



**Annual Report**  
**2019 -2020**

## CONTEXT

LanceTV Inc. became an incorporated body on 26 August 2019 and was formed as a Committee of Management with the following members:

Chair – Kevin Harper

Secretary – Deb Lord

Treasurer – Cameron Hodgson

Ordinary Member: Roddy Ramos

Ordinary Member: Markus Middling

This document serves as the inaugural Annual General Meeting Report for LanceTV Inc. which covers the period  
26 August 2019 to July 31 2020.

## OUR MISSION

To strengthen LGBTIQA+ community connections in remote and regional Victoria through arts based practice.



Lance TV acknowledges the Traditional Custodians of the land from which we stream, the Wadawurrung people of the Kulin Nation. We pay our respect to their Elders past, present and emerging. This land was stolen, never ceded.

## CHAIRPERSON'S OVERVIEW

It has been a privilege and honour to be the inaugural Chair of LaNCE TV Inc. Our Founder, Executive Producer, and technical expert has added the onerous role of Secretary to their duties which has made my life a lot easier.

COVID-19 has put significant restrictions on our plans for the year - one week post our successful live broadcast of the Daylesford Chillout parade.

Overcoming COVID-19 regulations and making full use of our limited resources, the show continued broadcasting to Facebook and C31 Melbourne and Geelong – with the studio team and guests all coming in virtually from remote locations.

We have had some great sponsors and support (*See page 3*) who have helped to make this possible.

We look forward to continuing on C31 from Friday 12 February and supporting them again with their application for an extended license.

I thank the committee for their dedication and often-unseen work behind the scenes. We are a small team with a big reach – see the graphs in the main report – and we are fortunate to have bi-partisan political support at all levels of Government.

Special thanks go to: Cameron for his co-hosting and emergency solo hosting (along with the duties as treasurer); to Markus for his minute taking and general technical support; and to Roddy for his set design, construction along with his sage advice and industry knowledge at meetings.

Like every organisation and business we need to plan flexibility into our 2021 program - a flexibility that anticipates that there may be changes that we have less than 24 hours to respond to. But as our Producer constantly reminds us: “It’s Art Darlings! IT’S ART”

And, as the “+” part of our LGBTIQA+ community discovers more of its place and identity in our community, LaNCE TV is well placed to help them explore and celebrate our unified diversity.

Kevin Harper  
**Chairperson**



*(Ordinary members Roddy and Markus with the 2020 Lance TV set)*

## SECRETARY'S REPORT

Lance TV commenced 15 July 2017, initially streaming live to Facebook. In February 2020, the show commenced airing on community television station C31 Melbourne & Geelong on 7<sup>th</sup> February. From July 2017 up to August 2020 Lance TV, in total, has documented 176 interviews from 137 shows. Lance TV recognises that our longevity is only made possible by the wonderful and generous guests who appear on the show.

The period between August 26, 2019 and 31 July 2020, there were 41 Episodes created, 30 of which were aired to C31 Melbourne and Geelong. Of those 41 episodes, only 5 were conducted in studio, 3 of which occurred during the 2020 global pandemic.

In July of 2020, Lance TV reached out to those organisations involved with the Pride-Solation project (*See page 9*) to request permission to cross-post Lance TV to their Facebook pages. Lance TV is grateful to the following regional LGBTIQ+ organisations who kindly supported and showed solidarity for our show in this manner: Geelong Rainbow Inc., Ballarat Frolic Festival, Daylesford Chillout Festival, Trans and Gender Diverse Bendigo and Beyond, Mallee Pride and The Wimmera Pride Project. Also, a big thanks to Deryck at Woofy Designs for his unwavering support and for creating our website, keeping it maintained, and for the Lance TV promotional badges.



### C31 Melbourne & Geelong



This agreement, dated 31<sup>st</sup> October 2019 is between Melbourne Community Television Consortium Ltd (ACN 104 562 076) of Level 11, 277 William Street, Melbourne, Victoria 3000 and LaNCEtv Inc (ABN 56 534 887 583) of [REDACTED] VIC 3350 ("the Licensor").

