



**2021-2024
TCRA 92.3 FM 4TVR
Strategic Plan**

VISION

Connect communities across the Tablelands through radio content that upholds Christian values, is engaging, positive, family friendly and community orientated.

MISSION

Connect communities across the Tablelands On the airwaves through positive News, music and Nurturing people through programs, God Spots and interviews by Engaging the Community and To encourage family friendly values. 92.3 FM – Your Community Connection

VALUES

Positive Content that encourages everyone
Family friendly Suitable for everyone person of every generation
Christian values Aligns with beliefs and values of local Christian community

STRATEGY (what we will do to realise our purpose and achieve our vision)

CONTENT

- Increase locally produced content
- Engage in suitable sponsored campaigns that align with values
- Access outsources content that aligns with values and is relevant for local community

DIVERSITY

- Actively engage with multiple funding sources and foster strong relationships
- Increase connections with local ethnic groups to enrich content
- Explore increased broadcast reach opportunities

GROWTH

- Build community connections that give local people a platform to share their voice
- Build skills through volunteer engagement and training
- Engage with technology to increase local engagement

OPERATING MODEL (how we will deliver out strategy)

GOVERNMENT & OPERATIONS

- Inclusive culture that upholds our values
- Develop and maintain transparent, accessible management information systems
- Operate as reputable, integral organisation

INFRASTRUCTURE & ENABLING TECHNOLOGY

- Maintain and upgrade existing equipment
- Explore and embrace developing technology
- Continue to build on 'lean systems'

FUNDING

- Maintain current funding sources as appropriate
- Build on growing funding opportunities such as sponsored campaigns
- Identify and access in-kind support opportunities

MARKETING & COMMUNICATIONS

- Develop and deliver consistent identity across all channels
- Foster supporter value to build station presence
- Continued development of volunteer access to increase local voice diversity