

# SHOALHAVEN COMMUNITY RADIO

## TRIPLE U FM



## BUSINESS PLAN

**Business Plan** – The TripleU FM Business Plan will enable the radio station to focus resources (personal and physical), time and effort in a direction that is conducive to growth in the market place. Importantly, a sound Business Plan will include many conducive elements that TripleU FM can use to attract diverse funding streams and improved participation levels (members, sponsors, presenters, supporting participants etc) from within the Shoalhaven community.

### **Mission Statement**

To provide a community broadcasting service for and by the community

### **Vision Statement**

To be an established and trusted part of the community

**Values** – Integrity, Independence, professionalism, respect for the rights, dignity and culture of others, inclusiveness and participative decision-making.

**People and Culture** – The TripleU FM culture will consist of the values, beliefs, attitudes, and behaviours that sponsors, members, staff and volunteers share; use daily in support of the radio station, use to describe where they work, how the TripleU FM business is conducted, and how each person views themselves as part of the organisation. A good culture will exhibit Fairness, Respect for others, Tolerance of differing opinions, Teamwork, Appreciation for the Shoalhaven Community and Support to learning and development opportunities.

**Governance** – TripleU FM is to operate and comply within the Community Broadcasting Association of Australia codes of practice and the Australian Communications and Media Authority

guidelines.

### **Strategic Priorities or Goals**

- Be accessible to the Shoalhaven Community - Demographic
- Development of a skilled workforce in the delivery of program content - Training •  
Improve the development and delivery of youth programs - Youth
- Increase the level of female participation at all levels (presenters, members, content, sponsorship)  
– Gender balance
- Provide local content and visibility of TripleU FM through increased community awareness opportunities (outside broadcasts and release of a public relations plan – Voice for Community)
- Implementation of a standardised sponsorship audio product - Marketing • Be financially sustainable through diversified funding sources - Resources • Improve efficiency and output of audio products in support of the TripleU FM signal boundaries – Audio/Technical

**Philosophy** - Shoalhaven Community Radio, "TripleU FM" is a community broadcaster in the Shoalhaven Shire of the Gilmore electorate on the South Coast of New South Wales, Australia. TripleU FM has three separate transmitters which enables coverage of a large geographical area of approximately 4400sq/Km. TripleU FM community radio is broadcast on FM92.3 (North), FM104.5 (Central) and FM99.7 (South).

TripleU FM retains a strong sense of community in the Shoalhaven. News and weather content are sourced locally and supported by National Radio News programs where appropriate. With an established commitment to local business, residents and visitors TripleU FM can provide a viable alternative to commercial radio.

TripleU FM is trusted to deliver a diverse range of music, community access and a voice for the Shoalhaven. Scheduled programs are delivered by volunteers from studios in Nowra or Milton and these key program streams are supported by syndicated programming such as the Community Radio Satellite Network, BBC World Service, air-distribution and the Indigenous Radio Service (NIRS).