



Strategic Plan



Radio 2YOU FM (88.9FM/ 99.5FM) aims to maintain its position as the leading community radio station in the New England North West and Liverpool Plains region. This strategic plan outlines our vision, mission, objectives, and key initiatives to engage our audience, expand our reach, and achieve sustainable operations over the next five years.

Background:

Radio 2YOU FM (88.9FM/ 99.5FM) is a community-focused, not-for-profit radio station that was founded in 1983 in Tamworth, NSW, Australia. It is currently located at 20 Darling Street and broadcasts from Bald Hill in Tamworth, with a repeater situated at Who'd Thought It Hill in Quirindi, NSW.

Vision Statement:

To be the voice of the community, creating a platform where diverse stories are shared, local culture is celebrated, and connections are fostered. We envision a future where Radio 2YOU FM serves as a catalyst for community engagement and a beacon of innovation in broadcasting. By embracing change and nurturing local talent, we aim to continue being a trusted and beloved resource for our listeners, both locally and globally.

Mission Statement:

To provide high-quality radio broadcasting that informs, entertains, and connects the community, while fostering local talent and encouraging community engagement. Aim to be a voice for the community.





Core Values:

Community Engagement: Prioritising the needs and interests of our listeners.

Diversity: Celebrating the diversity of our community through inclusive programming.

Integrity: Upholding transparency and honesty in our operations and communications.

Innovation: Embracing new technologies and ideas to enhance our broadcasting capabilities.

SWOT Analysis:

Strengths: Large audience, local news, community voice, live and local.

Weaknesses: Limited volunteers, particularly in younger generations and ethnic minorities; restrictions on sponsor announcements limited to five-minutes per hour

Opportunities: Potential to expand markets and reach a larger audience.

Threats: Continued legal challenges from competing media outlets and the rising costs of daily operations.

Goals & Objectives:

Financials:

- To be self-sufficient, covering all running costs involved in operations, present and future.
- Explore sponsorship opportunities with local businesses and organisations.
- Launch fundraising campaigns and apply for grant applications to support station operations and improvements.

Enhance Programming:

- Develop programming to comply with codes of practice and other state and federal legal requirements.



- Develop diverse content that reflects the interests of the community, including music, news, and talk shows, to continually attract and broaden listener base and strengthen 'niche' position.
- Implement regular listener feedback sessions to adapt our programming.

Increase Audience Engagement:

- Utilise social media to engage listeners and promote community events.
- Host community events and live broadcasts to strengthen connections with the audience.

Enhance Technology and Infrastructure:

- Invest in state-of-the-art broadcasting equipment to boost sound quality and reliability, aiming to reach the largest audience possible while preparing for a digital future.
- Improve our online presence through a user-friendly website and offering streaming services.

Grow Volunteer and Membership Base:

- Enhance recruitment initiatives to attract more volunteers and members.
- Offer training and professional development opportunities for volunteers interested in learning different facets of radio station operations.
- Organize additional membership drives and events.
- Provide exclusive benefits for members and volunteers.

Human Resources:

- Offer continuous training for existing staff and volunteers.
- Leverage local talent
- Improve the relationship among decision-makers, members, and presenters.



Evaluation and Monitoring:

- Set up key performance indicators (KPIs) to measure audience growth, engagement levels, and funding success.
- Conduct quarterly reviews to assess the progress of initiatives and make necessary adjustments to the strategic plan.

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Conclusion:

By adhering to this strategic plan, Radio 2YOU FM is well-positioned to enhance its status as an essential community resource in the New England North West and Liverpool Plains region.

Through targeted initiatives focused on financial sustainability, innovative programming, and community engagement, the station will not only maintain its leadership position but also expand its influence and reach.

With a commitment to excellence and continuous improvement, the station looks forward to a future filled with growth, connection, and shared successes with its community and listeners.

