**WYNFM COMMUNITY RADIO INC**

**STRATEGIC PLAN 2023-2026**

MISSION: WynFm Community Radio Inc will provide diverse and inclusive programming,

In culture, language and content, whilst providing a high quality broadcast.

It will also uphold the Codes of Practice for Community broadcasting.

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| OBJECTIVES | STRATEGIES |
| **GOVERNANCE**  WynFm Committee of Management to develop systems which support the long-term development, operation and direction of WynFm. | Develop and review policies.  Review the Constitution biannually.  Strategic Planning process  Licence renewal  Insurance policies  Codes of Practice  Identify funding sources |
| **COMMUNITY**  WynFm to engage with the local community | Publicity within local newspapers, business’s and other organisations  O/B’s for community and sporting events  Engage with community organisations  Community surveys |
| **FINANCIAL**  WynFm to establish diverse forms of income to ensure sustainability | Sponsorship  Annual radiothon  Membership and Subscriber  Grants |
| **PROGRAMMING**  WynFm to encourage diversity of programming | Training for new announcers  Refresher training  Australian Music Content  Program proposal form  Listener surveys  Promote local cultural and community events  CBF Ethnic funding |
| **TECHNICAL**  WynFm to maintain a high quality of broadcasting and to keep abreast of emerging technologies | Maintain broadcasting equipment  Maintain O/B equipment and caravan  Explore emerging technologies |
| **WEBSITE**  WynFm to maintain an accessible, user- friendly and informative website | Constitution  Policies  Current Committee Members  Program guide  Social media presence – Facebook and Instagram.  Membership, Training and Program proposal forms.  Online survey to be developed |