

# Southern Vales Community Radio Incorporated

## Strategic Plan 2024 /26

### Our Objectives

To create a broadcasting environment in programming and content delivery that will:

- Serve the community through actively encouraging their involvement and participation.
- Provide information that is relevant to our community including the arts, culture, interviews, and events
- To promote local community events and services, and businesses through Community announcements and sponsorship announcements.
- Play music that will attract listeners from a wide demographic with the emphasis on original and Australian artists
- To inform, entertain and educate the listener in a professional manner.
- Provide the listener with a consistent quality sound and presentation.

Goal	What	How	Who	When
Provide the listener with professional listening experience (audio).	Address short interruptions to transmission due to unknown causes.	Assessment of existing equipment and links that may cause these problems.	Triple Z Board of management technical advisors, outside contractors if required.	ongoing through 2024-2026.
Entertain and inform the listener in a professional manner (Programming)	Program Content & Delivery	Ensure all presenters adhere to terms of reference (TOR). Maintain existing training of new presenters	Program Committee (& trainer)	Ongoing

Ensure long term viability	Maintain existing relationship with our landlord The McLaren Vale RSL.	Organise joint music events on premises to benefit SVCR, Community and RSL	Management Committee and volunteers	Events to be held at least twice yearly.
Attract the broad local community demographic of listeners	Play music and other that will attract listeners from a wide demographic.	Review program content and available presenters – maintain updated schedules to minimize vacancies.	Program Committee To manage in-studio schedules for info other presenters and Board.	Monthly summary to Board meetings.
Maintain Gender Equity.	Increase Gender parity across the station including presenters, management volunteers and members.	Encourage greater number of women on committees.	Triple Z Board of Management, Program Committee and Presenters	Ongoing. Re-address after each AGM.
Promote local business through sponsorship	Increase business sponsorship of Triple Z	Increase efforts to contact local businesses.	Sponsorship coordinator in consultation with the Triple Z Board of Management	Ongoing

Community Participation and Involvement	Maintain Social Media presence and activity (Facebook & Instagram)	Promote community events, program content, fundraising and sponsorship on social media.	Social media administrator with Board assistance	Ongoing
Strategic Plan Review	Review and update Strategic Plan	Publish an updated Strategic Plan	Triple Z Board of Management	Yearly after AGM with a focus for the next 2 years.