1. This Program Broadcast Licence refers to and incorporates the terms of the Melbourne Community Television Consortium Ltd Standard Terms And Conditions Of Broadcast ("Standard Terms and Conditions") and the Melbourne Community Television Consortium Ltd Programming Policy ("Programming Policy").
2. The Licensor licences the Program as described in Schedule 1, Items 1 to 5, to be broadcast on the C31 community television service in accordance with the terms specified in the Standard Terms and Conditions and the Programming Policy.
3. The Program Scheduling Details as described in Schedule 1, Items 16 to 18, may be subject to change in accordance with the terms specified in the Standard Terms and Conditions and the Programming Policy, and are not to be construed as binding.
4. The access to program airtime provided under this Program Broadcast Licence to the Licensor is not transferable and may not be transferred, granted or sold to any third party.
5. By entering into this agreement, the Licensor agrees to be bound by the terms and provisions of the Standard Terms and Conditions, the constitution and policies of Melbourne Community Television Consortium Ltd, and the C31 Code of Behaviour.
6. This Program Broadcast Licence is governed by the law of Victoria, Australia, and is subject to the non-exclusive jurisdiction of the Victorian courts.

Executed as an agreement by

Lance TV received its C31 Proposal Kit via email on 26 September 2019. Having an archive of shows on our Lance TV Ballarat Facebook page, C31 was able to have the experience of our show. Then, with Broadcasting Licence for season 107 in hand, Lance TV Ballarat commenced airing on Melbourne community television on 7 February 2020.

Sponsorship from local regional businesses were sought, in order to afford the cost of the 13 week broadcasting licences, required for Lance TV the air. Lance TV was fortunate to be supported by Lana-Rose Fashion, Troop Employment and Piano Bar Geelong, all of whom sponsored the show for one licence, before being affected by the rigors of DHHS COVID-19 restrictions.

Further, Lance TV is grateful to have received early support from St. Anne's Winery, and most thankful to have had the ongoing support from Scruffy Fella Grooming Products and Lynden Photography through our 2020 season on C31 Melbourne.

We also acknowledge our guest presenters - Mistress Tokyo (Working out the Kinks) and Jo Bangles (Bangin' on with Bangles). These wonderful collaborations have enhanced the Lance TV episodes, through presenting some truly wonderful and informative content for Lance TV viewers.

Additionally, Lance TV and C31 worked in collaboration to air 1 hour of the live streaming Pride-Solation event on Saturday 20 June at 3pm. Regional participants were thrilled to have their artwork, compositions and presence appear across Facebook and on Melbourne community television.

Lastly, Lance TV was ranked as the 8th most popular show on C31 with 83,000 viewers during the month of July.

## FACEBOOK – Key Metrics

### Followers

Beginning 26 August 2019, the LaNCE TV Facebook page had 1241. Looking at the Facebook chart of *Total Page Followers* numbers under this category steadily increased once the show commenced to air on C31 Melbourne.

Followers totalled 1622 by 31 July 2020. This was an increase of 381 followers for this period.



Facebook metrics indicate that our followers are 57% Female and 37% male and are largely from Australia, with the USA coming in second.

From Australia- Melbourne, Ballarat and Sydney are our biggest Followers with 676, 419 and 120 respectively.

### Video Views

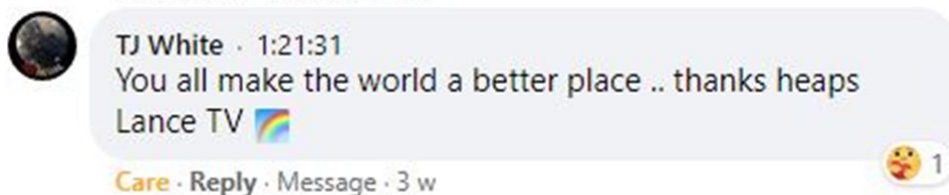
*Daily: Number of times a video has been viewed due to organic reach (Total Count)*

