

# 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.