is minimal in terms of frequency use. Our focus is to improve the Southern area around the most populous area, then Launceston and possibly into the North East and East coast area. Limited licences are available on the East Coast however there are a few possibilities for expansion, particularly around Coles Bay area and Port Arthur area, both of which are popular tourist and holiday destinations.

The New Network

Purchase of Radio Network

With Vision Christian Media moving to a high-power licence in Southern Tasmania, we have acquired 15 licences and we can now re-work our Southern Tasmania network. See Diagram 2 for details of Vision’s low power network overlaid with their high-power transmission. The purchase of these licenses does not include infrastructure and thus involves the establishment of new transmitter sites in most locations along with the 5 new licences we recently purchased. Areas and licences that are covered but not shown on this map include, Cygnet, Dover and Bruny Island.

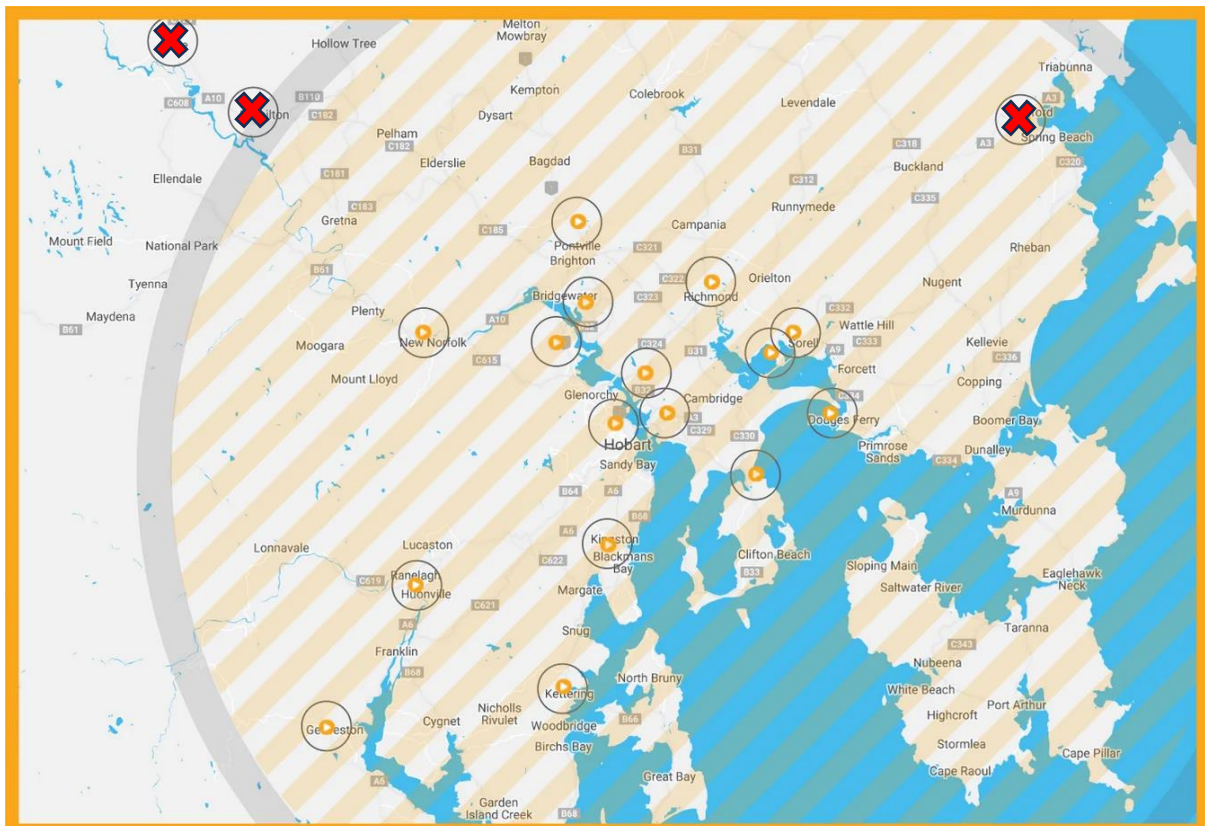


Diagram 2: Vision Christian Media – Low Power Network within High Power Range

NOTE:

Three of the licences shown on this diagram were not available for purchase at this stage – Geeveston, Huonville, and Orford however we have already acquired a licence for Geeveston and have an existing service in Huonville.

Awareness

One area of weakness in our current Faith FM mission implementation is a lack of awareness of the radio station within our communities. This has been identified as a deficiency and has been placed high on our forward strategic plan. Priorities include:

- Marketing campaigns to promote Faith FM
- Social media campaigns
- Flyers for members to share with family, friends, neighbours, and colleagues
- Visual public advertising: signage, vehicle wraps, buses, etc..

Improving Engagement

In the past 2 years we have used our daily Tassie Encounters program to promote local evangelistic events and health events. We will continue to do this into the future but will also add new avenues for engagement. We will drive engagement by:

- Providing signal coverage maps to churches for targeted letterboxing
- Promotion of evangelistic programs within our broadcasts and advertisement slots
- Offering free resources including reading and visual media
- Following up contacts by local church members trained as Faith FM Ambassadors
- Offering additional resources, bible studies or special event invites
- Promotion of and invitation to local church events via broadcasts
- Hosting of Faith FM dinners where listeners can meet the presenters and hosts of Tassie Encounters
- Church member engagement with event attendees in an ongoing discipleship journey through small groups, bible studies, Sabbath School, church worship services and baptism

Project Support

Our Faith FM Radio Tasmania platform needs your support.

Individual Support

You can support us by:

- Financial support through donations
- Hosting a radio transmitter
- Prayer
- Flyer distribution
- Personal Faith FM promotion
- Sharing of programs to friends and family
- Sharing of social media content
- Lay person program content contribution (personal stories of faith, testimonies)
- Faith FM Ambassador program contact discipleship
- Volunteer technical and physical support with installation, maintenance and repairs

Local Church Support

We encourage local churches to get involved by:

- Promoting awareness at the local church level (including signage)
- Sharing with us church events that can be advertised on Faith FM
- Encouraging member participation as listed in the Individual Support section above
- Assistance with running Faith FM community dinners

Giving

You can provide financial support by:

- Pledge, by email or call to the Tasmanian Conference (email: kelvinwood@adventist.org.au)
- Pledge by mobile. Text code **FaithFMProject2024** to 0488 880 891
- Tax deductible donation (call Faith FM Australia on 1800 324 843) with reference ***Radio Operational Costs Tasmania***
- eGiving App donation (TAS Faith FM Project)
- Offering envelope at your local church labelled *TAS Faith FM Project*

For a copy of the this Prospectus or pledge online:

Text: 0488 880 891 FaithFMProject2024