**Proposed 2RPH 2020-2025 Strategic Direction**

VISION: Inform, educate, enable and entertain listeners.  
MISSION: To provide a radio reading service of published material, programs and services.

# Captivate

# Captivate our listenership through distinctive, informative andrelevant programming.

## Present engaging programming and resonating content reflective of high standards of journalism, literature and broadcasting

## Provide content that informs life choices and participation in the community.

## Facilitate content that fosters and celebrates the abilities of our community of interest.

Deliver

# Deliver sound governance, financial, management and technical capabilities to advance 2RPH.

## Generate sufficient income to effectively resource the organisation.

## Ensure governance structures, policies and procedures are effective and transparent.

## Provide a contemporary, efficient, safe, accessible and productive workplace.

## Deliver high standards of content production through recruitment, training, and professional development.

## Present content using the most contemporary and accessible technologies available.

Strengthen and extend

3. Champion, represent and engage our ‘community of interest’.

3.1 Increase our listenership through gainful outreach and visible engagement.

3.2 Develop opportunities for people with disabilities to engage more closely with 2RPH.

3.3 Support our community of interest by providing them with a voice and representation.