

Southern Vales Community Radio Incorporated

Strategic Plan 2023 /24

Our Objectives

To create a broadcasting environment in programming and content delivery that will:

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

Goal	What	How	Who	When
Provide the listener with professional listening experience (audio).	Inconsistent occasional short interruptions to transmission drop out of transmission.	Investigate potential causes including weather or possible external interference and fix or advise source if necessary, to cease.	Triple Z Board of management technical advisors	ongoing complete by late 2023
Entertain and inform the listener in a professional manner (Programming)	Content Delivery	Monitor and mentor new presenters on self - evaluation and confidence. Ensure all presenters have the terms of reference (TOR) document.	Program Committee	Ongoing

Ensure longterm viability	Move to share space with sister station Tribe FM in response to changing ownership of current station site and uncertainties regarding rent and tenure.	Negotiate sharing arrangements providing benefits to both stations Build a studio at new location and return existing studio site to pre rental state	Management Committee and volunteers	End of 2023
Attract the broad local community demographic of listeners	Play music and other that will attract listeners from a wide demographic.	PC to develop guidelines for music content that reflects the local demographic of listeners without requiring any dramatic shift in station feel.	Program Committee Report to Management Committee	Ongoing Report prior to each AGM
Improve Gender Equity.	Increase Gender parity across the station including presenters, management volunteers and members.	Increase womens presence on air by making more use of womens voices in announcements, and promo's. Actively seek and encourage greater number of women on committees	Triple Z Board of Management, Program Committee and Presenters	Ongoing. Re-address after each AGM.
Promote local business through sponsorship	Increase business sponsorship of Triple Z	Increase efforts to contact local businesses. Pursue "Shared Sponsorship " with Sister Station Tribe FM. Provide clear sponsorship plans so more members can canvas sponsors.	Sponsorship Manager Triple Z Board of Management,	Double sponsorship by 2024 Ongoing

Community Participation and Involvement	Increase level of information gathering regarding community events and activities	Incorporate Community announcements effectively across daily programming. Utilize Social Media to promote community events.	Community Bulletin manager position to be created. (voluntary) Program Committee	Sept 2023 Ongoing
Strategic Plan Review	Review and update Strategic Plan	New Board to meet after each AGM to specifically review and publish an updated Strategic Plan	Triple. Z Management Committee	Ongoing.