



# STRATEGIC PLAN 2022-2027 OVERVIEW



## OUR PURPOSE

To provide relaxed, enjoyable, and nostalgic easy listening music and relevant local information to our audience of mature listeners on the NSW Central Coast

## OUR VISION

To embrace technological and social change and reflect that in our broadcasting ethos.

## THE STRATEGY

(To achieve Our Purpose and Vision)

## OUR VALUES

- **Respect** – for our audience and our staff
- **Inclusivity and Diversity** – excluding no one from enjoying our output or participating in our team
- **Excellence in Broadcasting** – Striving to be as professional as possible

## OPERATIONS

(To realise Our Purpose and encompass Our Values)

### **ENJOYABLE RELEVANT PROGRAMMING**

- Provide a fine music mix
- Source and broadcast relevant useful information
- Listen to audience feedback

### **SUPPORTING AND VALUING OUR STAFF**

- Train and support our office staff and presenters
- Foster a supportive workplace culture
- Recognise the achievements of our volunteers

### **GROW OUR AUDIENCE AND STATION AWARENESS**

- Engage with the local Community
- Embrace new and innovative ideas
- Keep our messaging focussed

### **INFRASTRUCTURE**

- Provide good technical support
- Update equipment
- Constantly improve

### **COMMUNICATIONS**

- Use the best available cost effective methods
- Work the digital environment

### **FUNDING**

- Ensure proper accounting and oversight standards
- Constantly look for sponsorship, and other funding sources
- Be as cost conscious as possible

### **GOVERNANCE**

- Ensure our board and staff focus on our Strategic Plan
- Manage with professional sustainable standards
- Provide good administrative support
- Adhere to Station Constitution Obligations