VIDEO VIEWS - 12 month total period (26 Aug 2019 – 31 July 2020)	
26 Aug 2019 – 31 Dec 2019	8 369
1 Jan 2020 – 30 April 2020	12 505
1 May – 31 July 2020	11 046
<b>Total</b>	<b>31 920</b>

### **Total Reach**

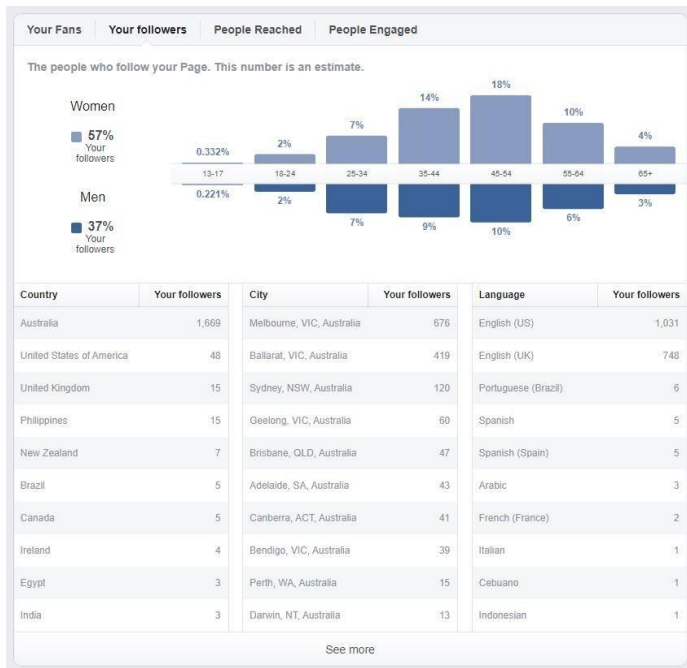
Daily: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

TOTAL REACH - 12 month total period (26 Aug 2019 – 31 July 2020)	
26 Aug 2019 – 31 Dec 2019	122 848
1 Jan 2020 – 30 April 2020	86 702
1 May – 31 July 2020	92 229
<b>Total</b>	<b>301 779</b>



*(Reproduced with permission)*





*Followers*



*Reach*

## **GOOGLE MY BUSINESS – Key Metrics**

Google My Business (GMB) only offers very limited quarterly metrics. The screenshot (*below*), which was one of the first to be posted to GMB, has received 5,270 views, and may act as a measure of our presence in Google searches.



*(Photo Credit: Randal Smith)*

## OTHER PROJECTS

### **LGBT+ Community Dinners- September**

LGBT+ Community Dinners were created as a response to a poll on the Lance TV page which asked the question "Would you be interested in a monthly "Bring a Plate" style community get-together with the Ballarat LGBTIQA+ community."

On 15 September 2019, the Inaugural dinner successfully took place in the Humffray Room at the Ballarat Mechanics Institute and was attended by some 50 members of the Ballarat LGBTIQA+ Community. Coin donations totalled over \$120 plus a cheque for \$150 was publicly handed to the Secretary on behalf of the outgoing Ballarat Pride Hub Committee. Live piano music was voluntarily provided by Akasha Arts. A second and a third dinner also took place in October and November, respectively and a community Xmas Day lunch for the Ballarat LGBTIQA+ community also occurred in December (*See page 7*).

In March 2020 Community Dinners were put on hold, until further notice, due to COVID-19 restrictions.



*(Reproduced with permission)*

### **Live Appearances - November**

Gabriella and Lance were engaged for events twice during this period. The first during Ballarat Frolic Festival in November 2019 as Gallery Guides at the Art Gallery of Ballarat. The second was as MC's for Geelong Rainbow Festival on their Picnic Day mainstage in February 2020.



*(MC Gabriella - Photo Credit: Geelong Rainbow Festival)*

### **Auspice for a community driven IDAHOBIT event**

A Place at the Table was an initiative of a Ballarat LGBTIQA+ community member. They were inspired by the success of the first Ballarat community dinner to make a successful application to The Department of Premier and Cabinet to secure \$4000 for an IDAHOBIT fundraiser as a dinner/show event.

