



Radio 3WYN FM

“The Sound of the West”

Strategic Plan

2017 - 2020



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Strategic Plan- 2017 to 2020

Radio 3WYN has 20 years of service – this Strategic Plan helps plan its future

Further information about Radio 3WYN can be found at <http://www.wynfm.org.au>.

STRATEGIC PLAN DEVELOPMENT

This Strategic Plan was developed in consultation with the Committee of Management of Radio 3WYN and its Members.

MISSION STATEMENT:

WYNFM Community Radio will conduct a community Radio Station for the benefit of Community Groups in the City of Wyndham and surrounding areas, with emphasis on encouraging youth to participate in all aspects of the operation of the Station and the involvement of local Community Groups.

The Station will ensure that a high broadcast quality is maintained at all times and that the principles and Codes of Practice for Community broadcasting are upheld.

MOTTO:

88.9 WYN FM “THE SOUND OF THE WEST”

STATEMENTS OF PURPOSE:

- i. Conduct an economically viable, autonomous, non-profit community access radio station servicing the communities of the City of Wyndham and surrounding areas, ensuring local community involvement with the operation of the Station. to ascertain and meet the information needs of all Wyndham residents;
- ii. Provide information, education, entertainment and music programs, which will benefit the whole community. Special emphasis will be placed on community life, activities, youth and news of the City of Wyndham and surrounding areas to ensure a broad range of tastes are catered for.
- iii. Encourage youth to participate in all aspects of the Station’s operations.
- iv. Provide high-class radio reception for the City of Wyndham and surrounding areas.



- v. Uphold the principals of Community Broadcasting as promoted by the Community Broadcasting Association of Australia and the Community Broadcasting Association of Victoria.
- vi. Ensure the Code of Practice for community radio are adhered to at all times
- vii. Maintain a licence for radio broadcasting and transmission station under the conditions of the Australian Communications Media Authority (ACMA).

The Strategic Plan will address these objectives through undertaking activities in five Strategic Goal areas. In implementing this Strategic Plan, the Committee of Management will consider each of the Strategies, set out under the five key goals, in the light of the human and financial resources available to the Association and considerations of operational practicality. Under each goal, the main strategic areas are listed by numbered sub-paragraphs.



GOALS

GOAL 1: Sound Governance

Radio 3WYN will ensure that our internal and external structures and processes enable us to achieve our Vision and Objectives.

GOAL 2: Finances, Funding & Sponsorship

Radio 3WYN will ensure that we use sound, ethical business practices to maintain our long-term financial viability.

GOAL 3: Publicity & Website

Radio 3WYN will strive to be a well-recognised and well-respected community radio station catering for the information and entertainment needs of the people who are print handicapped in the ACT and our broadcasting area.

GOAL 4: Members

Radio 3WYN will expand the existing Membership base and ensure that 3WYN fosters a caring, respectful culture, which enables everyone to contribute and participate in a fulfilling way.

GOAL 5: Programming

Radio 3WYN will support our Members to deliver a varied Station Program that reflects the expressed needs of listeners, and is delivered within budget.



GOAL 1: Sound Governance

Radio 3WYN will ensure that our internal and external structures and processes enable us to achieve our Vision and Objectives.

1.1 Review our Policies & Procedures (including relevant Rules and Regulations).

- i. Update the Policies & Procedures Manual.
- ii. Use the updated Manual in the orientation of new volunteers, and to remind existing volunteers and staff of Radio 3WYN rules, regulations and policies under which it operates.
- iii. Undertake a review of insurance policies to ensure that the Association has adequate coverage for all insurable risks.

1.2 Re-establish the use of Committee of Management Sub-committees in order to reduce the amount of meeting time spent on detail.

1.3 Undertake a Skills Audit of volunteers and Committee of Management (see Goal 4.4).

It is recognised that the volunteers and Committee of Management have a range of skills and qualifications beyond what is used in their reading, production or administrative duties. Better utilising the volunteer resource would benefit both individuals and the Station. Where Skills Gaps are identified on the Committee of Management, additional members can be co-opted.

