



# NOVA

ENTERTAINMENT

**nova**

smoothfm

1395  
**FIVEaa**  
TALKING ADELAIDE

★ **STAR104.5**

 **NOVA**PODCASTS



# NOVA Entertainment & Human Synergistics

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Chief People Officer

# Do you know NOVA?



Purpose & Ambition

**WE CREATE AND SHARE GREAT EXPERIENCES**



# We're a business transforming...

Challenging perceptions both internally and externally from



**RADIO**



**AUDIO**

So, we launched

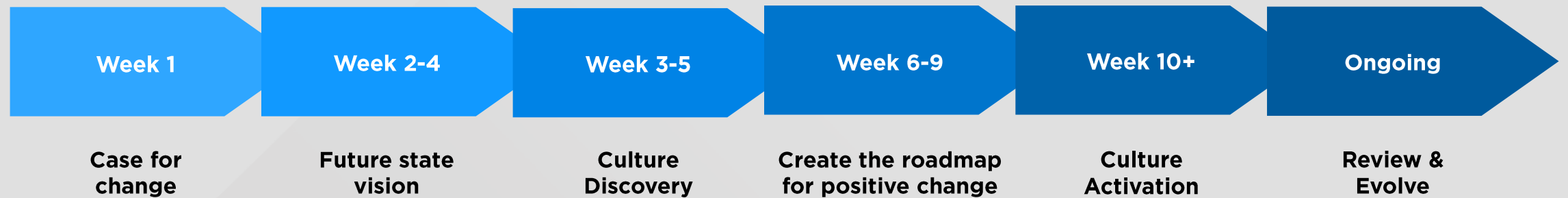
# Project Blue



# Enter Human Synergistics



Tying together each element within the culture journey map.



# Input from our teams

Key challenges and opportunities

Transition a broadcast culture to an audio culture

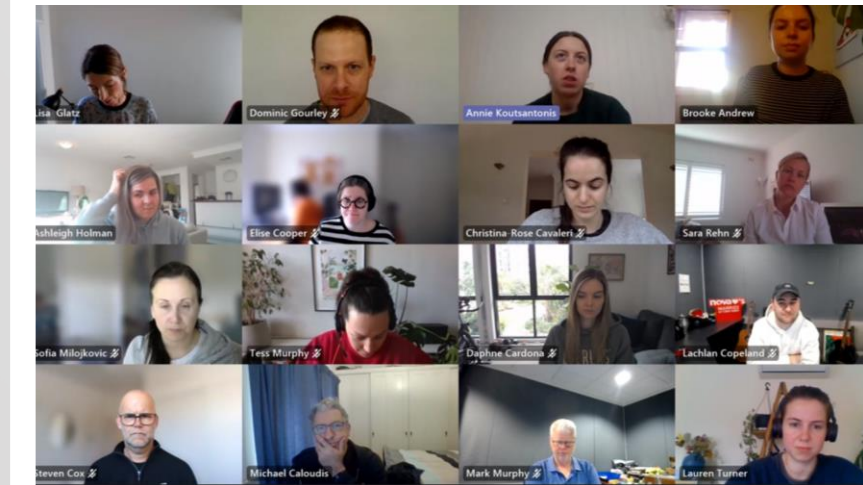
There is a real window to capitalise on the audio opportunity over the next 3 years.

What's next after digital audio?

New competitors (Local & Global)

Growth in audio.. How do we capitalise?