NB: Due to COVID-19 restrictions, the event was postponed. DPC gave approval for funds to be rolled over to May 2021 and for the auspice grant to remain on account.



## Ballarat LGBTIQA+ Xmas Lunch- December

In November, LanceTV Inc. submitted for, as was successful in obtaining, a City of Ballarat - Community Impact Grant for funding of \$910 for a LGBT+ Community Xmas Lunch. LanceTV Inc. collaborated with Ballarat LGBT+ community members to present a 3 course Xmas Day lunch for approximately 40 individuals. Live piano music was provided and Xmas song-a-longs occurred. The lunch began at 11am and concluded at 3pm.



AJ Cooper

Not knowing what to do for Christmas Day as this is the first for me away from fam & friends I am totally glad I came along.

The time there went so quick I could if easy kicked on with everyone for hours more, beautiful room, amazing set up and unbelievable food to everyone involved.

Everyone was relaxed, friendly and joyful and the singing - oh the singing was the total highlight! So fun !!

Thank you again to everybody involved with the event & big thanks Ballarat City Council allowing us to have this wonderful

event in the most beautiful building, felt totally privileged.

Hands down the best Christmas in a very long time .

Like · Reply · 1 y



*(Reproduced with permission)*

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JANUARY 17 2020 - 7:30PM

## Ballarat Bushfire Relief | Headliners queue up for fire benefit

Greg Gliddon

Latest News

f t e A A A



**RUNNING THE SHOW:** Lance DeBoyle kept the crowd entertained in his role as Master of Ceremonies at Ballarat Bushfire Relief. Picture: Lachlan Benzo.

FIFTEEN acts featuring more than 40 of Victoria's best musicians have taken to the combined stages at the Ballarat Mechanics' Institute (BMI) for one of the city's most sort-after bushfire benefits.

Ads by Google

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## Ballarat's Best for Bushfire Relief- January

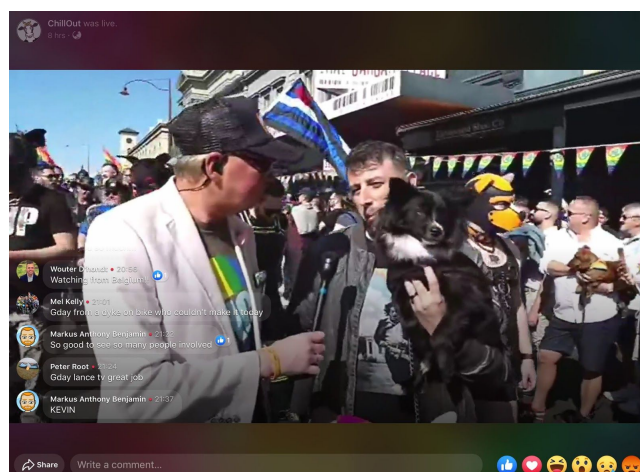
Lance TV host, Lance DeBoyle, volunteered time to act as MC for the 5-hour fundraiser organised by The Ballarat Mechanics Institute for the Ballarat Bushfire Relief appeal. Lance introduced live performances, kept the 350 strong audience informed with hourly updates about donations, and conducted some on-the-spot interviews with important guests.

Lance helped to raise approximately \$25000 for the appeal.

Link: [https://www.thecourier.com.au/story/6585836/headliners-queue-up-for-fire-benefit/?cs=12&fbclid=IwAR26HxBquG5IGFvhCX95xliW\\_mLCxvtGnFyA6p6xRPpWHkAL7bJjKyXoU28](https://www.thecourier.com.au/story/6585836/headliners-queue-up-for-fire-benefit/?cs=12&fbclid=IwAR26HxBquG5IGFvhCX95xliW_mLCxvtGnFyA6p6xRPpWHkAL7bJjKyXoU28)

## Chillout Festival Daylesford - March

Lance TV interviewed the 2020 Chillout Ambassador - Katherine Wolframme on the Friday night show and was also commissioned by Chillout to stream the 23<sup>rd</sup> Chillout Grand Parade on the following Sunday morning. The live-stream of the parade is the first ever formally done for Chillout. Additionally, this was also the first chance for the entire Committee of Management to work together on a live streaming event such as this.



