

# Radio 1RPH Strategic Plan 2022-23

## **Goal 1 Strengthen and build stakeholder engagement across the community**

### **Actions**

Develop and implement a communication plan

Maintain a program of interviews with local personalities and community representatives including organisations representing people with disability and/disability service providers

Develop relationships with organisations representing people with disability and/or disability service providers to encourage the use of the station to broadcast relevant content

Regular presentations to community groups  
Participation in relevant local events and expos

## **Goal 2 Deliver programs responsive and relevant to the target audience taking account of new developments in technology**

### **Actions**

Develop Program Reference Committee, ensuring participation by people who meet target audience criteria

Call for audience feedback on current programs, future ideas and target audience requirements

Develop effective audience feedback mechanism to obtain ongoing input into program development

Review programming time slots to ensure programs are aired at the appropriate time to meet our audience's needs

Develop and maintain effective programming guidelines and processes, ensuring broadcast content is diverse and engaging

Using audience feedback, identify unmet need and seek to establish an effective process to address these needs where possible

Establish and maintain effective automation system to broaden program diversity and make use of hours where volunteers are scarce

### **Goal 3 Endeavour to become self-sufficient and sustainable**

#### **Actions**

Establish a committee to explore income opportunities

Identify and apply for grants

Pursue partnerships with similar organisations

Actively manage finances to ensure their efficient use

### **Goal 4 Create a culture that values, inspires, develops and encourages volunteers**

#### **Actions**

Prepare and implement a volunteer management plan

Develop a website for volunteers to communicate with each other

Identify barriers which might inhibit volunteers with disability and where possible improve the physical access and operational systems to encourage volunteers with disability

Review volunteers' skills and provide regular training

Establish a program of volunteers' awards

Provide opportunities for social interaction between volunteers

Identify critical volunteer positions and put in place a succession plan

### **Goal 5 Responsive to future development in print and digital media and to keep abreast of broadcasting technologies**

#### **Actions**

Implement the station's technology replacement plan and review the plan to ensure the station's broadcasting technology operates efficiently and sustainably in the future

Seek opportunities to introduce new systems that will streamline processes and reduce reliance on human administration

Provide training to volunteers in the use of new technology or equipment

Monitor media channels for new initiatives

Maintain and continually update the asset register