**WYNFM COMMUNITY RADIO INC**

 **STRATEGIC PLAN 2023-2026**

MISSION: WynFm Community Radio Inc will provide diverse and inclusive programming,

 In culture, language and content, whilst providing a high quality broadcast.

 It will also uphold the Codes of Practice for Community broadcasting.

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|  OBJECTIVES |  STRATEGIES |
| **GOVERNANCE**WynFm Committee of Management to develop systems which support the long-term development, operation and direction of WynFm. | Develop and review policies.Review the Constitution biannually.Strategic Planning processLicence renewalInsurance policiesCodes of PracticeIdentify funding sources |
|  **COMMUNITY**WynFm to engage with the local community | Publicity within local newspapers, business’s and other organisations O/B’s for community and sporting eventsEngage with community organisations Community surveys |
| **FINANCIAL**WynFm to establish diverse forms of income to ensure sustainability | Sponsorship Annual radiothonMembership and Subscriber Grants |
| **PROGRAMMING**WynFm to encourage diversity of programming |  Training for new announcers Refresher training Australian Music ContentProgram proposal formListener surveysPromote local cultural and community eventsCBF Ethnic funding |
| **TECHNICAL**WynFm to maintain a high quality of broadcasting and to keep abreast of emerging technologies | Maintain broadcasting equipmentMaintain O/B equipment and caravanExplore emerging technologies |
| **WEBSITE**WynFm to maintain an accessible, user- friendly and informative website  |  Constitution PoliciesCurrent Committee MembersProgram guideSocial media presence – Facebook and Instagram.Membership, Training and Program proposal forms.Online survey to be developed |