*(Kevin conducting a Chillout Parade interview)*

Link: <https://www.facebook.com/117227834299/videos/132852501483613>



## Virtual Album launch - April

Lance TV was approached by Australian LGBTIQ+ Entertainer – Greg Gould, who requested assistance to virtually launch his album due to COVID restrictions. This was, historically and globally, amongst the first live streaming music albums launched during the pandemic. Utilising Facebook LIVE, the launch incorporated 4 x 1 hour live streams during April, and consisted of some 60 hours of pre and post production work by LaNCE TV. The online event was hosted by Greg, who presented a mix of live and pre-recorded segments, and featured his 1998 recording artist colleagues Mark Gable, Mel Lewin, Inaya Day, Rhonda Burchmore, Damien Leith, Katie Underwood, Zoe Badwi, Lynne McGranger and Joanne.

*"I had one of my mates from Today Show (Channel 9) message me to say that the production was really next level and of such a high quality, and I completely agree. You were an absolute joy to work with. It's rare to find one who truly cares about every aspect of making such entertaining content".*

**Greg Gould**



Deb Lord  
Lance TV  
Ballarat, Australia



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14<sup>th</sup> July 2020

Dear Ms. Lord,

We are writing to express our immense gratitude for your advocacy, lobbying and campaigning in support of Channel 31, Melbourne's Community TV station.

Your public voice in support of keeping Community TV's free to air broadcast licence was extremely important in securing our station a further 12-month extension.

The ABC News story came at a crucial time during our campaign to save the sector and we know that it was your efforts that directly led to this media coverage occurring.

On behalf of the board, staff, volunteers, program makers, viewers, and supporters of Channel 31, we want to thank you and your staff so much for valuing the service we provide to the community.

Kind Regards,

## Advocating for C31 - April/May

Community television channel C31 Melbourne & Geelong faced possible closure at the end of June this year. Lance TV worked hard to it's platform to bring attention to this matter to our viewers and online streamers. This included becoming the regional focus for community TV through an ABC story about the closure.

In an 11<sup>th</sup> hour turn around, Minister Paul Fletcher granted C31 another 12-month broadcasting licence. In July, Lance TV received a letter of gratitude from Cr. Mike Zafiroopoulos AM, Chair of MCTV Ltd., and

Co-signed by Shane Dunlop General Manager of MCTC Ltd. The letter highlighted the positive impact that our ABC news story had on the successful C31 campaign.

## Pride-Solation - July

Again, Lance TV was invited to be involved in another COVID project- Pride-Solation. This event was possibly the first of its kind on Social Media, and bought together Koorie Pride , Mallee Pride, Chillout Festival Daylesford, Geelong Rainbow Inc, Trans and Gender Diverse Bendigo and Beyond, The Wimmera Pride Project, OUTintheOPEN Festival/GVPride volunteer/contributor/partner chit-chat GROUP, Gippsland Pride Initiative Inc., Ballarat Frolic Festival, Thorne Harbour Country and Piano Bar Geelong. Lance TV supported each participating organisation to become Location Producers and curate the works from their respective communities for Pride-Solation, a 7 hour live-streaming event on Facebook, and for 1 hour on C31 Melbourne, in mid-July 2020. It was a mammoth task for all involved, and one which was successfully achieved together. The logistics around live-streaming the event was led by Lance TV, in concert with the regional LGBTIQ+ organisations. In all, Lance TV volunteered 81 hours to edit all pre-recorded audio/visual material and to live stream the event itself. The experience has given strength to Lance TV's ability to network, enriched our collaboration skills and gave light to our capacity to stream major online events.

