

88.9FM 5-year Strategic Plan from 1st July, 2021

ABOUT US

Our Past	<p>*DoB: 09/10/1996 and have grown well since we first broadcast on 17/02/1997.</p> <p>*Several members' properties and the station's storeroom were engulfed by the Myall Creek Road bushfire in November 2019, but we stood like a rock for our listeners. We lost no airtime. A local earth-moving firm and sponsor saved our solar-powered transmission</p> <p>*We wrote off \$100K to the bushfire.</p>
Now	<p>We are Beta-testing Elon Musk's Starlink Internet system as a replacement for the NBN. Members continue to recover from the Myall Creek Road bushfire as they consider how Climate Change and Covid 19 will affect the station's, Australia's, and the Planet's future.</p>
Our Mission	<p>To inform, entertain and strengthen our community.</p>
Our Vision	<p>To survive Climate Change and Covid 19 so that we can maintain Our Mission.</p>
Our Policies	<p>https://www.radio889.org.au/media/PoliciesRegister.pdf</p>

GOALS

Long Term Goals	<p>Nominate then elect a successor for the Chairman by July 2023 or earlier; and for the Secretary by July 2025 or earlier.</p>
Short Term Goals	<p>Secure new studio premises with transmitter line of sight and solar installation capability. Design a work-from-home system for announcers. Engage more volunteers. Expansion of the Radio with Pictures concept. Replace NBN with Starlink.</p>
Obstacles	<p>Climate Change; Covid 19; the cost of Insurance; the question of <i>insurability</i>.</p>

SWOT ANALYSIS

Strengths	<p>25 years' broadcast experience; rapidly advancing technologies. We joke around lots. The expertise and qualifications of members, particularly in IT and general engineering. 12 of us attended a CMTO Emergency Broadcasting Preparedness training session.</p>
Weaknesses	<p>We are only human. Sometimes, super-humans are needed. Insufficient volunteers.</p>
Opportunities	<p>Elon Musk's Starlink Internet Service could replace the failure prone NBN system. With more volunteers, we could re-open our musical trivia/knick-knack store - Replays.</p>
Threats	<p>The effects of Climate Change: Catastrophic Bushfires; Cyclones and Floods.</p>

STRATEGIES

Product Assessment	<p>We must take heed of our listeners and respond to their comments. They are also community members and consequently our product assessors.</p>
Financing	<p>We will increase spot rates as the national economy emerges from Covid 19 recession. With more volunteers, we will re-open our musical trivia and knick-knack store - Replays.</p>
Community Engagement	<p>To succeed, we should consider the following : it is not what you know, it is not even who you know, it is who knows you! Increased community engagement = more listeners = more sponsors = more income!</p>