1.4. Investigate the feasibility of engaging additional paid support staff.

1.5 Undertake a review of the Constitution.



GOAL 2: Finances, Funding & Sponsorship

Radio 3WYN will ensure that we use sound, ethical business practices to maintain our long-term financial viability.

- 2.1 Develop a Financial Plan and Budget as appropriate to fulfil our obligations as a licensed broadcaster and our obligations to our Members, funding agencies and contractors.
- 2.2 Develop a long-term plan for the maintenance, upgrade and replacement of equipment and assets.
- 2.3 Investigate additional avenues for increasing donations, including bequests and their management.
 - i. Put a donation box in foyer.
 - ii. Conduct periodic fund raising social functions.
(These must tap into the wider community so that Members are not being called on to also support funding of the Station, apart from their membership fees.)
 - iii. Investigate the possibility of establishing a Charitable Foundation.
- 2.4 Undertake an investigation into additional sources and levels of funding.
 - i. Investigate the setting up of a Sponsorship Sub-Committee.
 - ii. Invite corporate memberships.
 - iii. Consider how sponsorship might be most effectively acknowledged.
 - iv. Establish a tiered sponsorship system, e.g. silver/gold/platinum.
 - v. Approach Vic Government, Community Foundations that provide grants, philanthropic organisations, etc. for funds.
- 2.5 Review the financial delegations for Committee of Management Executive and staff.



GOAL 3: Publicity & Website

Radio 3WYN will strive to be a well-recognised and well-respected community radio station catering for the information and entertainment needs of the people of Wyndham. Our Website will be a user-friendly, accessible portal into the activities of 3WYN, with links to Streaming and social media. It will also provide details and links to local Community organisations and listener surveys.

3.1 Investigate opportunities to increase public knowledge of the Station.

- i. Continue current publicity activities.
- ii. Employ greater use of Community Noticeboards, both physical (e.g. bollards), and virtual (e.g. community newspapers).
- iii. Send articles about the Station to Community & Service Organisations for their publications
- iv. Conduct a Station Open Day, in conjunction with Victoria University's Open Day.

3.2 Ensure that the website conforms to the highest standards of web accessibility.

- i. Devise a plan to review and update the website on a regular basis
- ii. Provide all information in formats that suit the needs of the Members.
- iii. Increase the amount of content on the website (e.g. links to Annual Reports, Constitution, etc.
- iv. Add links to relevant and community organisations to the website.



GOAL 4: Members

Radio 3WYN will expand the existing Membership base and ensure that 3WYN fosters a caring, respectful culture, which enables Members to contribute and participate in a fulfilling way.

- 4.1 Undertake activities to attract more Members and retain existing ones, including for Station administration.
 - i. Develop a plan to engage with High Schools, Colleges and tertiary institutions to attract student participation.
 - ii. Run regular training programs.
 - iii. Develop a procedure for reviewing Announcer's skills, including conducting Refresher Courses, in order to maintain high standards.
 - iv. Give presenters feedback, in order to improve individuals' and Station performance.
- 4.2 Investigate ways to promote the competence & abilities of people with disabilities through their involvement in Station activities.
- 4.3 Investigate conducting a comprehensive survey of the listenership prior to the development of the next Strategic Plan.



GOAL 5: Programming

Radio 3WYN will support our Members to deliver a varied Station Program that reflects the expressed needs of the local diverse community, and is delivered within budget.

- 5.1 Develop a greater variety of programs for broadcast, to ensure that services provided are appropriate (e.g. meeting the age, religion, sex, culture, and language diversity of listeners)
 - i. Increase the amount and range of music played.
 - ii. Provide programs of interest to younger listeners.
 - iii. Reduce the number of satellite programs.

- 5.2 Develop a plan to improve the method and timeliness of obtaining listener feedback.
 - i. Utilise services such as Survey Monkey with a link from the 3WYN Website.

- 5.3 Review the content and delivery of all programs.

- 5.4 Undertake a review of the key Station positions (e.g. front desk, technical support, volunteer management, training), with a view to improving flexibility and support of core Members.

- 5.5 Undertake a check of all equipment used by Members to ensure it can be used intuitively (e.g. although all computers may be compatible they may have slight software or hardware differences which are confusing).