

RADIO SKID ROW



STRATEGIC PLAN 2020-2023

Strategic Plan

2020-2023



BACKGROUND & PLANNING

Our strategic planning review was disrupted COVID-19, unable to continue community consultations after the draft stage 2RSR will complete a full review in 2021/22. Radio Skid Row is committed to the widest possible consultation in the development of this strategic plan.

The first stage, which forms this draft, follows the our yearly planning day with board members and staff. The second stage is the annual community conversation where community organisations discuss challenges and develop mutually beneficial ways to work together. The final stage includes a series of workshops with station volunteers, staff and board members including conversations with stations Elders/Alumni to incorporate the lessons of the past as we plan for a sustainable future.

The strategic plan is finalised in June each year.

Radio Skid Row's Mission

Radio Skid Row remains committed to its mission of being a media organisation which promotes social justice, civil and human rights and equal opportunity for communities most marginalized in Australia. This includes local Indigenous communities as well as Black and other marginalized ethnic groups.

STRATEGIC GOALS

#1

CREATE AND DELIVER INNOVATIVE MEDIA CONTENT THAT IS OF HIGH VALUE TO COMMUNITY STAKEHOLDERS AND AUDIENCES.

#2

INCREASE 2RSR'S SELF-GENERATING ANNUAL INCOME OVER THE NEXT 3 YEARS BY DIVERSIFYING INCOME SOURCES.

#3

PROVIDE A WORKING ENVIRONMENT THAT EMBRACES GOOD GOVERNANCE AND MANAGEMENT AND IS SAFE FOR EVERYONE.

#4

HAVE A TECHNICAL INFRASTRUCTURE THAT WORKS FOR EVERYONE

OBJECTIVES

Ensure Radio Skid Row delivers creative media content to audiences

Establish a sustainable business model with diverse income streams and build solid reserves for the future

Solidify viable, ethical and democratic systems of management are in place.

To ensure all operations can be easily achieved through user-centred technical design

PATHWAYS FOR SUCCESS

Engage more deeply with community organisations, our supporters, our audiences and stakeholders around local issues.

Prioritise Indigenous programming with a focus on media justice and issues directly affecting population in the broadcast area.

Develop innovative projects, which include partnerships prioritizing activist groups committed to social change, Indigenous, older women, people with disability and young people.

Develop management training for board, staff, committees and working groups

Develop a unique approach to governance and leadership tailored to Radio Skid Row's communities

Establishing staffing levels which adequately address the increase in activities in the station

Establish Skid Row School of Media with courses in new media open to the public – develop pilot course

Increase station sponsorship, with targets for all programs

Develop customer relations systems to retain support and sponsorship

Develop a range of fundraising and income generation activities

Strengthen technical support team

Work towards independent energy supply