

Mission

Engage and inspire listeners in their daily living with a consistent message of hope and positivity

Values

Love, Esteem, Serve, Value, Respect, Encourage, Include everyone

Strengths

Volunteers
Technical capability
Stable management

Weaknesses

Outdated technology
Modest support base
Low percentage of local shows

SWOT

Opportunities

Only community broadcaster in region

Threats

Commercial radio advertising

Goals (SMART)

Increase support base

Add 50 supporters by December 2022

Sustainable finances

Become capable of paying own transmission costs by EOFY 2025

Update technology

Replace current technology with up to date kit to ensure sustained operations by EOFY 2024

Increase Local content

Increase local content to 25% of of air-time and 'go live' by EOFY 2024

Objectives (SMART)

- Membership drive each quarter on-air, social media, website.
- Presentation to local churches 6 monthly

- Membership drive each quarter on-air, social media, website.
- Respond to 2 grants per year

- Complete Outdoor Broadcasting Station project by EOFY 2023
- Replace transmission equipment by EOFY 2023
- Build live transmission capability by EOFY 2024

- Add 2 on-air presenters each year
- Add local aboriginal show by EOFY 2023
- Engage young people as on-air presenters by visiting schools each year

Key Resources

Paid

Management

- Station Manager

Volunteers

Finance

- Bookkeeper

Technical

- Maintenance
- Support
- Co-ordinator
- Adviser

Social Media

- Co-ordinator