



STRATEGIC PLAN 2019 – 2021

OUR VISION

To be the most highly valued media service in the community we serve

OUR MISSION

To foster the cultural life and Christian values of the community through our media services

OUR VALUES

1. **Integrity & Mutual respect:** We will always act honestly, lawfully, fairly and ethically in all of our dealings.
2. **Excellence:** We choose to be the best, give our best and do our best. We constantly strive to achieve the highest possible standards in our day-to-day work and in the quality of the services we provide.
3. **Belief:** We believe in what we do, guided by Christian principles & values.
4. **Positivity:** We encourage a positive team spirit that is inclusive, supportive and excellence focused whilst having fun along the way.
5. **Community Engagement:** We motivate our supporters and partner with others to promote and demonstrate benefits behind our cause in tangible ways to make a real difference in the community we serve.
6. **Accountability:** We work with clear & mutually accepted responsibilities, rewards and consequences.



4CRB
89.3FM

STRATEGIC PLAN 2019 – 2021

STRATEGIC PRIORITIES

CONTENT

CONTINUE THE MUSIC AND CONTENT ADJUSTMENT TO BRING IN LINE WITH THE BROADCASTING PLAN.

RESOURCES & GOVERNANCE

GROW THE CAPABILITY AND SUSTAINABILITY OF THE RADIO STATION THROUGH DIVERSIFYING SOURCES OF REVENUE.

TECHNOLOGY

MIGRATE CURRENT IT SYSTEMS TO THE CLOUD OFFERINGS REDUCING HARDWARE AND MAINTENANCE COSTS.

STRATEGIC PRIORITY 1

CONTINUE THE MUSIC AND CONTENT ADJUSTMENT TO BRING IN LINE WITH THE BROADCASTING PLAN.

OBJECTIVES INCLUDE:

- A. Continue, adding and retiring music from the playout database in line with the broadcasting plan and program committee
- B. Refining the broadcast and announcers to fall in line with the broadcasting plan.
- C. Develop better KPI's or was to measure the success of the changes implemented.
- D. Install policy and procedure to standardise the broadcast and information delivered.

KEY DELIVERABLES INCLUDE:

- Continually building an engaged, vibrant, well-informed, effective and well supported broadcasting team;
- Continue to expand the music library in ;
- Establishing a systematic process for evaluating, selecting and sun-setting products and services;
- Standardise the information and the format of the delivery news, weather and other information segments so all personnel are delivering the same way and with the same information
- Continue to observe and evaluate average age and the average amount of listeners.

STRATEGIC PRIORITY 2

GROW THE CAPABILITY AND SUSTAINABILITY OF THE RADIO STATION THROUGH DIVERSIFYING SOURCES OF REVENUE.

OBJECTIVES INCLUDE:

- A. Continue the role our and evaluation of policy and procedure throughout the business.
- B. Review our WHS procedures.
- C. Modify and monitor the restructure of the Sales area.
- D. Review Funding opportunities.

KEY DELIVERABLES INCLUDE:

- Continually building an engaged, vibrant, well-informed, effective and well supported workforce;
- Aligning 4CRB resources, structure and processes to support the organisation's strategic direction;
- Building a sustainable financial model, focussing on diversifying and growing revenue streams, through;
- Sourcing new funding opportunities from government, trusts, foundations and individual giving, along with growing corporate sponsorship and partnerships;
- Completing the transition to the 4CRB's restructuring of management and systems.

STRATEGIC PRIORITY 3

MIGRATE CURRENT IT SYSTEMS TO THE CLOUD OFFERINGS REDUCING HARDWARE AND MAINTENANCE COSTS

OBJECTIVES INCLUDE:

- A. Move from the planning phase to the implementation phase of office 365 and skydrive.
- B. Continue and expand the rollout of ZoHo CRM for the sales and marketing department.

KEY DELIVERABLES INCLUDE:

- Instigate the Exchange server change and then testing and training;
- Update to the new version of office.
- Expand ZoHo CRM to provide lead and communication management of the sales staff and the clients.
- Decommission internal hardware and re-delegate resources.