Link: <https://www.thecourier.com.au/story/6764434/frolic-joins-regional-victorias-pride-solation-event/>

## Relationships/Networking

In the period August 2019 to July 2020, LanceTV Inc. has created networking opportunities and forged relationships with 68 groups and individuals. These are listed below:

*Deanne Gilson, Erin McCusky, SADIVA, Jay Morrison, Jack Khan, Marion Hutton, Alexander Bravo, Greg Charteris, Lorraine Gettings, Michele Bauer, Monique Brumby, Harley Dunolly-Lee, Kim Halbert-Pere, Katherine Wolframme, Aaron Skinner, Monica Helms, Michael Sharp, Joe Ball, Michael Dalton, Commissioner Ro Allen, Jack Thompson, Paige Phoenix, Mark Gable, Fiona Sweet, Jacqui Dark, Claudia Validum, Cath Jamison, Rima Hadchiti, Shane Dunlop, Mistress Tokyo , Maria Mercedes, Anthony Papa, Jack Mack, Michelle Sheppard, Grace Knight, Dean Arcuri, Jacqui Walter, Master Bella. Daylesford Chillout Festival, Greg Gould, Koorie Pride, Mallee Pride, Geelong Rainbow Inc, Trans and Gender Diverse Bendigo and Beyond, The Wimmera Pride Project, OUTintheOPEN Festival, Gippsland Pride Initiative Inc., Ballarat Frolic Festival, Thorne Harbour Country, Piano Bar. C31 Melbourne, Scruffy Fella, Lynden Photography, St Anne's Winery, Woofy Designs, Lana-Rose Fashion, Troop Employment, Jo Bangles, KL Joy. Sam McColl. Michella Settle, Dr. Paul Miller, Akasha Arts, City of Ballarat and the broader Ballarat LGBTIQ+ community.*

Deb Lord  
Secretary



JACK MACK  
27 weeks ago · 1.1K views  
👍👎👉👈 22



ANTHONY PAPP  
28 weeks ago · 1.7K views  
👍👎👉👈 24



MARIA MERCEDES  
29 weeks ago · 627 views  
👍👎👉👈 25

## TREASURER'S REPORT

Between 15 August 2019 and 31 July 2020, LanceTV Inc. had total incomings of \$5435.05. This figure is made up of Sponsorships, Appearance Fees, the provision of live streaming services, a Ballarat Community Grant, Community Dinner donations and nominal bank interest.

In addition to the income, LanceTV Inc. agreed to auspice a community driven IDAHOBIT Day project – A Place at the Table (APATT). LanceTV Inc. received a \$4000 grant, on behalf of the Ballarat community member, from The Department of Premier and Cabinet. Due to COVID-19 health restrictions, the APATT project was postponed until May 2021.



The total of all incomings for the period was \$9435.05

Expenditure during this period totaled \$5171.53 This figure included costs for Community Dinners venue Hire, Community Xmas Day lunch expenses and securing C31 broadcasting licenses.

The balance of incomings and outgoings for this period was \$4263.52. This figure was made up of the Premiers and Cabinet \$4000 auspice and remaining LanceTV Inc. balance of \$263.52 (\$45.37 from Community Dinners, \$218 from Sponsorships and 0.15 from interest).

Please refer to the table [LanceTV Inc. Financials 2019/20](#) (below) for a financial breakdown.

### LanceTV Inc. FINANCIALS 2019/20

INCOMINGS		BALANCE	
Total Community Dinners	478.90	Incomings	5435.05
Total Sponsorship	2646	Outgoings	-5171.53
Total Appearance Fees	600	<b>BALANCE</b>	<b>263.52</b>
Total Grants	910	<b>TOTAL</b>	
Total Live Streaming	800		
Total Auspicing (Community Driven Event)	4000		
Total Bank Interest	0.15		
<b>TOTAL</b>	<b>9435.05</b>	BALANCE TOTAL	263.52
		AUSPICES TOTAL	4000.00
		<b>GRAND TOTAL</b>	<b>4263.52</b>

OUTGOINGS	
Venue Hire (Community Dinners)	151.70
Xmas Day (Community Lunch)	1191.83
Broadcasting Licences	3828.00
<b>TOTAL</b>	<b>5171.53</b>

Cameron Hodgson  
Treasurer

