

2019 – 2024 Coast FM Strategic Plan

Purpose (why we exist)
To have an inclusive media facility that will connect the communities of the NW coast.

Vision (what we would like to become)
Provide an alternative media connection that informs and entertains the NW coast audience

Values (behavioural compass)
Maintain our relationship with our audience especially the aged
Treat our community with respect and consider their needs.
Keep our communities informed of the past – present and future of the place they call home

Strategy (what we will do to realise our purpose and achieve our vision)

Improving Content Options

Increasing training with new technology
Encourage the development of local programming
Seeking involvement from local talent

Modifying Funding Options

Diversify fundraising activities
Using the online technologies to expand funding options

Expand Marketing

Continue to support community activities by OBs – interviews - service and event announcements.
Maintaining a current list of CSAs on our web site

Operational Model (how we deliver our strategy)

Governance and Operations

Develop a respectable management structure that generates a cohesive and inclusive relationship with our volunteers.

Infrastructure

Incorporate new technologies to expand audience access
Reduce operational costs and breakdowns
Network with others to maintain the latest skills and knowledge

Funding

Align funding to the required resources in the necessary sequence.
Utilise standard business practices to achieve financial goals

Communications

Make a clear distinguish market proposal to our audience
Use a variety of methods to deliver this message