



GIPPSLAND FM
CONNECTING OUR COMMUNITY

Our purpose/ mission
A vibrant organisation of trusted volunteers, who have and continue to entertain, inform, and connect our community while connecting Gippsland with the world.

Our aspirations:
Gippsland FM will celebrate fifty years of broadcasting, with a future-focused agenda of local contemporary digital media making that reflects the true diversity of voices that make up Gippsland.

How we will achieve our aspirations:
Gippsland FM will continue to grow our good work, become more financially-sustainable and be led by a Board founded in good governance and policy. The board will focus on seven key pillars and measures.

Pillar 1	Pillar 2	Pillar 3	Pillar 4	Pillar 5	Pillar 6	Pillar 7
A sustainable future home (Safe, Secure, Accessible)	Audiences, new content and technology (Diversify, Grow, Connect)	Training and development (Continuous Improvement, Certify, Excellence)	Engaged volunteers (Maintain, Plan, Grow)	Fundraising and philanthropy (Strategise, Plan, Grow)	Local businesses are engaged (Strategise, Leverage, Grow)	Secure the future (Diligent, Ethical, Professional)
2.1 Establish a subcommittee of the board to ensure a long-term home is identified that is safe, secure accessible, visible and welcoming.	2.1 Engage new and diverse communities, young people and Aboriginal and Torres Strait Islander communities. 2.2 Embrace social media and strategically test new platforms. 2.3 Successfully podcast and stream innovative and unique content. 2.4 Increase delivery of quality current affairs broadcasting.	3.1 Continuously build the skills and training of all volunteers, staff and board members. 3.2 Establish Gippsland FM as an educational and training partner for schools, TAFE and universities. 3.3 Create local pathways for certified training in broadcast media.	4.1 Establish a subcommittee of the board to create strategic membership campaigns. 4.2 Establish an annual volunteer engagement plan to ensure a diverse, engaged and passionate membership. 4.3 Improve the connection and sharing of information amongst volunteers, members, staff and board.	5.1 Establish a subcommittee of the board to create an annual strategic fundraising plan. 5.2 Increase and diversify fundraising, grants and donations. 5.3 Fundraise and save money through innovation.	6.1 Sales team and Station Coordinator to establish a business engagement plan to attract new sponsorship. 6.2 The business engagement plan leverages the station's multiple active platforms.	7.1 Finances managed professionally, diligently, and ethically. 7.2 Review all procedures and ensure best practice governance.
Measure of success						
Long-term options paper endorsed by members. Move to a safe, secure accessible, visible and welcoming location by 2023.	Audience and social media metrics indicate there is 10% increase per year. Deliver content from multiple platforms.	All Gippsland FM volunteers undertake some form of annual training Increase in broadcasters who have certified broadcast training.	10% year on year increase in volunteer participation (through attendance in sub-committees, events and meetings) Grow membership by 10% annually.	DGR Status Achieved Grow membership by 10% annually. Pilot a crowd funding campaign.	10% YOY increase in sponsorship and engagement with local businesses	ACMA Licence Renewal achieved WWC Clear and comprehensive governance material

Our values	Agility & Embrace Change	Community led and community engaged	Honesty & Truth	Education & Learning	Cultural Diversity & Inclusiveness	Safe and welcoming
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This approach will secure our future and mean Gippsland FM is still relevant and local fifty years from now.