Evolution beyond radio



Staff Retention

Loss of internal engagement

Defining the difference between us and our competitors

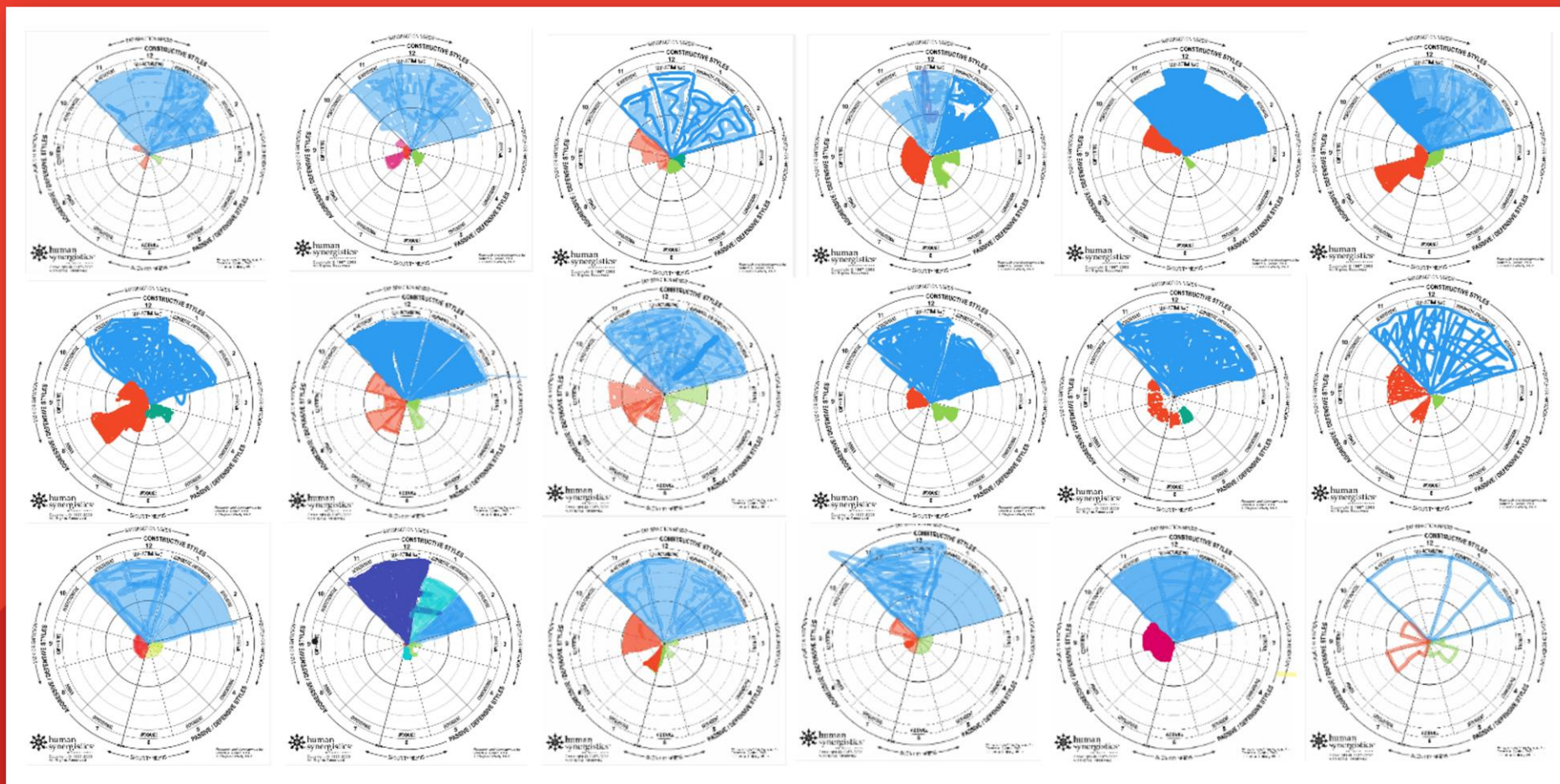
How do we continue to outperform the transformation of broadcast and digital audio

# Our future state vision

Who doesn't love a bit of colouring in?



