



Warwick Community FM Radio Association Incorporated  
Studio : 20 Willi Street, Warwick, 4370, QLD  
Postal Address : P.O.Box 473, Warwick, 4370, QLD  
PH: 07 4661 8989  
admin@rosecityfm.org.au

ABN: 27 297 268 224

## **STRATEGIC PLAN**

### **Overview**

**Our mission:** Rose City FM is a radio station with a community broadcasting licence, with online streaming via our Web Site, rosecityfm.org.au.

The aim is to provide a comprehensive community entertainment and information service. This service is broad based and provides the opportunity for as much community involvement as possible.

Local content is our top priority. We seek to provide programs that allow listeners to fully engage with the medium of radio.

Local community news and current affairs reporting is an important part of community radio so we will include this content wherever possible in our programming.

**Philosophy:** Rose City FM listeners are interested in quality local information, variety, and information in a range of languages.

They are seeking an alternative to other mainstream commercial and national stations. They are searching for content and voices that they cannot hear anywhere else.

The reasons people listen to Rose City FM are diverse. We aim to give them content that will inform them about their local community and support them in their activities.

**Need:** Despite changing technology and evolving media consumption habits, people still need radio and audio content. We meet that need by delivering a diverse range of content to our listeners through our broadcast transmitter, and online streaming output, delivering our content to any device.

In the face of the internationalisation of media and decreasing local-ism from commercial and ABC broadcasters, local content in a range of languages relevant to our community, that gives a voice to those who would not otherwise be heard in the media is more important than ever. Our community radio programming fulfils this need.

**Values:** We commit to the guiding principles of community radio, and value an inclusive, cohesive and culturally diverse station.

We will be respectful and constructive in the running of the radio station and our interactions with each other. We value access and equity in our interactions and decision making processes.

## **Goals**

Our strategic goals for the next five years are:

### **Finances**

- Attract more sponsors and provide value to those sponsors
- Diversify our income sources, so that the station is not heavily reliant on any single source of funding and cash flow is improved

### **Human Resources**

- Improve the relationship between the station decision making bodies and the general members and presenters
- Maintain a positive station culture
- Find reasons to recognise and praise commitment from volunteers
- Increase commitment from all members to be involved with more general station activities, not just their own programs

### **Technical**

- Improve our website design and usability
- Be responsive to audience feedback and changing trends in relation to the technical equipment used to reach our audiences

### **Content**

- Continue to create and distribute informative and entertaining audio content that reflects the community and reaches them on all available platforms.
- Provide a voice for all in our community who want to be involved with the station

### **Community**

- Support the community by covering activities in the listening area on radio and/or promoting them on our website
- Support cultural and community activities by being involved with events, concerts and events that strengthen the community and promote Rose City FM
- Increase the membership of the station
- Use engagement approaches that are appropriate to each community group

### **Marketing**

- Increase the visibility and recognition of Rose City FM within the licence area
- Strengthen links with our local council organisations
- Encourage the widest possible community use of our broadcasting facilities

### **Training**

- Continue to spread radio programming and operating skills widely in the community through workshops and training

While our aim is to engage listeners on all relevant platforms, we note that the ACMA has not made provision for local community stations to broadcast on DAB+. We believe this situation is inequitable and will urge regulators and others with a stake in the matter to find a way for local, low powered, community stations to broadcast on digital radio.

## **Our Audience**

Constant migration is expected to continue to change the demographic composition of our licence area during the life of this strategic plan

## **Audience Engagement Strategies**

Responding to the expected changes in demographics and council amalgamations, we see a need to:

1. Increase our engagement with the Southern Downs Regional Council (SDRC), to ensure that Rose City FM, continues to be firmly 'on the radar' for elected council members and council administrative staff,
2. Increase awareness of Rose City FM with newly arrived residents and interest them in membership and involvement with the station
3. Increase engagement with members and listeners through a range of social media platforms

## **Our Programming**

There is a formal process for annual program allocation, monitoring the quality of programs and for assisting presenters to provide quality programs for listeners. This policy is in place to ensure that our programming serves audience needs and that programming decisions are made in a fair and transparent manner.

Preference is given to:

- Programs with substantial local content (music or spoken word)
- Programs that have local links within the community
- Unique programs (ones not currently catered for on the station)
- Priority need (identified by the programming committee from time to time)
- Programs that have indicated more availability
- Programs that involve a number of presenters / producers
- Programmers that show a commitment to the station and/or station activities
- Programs that commit to training and to the review the process

Programming success also comes from team spirit. Another element of the strategy for improving programming across the station, including more cross promotion and sharing of content, is to encourage program makers to get to know each other better and interact more regularly with each other and the board. We have identified this as a priority in our strategic plan.