



## MISSION STATEMENT

Southern Vales Community Radio Inc. is the governing body of Triple Z. We are a community radio station based in McLaren Vale servicing a broadcast area with a potential listening audience of 170,000 people.

SVCR Inc. is a not-for-profit, community organisation run entirely by volunteers. Operating costs are generated from memberships, sponsors, grants, donations and fund raising activities.

### OBJECTIVE:

Our objectives are to create a broadcasting environment in programming and content delivery that will:

- Provide the listener with a consistent quality sound and presentation
- Play music that will attract listeners from a wide demographic with the emphasis on original and Australian artists
- Provide information that is relevant to our community including the arts, culture, interviews, local sports and events
- Serve the community through actively encouraging their involvement and participation
- To educate, entertain and inform the listener in a professional manner
- To assist in promoting local business through sponsorship of Triple Z

SVCR Inc. is governed by The Broadcasting Services Act 1992 as regulated by the Australian Communications and Media Authority, guidelines as set by the Community Broadcasters Association of Australia, the SVCR Inc. Constitution and Triple Z Program Committee's policies and procedures.

Call Sign: Triple Z  
Frequency 91.1

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