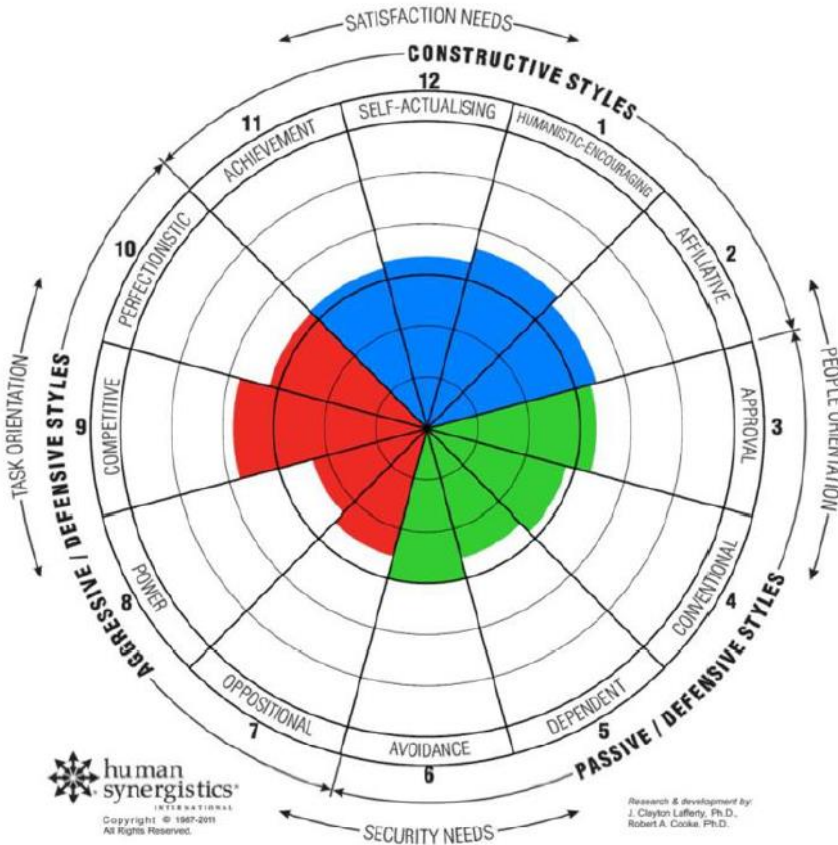
**NOVA**  
ENTERTAINMENT





# 240 questions later...

Our current culture mapped vs desired

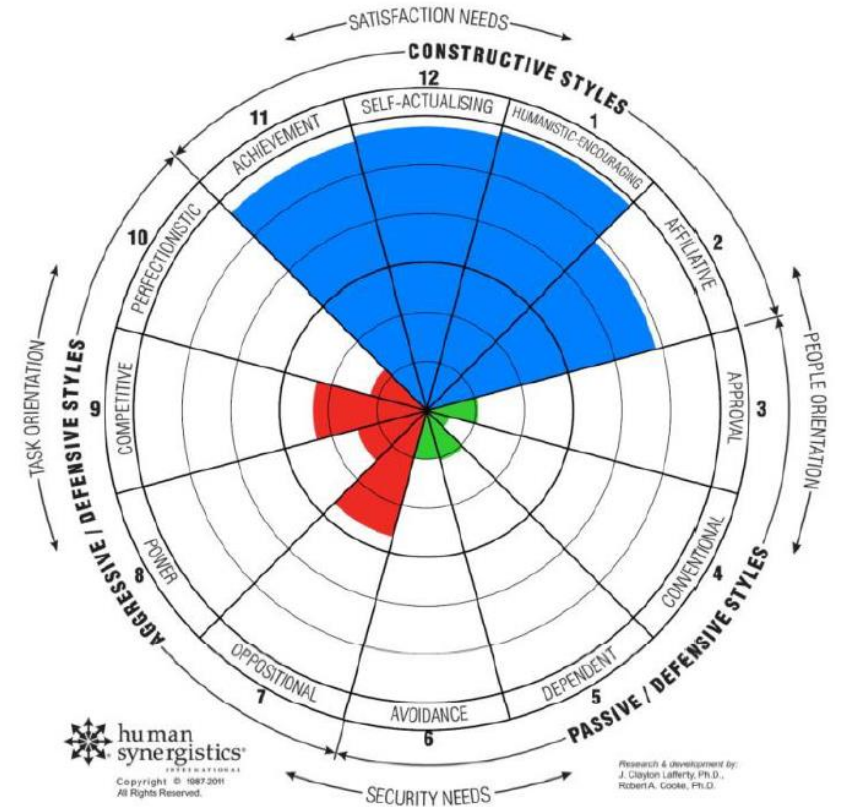


Our **current** culture mapped in 2021.

