

Strategic Plan 2018-2020



VISION: To be Australia's leading radio reading service.

MISSION: To provide a radio reading service of published material that is enabling, informative, educational and entertaining.

Strategic Priorities

1 Captivate our listenership through distinctive and relevant programming.

Objectives

- 1.1** Present contemporary programming and resonating content.
- 1.2** Offer content that facilitates life choices and participation in the community.
- 1.3** Increase our audience through strategic promotion and alliances.

2 Create an environment where our volunteers can thrive.

Objectives

- 2.1** Engender an atmosphere where volunteers are valued and resourced.
- 2.2** Achieve high standards of program delivery through quality recruitment, training, professional development and information.
- 2.3** Engage people from diverse backgrounds as readers, announcers, listeners and volunteers.

3 Strengthen and extend our 'community of interest'.

Objectives

- 3.1** Augment our 'community of interest' through purposeful outreach and visible sector engagement.
- 3.2** Present the 2RPH broadcast utilizing high quality, contemporary transmission and content distribution technologies.
- 3.3** Extend the reach of the station through the proliferation of RPH programs and our coverage across NSW.

4 Deliver effective governance and sustainable financial management.

Objectives

- 4.1** Generate sufficient income to effectively resource the organisation.
- 4.2** Function under governance structures, policies and procedures that are effective and transparent.
- 4.3** Equip the organisation to provide a contemporary, efficient, safe, accessible and productive workplace.

Tactics

1

1.1.1 Implement Program Review findings to refresh content, format and method of delivery.

1.1.2 Develop and curate programs of varying and multiple components to engage and inform our listeners.

1.2.1 Consult our 'community of interest' to identify programming and information needs.

1.3.1 Identify and target potential audiences through communications, broadcasting platforms, speaking engagements and collateral.

1.3.2 Plan and undertake a listener engagement initiative.

2

2.1.1 Conduct and enhance regular audition, training and professional development programs.

2.1.2 Establish a Presenter Quality Assessment mechanism.

2.2.1 Provide regular high-level communications through a range of platforms to inform, and to encourage engagement with the station and each other.

2.2.2 Recognise and celebrate volunteer service.

2.2.3 Facilitate and coordinate social engagement for volunteers.

2.2.4 Increase the 2RPH membership through activation and nurturing.

2.3.1 Enable the involvement of people with disability as presenters.

3

3.1.1 Participate in local and sector initiatives in the health, retirement, broadcast, and disability sectors.

3.1.2 Partner with high calibre organisations to foster opportunities in broadcasting for people with disability.

3.2.1 Foster RPH programs across NSW.

3.2.2 Research, investigate and where possible transmit our broadcast in new areas of NSW.

3.3.1 Upgrade the Master Control Room (MCR) with reliable and remotely controllable equipment.

3.3.2 Provide increased digital streaming and 'on demand' services.

3.3.3 Develop the digital competency of our listeners.

4

4.1.1 Develop a three-year financial plan that drives financial independence and sustainability.

4.1.2 Undertake ambitious activities to ensure annual financial targets are achieved.

4.2.1 Ensure all committees meet as required, have appropriate representation, function to deliver desired outcomes, and report to the Board.

4.3.1 Develop and implement the WHS plan.

4.3.2 Develop and implement a Disability Inclusion Action Plan (DIAP).

4.3.3 Replace antiquated cumbersome office systems.