

# 3WAY-FM Strategic Plan 2023-26

## Acknowledgement of Traditional Owners

*3WAY-FM Community Radio broadcasts from the lands of the Peek Whurrong People and Kirrae Whurrong People of the Maar Nation and we wish to acknowledge them as the Traditional Owners, original message carriers, music makers and story creators. We pay our respects to their Elders past and present, and emerging and to all First Nations people listening to our broadcasts and involved in our community.*

## Our purpose

### 3WAY – giving Southwest Victoria a voice.

We both reflect and inspire our community, presenting diverse radio content (music, information, news and opinions).

### Our values (what’s important to us and how we conduct ourselves)

**Inclusion** – diversity, community, representation of community

**Accessibility** – responsiveness, presenting local information (e.g., community group information, information about local emergencies, etc.), music that is diverse but also respectful of community expectations, tastes, and standards.

**Quality** – professionalism, integrity, excellence, and independence.

**Sustainability** – here for the long term, technical independence, environmental sustainability

**Fun** – passion, social connections, looking out for and after one another.

## Our strengths

**Our people** – members, friends, presenters

**Our knowledge** – about music and about our community, and about the technical and administrative aspects of community radio

**Our connection to listeners and community** – on air, online, with our sponsors and directly with our community

## Strategic goals

<b>Well-trained volunteers</b>	<b>Strategic objectives 2023-26</b>
	All presenters have up to date training in presenting and broadcasting skills
	A mentoring program for new presenters
	Prepare a station-wide skills development plan
<b>Planned programming</b>	<b>Strategic objectives 2023-26</b>
	Recruitment of new presenters and programs to facilitate diversity of programming
	Encourage community feedback
	Coordinating complimentary programming

<b>Technical sovereignty</b>	<b>Strategic objectives 2023-26</b>
	Technical support is available
	Review current equipment
	Develop a plan for equipment upgrades
	Targeted fundraising for new equipment as identified

<b>Audience development</b>	<b>Strategic objectives/strategies 2023-26</b>
	Creating and maintaining relationships with diverse community groups, proactively offering involvement opportunities
	Proactive recruiting of presenters and programs, consciously promoting age and other diversity and diversity of music/content
	Visible/audible presence at and involvement in public events

<b>Maintain Broadcast Licence</b>	<b>Strategic objectives/strategies 2023-25</b>
	Develop an action plan towards our submission for licence renewal.
	Implement action plan for licence renewal.