The behaviour we want to see most  
**BLUE**



A collective **10,000 minutes** went into uncovering our current culture with an **~80% participation rate**



Our **desired** culture mapped in 2021.

# Linking **BLUE** to all we do



Systemic action with national and local led initiatives.



## Trained up our Culture Coaches

A natural leader & influencer within NOVA Entertainment that already understands the behaviours we need to achieve to our desired culture. They joined 3x bootcamp sessions with Human Synergistics.



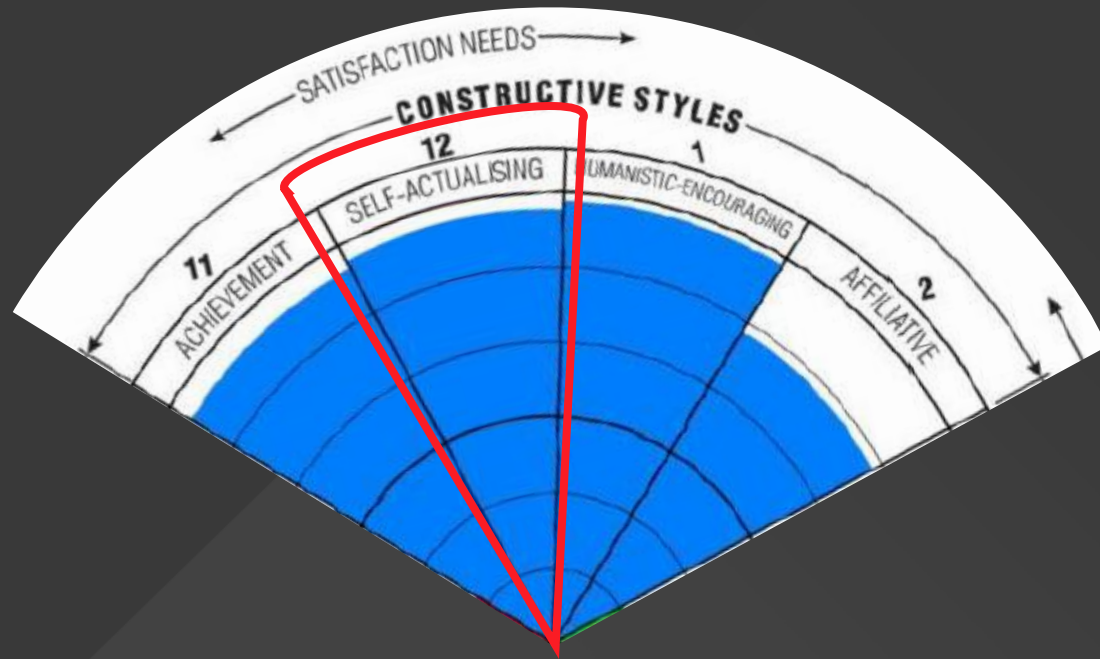
National coverage at each of our stations



# Linking **BLUE** to all we do



Systemic action with national and local led initiatives.



A little bit of Self-Actualizing through our pride week celebrations.

**Check out the video!**



# A few key challenges



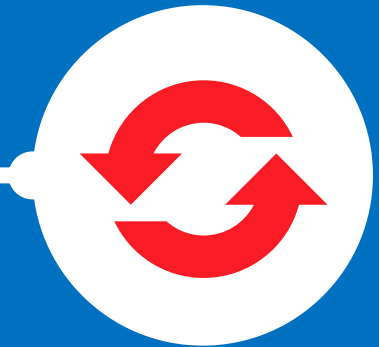
Keeping it  
alive



Making culture actions  
that matter, not just  
connection/social  
events



We're in  
week 48 of  
the journey



Repeat,  
repeat,  
repeat

# Our top tips



- Implicit and explicit messaging.
- Choose passionate advocates from all areas of the business and let them make it their own.
- Make systemic change. Link the culture initiatives to the whole employee life cycle and know that changing culture takes time.
- Have fun with it.

A circular inset image on the left side of the page shows a musician from behind, wearing a blue t-shirt with a Superman logo and playing a guitar on a stage. The stage is lit with two spotlights, and a large, dense crowd of people is visible in the background, many holding up their phones to record the performance.

# Thank you