

2DRY FM 2022-2026 Strategic Plan

This plan has been developed by the Board and represents the goals of the station for the licence period of 2022 -2026.

VISION

2DRY FM's vision is to be a dedicated community broadcaster that reflects the culture of, and is strongly supported by, our community.

MISSION STATEMENT

2DRY FM will collaborate with our community to realise the full potential of our media platforms, promoting access, diversity, and inclusion to all the people of our region.

GOALS

GOAL 1: Sound Governance

GOAL 2: Technical Capability

GOAL 3: Community Engagement

GOAL 4: Members, Volunteers and Staff

GOAL 5: Content

GOAL 1: Sound Governance

2DRY will ensure that our internal and external structures and processes enable us to meet industry compliance expectations.

- 1.1 Regularly review Policies & Procedures (including relevant Rules and Regulations) and ensure full compliance by all personnel (staff, volunteers and community members).
- 1.2 Consult with representative bodies such as the CBAA to be aware of changes in compliance standards.
- 1.3 Use sub-committees to guide the Board in decision making. Community leaders and subject matter experts will be encouraged to participate in sub committees.
- 1.4 Take opportunities to maximise our revenue.

GOAL 2: Technical Capability

2DRY will have robust technical systems and effectively deliver content and services across multiple technology platforms.

- 2.1 Identify and manage potential failure points in the technical asset base.
- 2.2 Maintain the asset register and replace assets approaching the end of working life.
- 2.3 Be flexible in methods of content delivery to meet audience expectations.
- 2.4 Use technology solutions to maximise community participation in the delivery of the service.

GOAL 3: Community Engagement

2DRY will strive to be a well-recognised and well-respected community organisation. We will continually seek ways to engage with our community and encourage participation.

- 3.1 Have a regular visible presence in the community through activities such as outside broadcasts at community events.
- 3.2 Engage with other community organisations to identify community needs and encourage participation.
- 3.3 Identify and look for opportunities to remove barriers for community participation
- 3.4 Provide and promote opportunities for community feedback.
- 3.5 Use effective strategies that align with our Vision to grow audience numbers.

GOAL 4: Members, Volunteers and Staff

2DRY will have a strong membership and volunteer base. We will foster a caring, respectful culture which enables personnel to contribute and participate in a fulfilling way.

4.1 Undertake activities to attract and retain volunteers

4.2 Identify and seek to rebalance underrepresented sectors of the community in our membership base

4.3 Provide training opportunities to increase skills

4.4 Provide regular feedback that supports our personnel to perform at their best

GOAL 5: Content

2DRY will support our personnel to deliver content which reflects the expressed needs of our community.

5.1 Present a diverse range of content that is engaging and relevant to our community

5.2 Seek to increase the level of local content

5.3 Identify and investigate opportunities to fill gaps in content of local significance which are not presented on other services.

5.4 Encourage excellence in production and presentation of local content