

PURPOSE

To provide a consistently reliable radio broadcast that meets the needs of our community and broader listenership. We provide trustworthy news, promote local & regional events and offer a diverse mix of music and content.

VISION

'Triple AAA FM aspires to be the leading regional community radio station across the nation'

VALUES

- Integrity
- Commitment to quality with everything we do
- Commitment to inclusivity, gender equality/social justice and tolerance
- Community focussed
- Consistently reliable
- Remain live and local 18 hrs per day, 7 days a week
- Nurturing of people
- Commitment to the development of all volunteers
- Making the station a place of FUN & ENJOYMENT

STRATEGY

Diversity of Content

- Create and nurture new, quality content
- Ensure the development of presenters, new & existing
- Generate content supporting minority cultures in the community

Reliability of delivery and funding

- Develop a technology replacement plan
- Build new and foster existing sponsorships
- Coordinate all funding and grant application processes and procedures

Grow and broaden listenership

- Strive for inclusivity, gender equality/social justice and tolerance
- Foster community involvement and engagement
- Act on listener feedback

OPERATIONAL MODEL

Governance and Operations

- Board effectiveness
- Portfolio action plans
- Internal communications review
- Annual review of Strategic Plan
- Upgrade new brand, new slogan, merchandise items
- Business Partnerships in allied media
- Multicultural awareness raising
- Social Media / Digital Communication

Maintenance and Technology

- New mic arms for studio
- New studio speakers
- Maintenance of Gundagai streaming computer
- Refurbishment of Studios & downstairs storage area
- New Door/Ramp (improve disability access & security)
- External Structures (Tower Area)
- Signage
- Painting Premises

Finance and Production

- Asset Register
- Credit Card facility
- Direct Debit Option for debtors
- Review accounting software
- On Air Events including outside broadcasting
- MJM maintenance
- Broadcast quality review - sponsorships, stingers, CSAs
- Re-Branding – Station ID's, stingers

PMRC and Training

- Rostering, meetings, new presenter inductions
- Program Submissions, Music Maintenance
- Multicultural Programming
- Recruit 6 new presenter members annually
- Provide comprehensive training manuals
- Maintain & strengthen 1 on 1 competency training
- Provide on-going training & additional skills options
- Develop & maintain training team / committee