



Southern Vales Community Radio Incorporated Strategic Plan 2020/21

5ZZZ FM – Strategic Plan

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, local sports 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.

Strategic Plan for Triple Z Community Radio 2020 / 2021

Goal	What	How	Who	When
Community Participation & Involvement	Increase community feedback and membership.	Short Community Announcements (Station ID's) to inform listeners of 5ZZZ role in the community. Membership Drive	Triple Z Management Committee and Program Committee	On relaxation of COVID rules. (Mid to late 2021)

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Goal	What	How	Who	When
Provide Local Information to community	Promote 5ZZZ as the go to place to get Local information on Arts, Culture, Interviews, Local Sport and Events	Become actively involved in other local community and business meeting group. Promote local community and business meeting group via social media. Increase on-air / phone interview numbers for locals and artists.	Triple Z Management Committee. Training. Program Committee.	Ongoing
Attract the broad local community demographic of listeners	Play music and other content that will attract the broad local community demographic	PC to develop guidelines for music and content reflects the local demographic of listeners. Without requiring any dramatic shifts in station feel.	PC to report to the MC.	Reassess each July ahead of the annual report.
Provide the community with a professional listening experience.	Inconsistent transmission occasionally of poor quality under current shared transmission arrangements.	Review the 5ZZZ audio path to the Transmit site, and provide the Management Committee with a report on how to improve the audio quality	Triple Z Management Committee Technical Committee	February 2021

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Goal	What	How	Who	When
To educate, entertain and inform the listener in a professional manner.	Content Delivery	Monitor and mentor any new presenters on self-evaluation and confidence. Ensure all presenters have the terms of reference (TOR) document.	Program Committee	Ongoing
Promote local community and business through sponsorship.	Ensure the CSA and sponsorship announcement lists are updated and available to presenters local and at home.	Email updates to presenters. Work with home upload to have the CSA and sponsor audio files available. (link to updated download)	Triple Z Management Committee. Program Committee. Sponsorship Manager.	Ongoing Report to MC quarterly.
Strategic Plan Review	Review and Update Strategic Plan	New Management Committee to meet after each AGM to specifically review and publish an updated Strategic Plan	Triple Z Management Committee	October / November 2021 and each year after