



88.9 *fm*

2018-2023 STRATEGIC PLAN



5 year
VISION



VISION STATEMENT



88.9FM, through the process of ongoing evaluation, will foster an environment of harmony, be active and vocal in the community and create a voice that is authentic, unique and accessible to all.

STRATEGIC PRIORITIES



1. Grow our relationship with the community
2. Build a strong financial base
3. Secure a new long-term premise for the station
4. Maintain and improve station's infrastructure and facilities
5. Continually improve the quality of news programming to meet listener expectations and attract membership
6. Increase our visibility and strengthen marketing to attract greater sponsorship opportunities

GOALS & OBJECTIVES



1. GROW OUR RELATIONSHIP WITH THE COMMUNITY



Develop and nurture mutual working relationships with community groups and stakeholders to promote the station.

Increased presence in the community at outside broadcasts and fundraisers in branded attire to increase awareness.

Improve and maintain website and social media tools

Ongoing development of The Pulse - programming targeting community achievements and community news

2. BUILD A STRONG FINANCIAL BASE



Develop a budget for the period of the business plan.

Monitor expenses to ensure financial viability.

Seek diverse revenue sources, so as to reduce dependence on any one source.

Identify grant funding opportunities

Presenting accurate monthly reconciled accounts to the Board and accurate, audited end of financial year reports to members.

GOALS & OBJECTIVES CON'T

3. SECURE A LONG-TERM PREMISES FOR THE STATION

Prepare a scope of works and prepare a business case.

Lobby Tamworth Regional Council for assistance in identifying a suitable location and navigating planning requirements.

Identify funding opportunities and capitalise on State and Federal pre-election promises.

Plan and execute move.

4. MAINTAIN AND IMPROVE STATION INFRASTRUCTURE AND FACILITIES

Develop structured replacement and maintenance program for all station assets, commodities and equipment ensuring compliance with OS&H policies and procedures.

Ensure compliance with lease requirements for station premises.

Maintain asset register.

Coordinate security of station assets, keys and codes.

5. CONTINUALLY IMPROVE THE QUALITY OF NEWS PROGRAMMING TO MEET LISTENER EXPECTATIONS & ATTRACT MEMBERSHIP

Develop programming to comply with codes of practice and other state and federal legal requirements.

Maximise the flow of the programming schedule to meet listener expectations.

Maintain and develop programming to continually attract and broaden listener base and strengthen 'niche' position

Undertake scheduling in accordance with station policies and practices.

Engage the community with regular outside broadcasts.

Continually maintain and optimise the station's music library and resources.



GOALS & OBJECTIVES CON'T

6. INCREASE OUR VISIBILITY AND STRENGTHEN MARKETING TO ATTRACT GREATER SPONSORSHIP OPPORTUNITIES

Consult with the community to develop marketing strategies to increase and maintain membership, listener base and sponsors.

Improve and maintain website and social media tools.

Implement promotional calendar including OB opportunities

Sustain 7 day news service as point of difference to commercial stations

