



Strategic Plan 2020/21

Purpose/mission/vision

As a community radio station, will work to provide a quality FM signal transmitting information throughout our designated service area. We aim to support and develop local arts and music, whilst increasing community involvement in broadcasting.

We wish to promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community. We will pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media.

We will demonstrate independence in programming as well as in editorial and management decisions in order to enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia.

Values

Yarra Valley FM values an essence of fun where we as a group of people can recognise our similarities regardless of our diversities, through what unites us, being a passion for great community radio. We seek to be honest and open in our interactions and collaborations with each other and the wider community and aim to model what we wish to see in the global community, which is compassion and support for us all to reach our most full potential.

Strategy

Objectives	Outcomes
Strengthening governance	<ul style="list-style-type: none"> Undertake a long-term strategic planning process for the organisation. Develop and publish all organisational policy documents on our website. Establish/maintain a technology replacement plan.
Financial sustainability	<ul style="list-style-type: none"> Increase non-grant based annual income from \$82,000 (2019/20) to \$84,500. Develop alternative income streams to accompany our sponsorship revenue, with sponsorship accounting for less than 72% of our non-grant based income. Build resources of \$35,000 to provide financial resilience in times of unforeseen circumstances or to enable us to make the most of opportunities as they present to us.
Environmental sustainability	<ul style="list-style-type: none"> Establish and implement an environmental policy and action plan. Undertake an energy assessment and implement recommendations.
Building community	<ul style="list-style-type: none"> Increase membership to 110. Increase subscribers to 200. 20 new connections with local community groups. Attend 6 outside broadcasts. Provide a supportive environment to encourage young people, women, people with indigenous and other culturally diverse backgrounds and people of all abilities and orientations, whilst not excluding people of more common demographics. All are welcome who share a love of community radio and we seek to help them find their place in it, either on air or behind the scenes to the extent of their preferences and abilities. Volunteer goal of 88, with 16 youth (under 26) and 34 women and people who wish not to identify with a specific gender.