



Strategic Plan

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Drafted by	Committee	Scheduled review date	15/3/23
Responsible person	Committee		

MISSION

Radio East Gippsland (R.E.G. FM) was established in the 1980's by two dedicated groups in East Gippsland with an intent to provide a unique community radio station.

In May 1989 Lakes Community Radio Inc. and East Gippsland Community Radio Inc. amalgamated to form Radio East Gippsland Inc., then in October, 1992 Radio East Gippsland received a broadcast licence allocated for two frequencies, 90.7 & 105.5.

Our aim is to provide a comprehensive community entertainment and information service. This service is broad based and provides the opportunity for as much community involvement as possible.

PHILOSOPHY:

The reasons people listen to Radio East Gippsland are diverse. We aim to continue to provide an opportunity for a range of diverse, local radio programming connecting the wider East Gippsland community and supporting local community groups and events.

We will expand on our outside broadcast activity by broadcasting from local events of significance and expanding on our current offering of live to air musical performances.

DIVERSITY:

Radio East Gippsland provides opportunities for many community groups to access broadcast media that they would otherwise not have access to.

This includes more than 80 community groups which can promote their activities via the airing of community service announcements.

The general music programming of REG FM is geared toward an older demographic – one which is not catered for by other radio services in the wider region.

VALUES:

We commit to the guiding principles of community radio, and value an inclusive, cohesive and culturally diverse station.

We will be respectful and constructive in the running of the radio station and our interactions with each other. We value access and equity in our interactions and decision-making processes.

Our Audience

Radio East Gippsland transmits to East Gippsland region in south-east Victoria, which covers the second largest council area in Victoria.

The region includes an extensive coastline, a major lakes and river system, rugged high country, extensive national parks and state forests. About 75% of the region is public land held as National and State reserves. The commercial centre is Bairnsdale, a three-hour drive from Melbourne.

The region's economy is based on tourism, agriculture, horticulture, forestry and fishing, and the main industries include oil and gas extraction, and agriculture.

The population is centred around the Gippsland Lakes area. Together with the Buchan Caves, these are a great attraction to visitors and retirees.

Audience Engagement Strategies

Responding to the expected changes in demographics and our regional environment, we see a need to:

- Increase awareness of Radio East Gippsland with newly arrived residents and interest them in membership and involvement with the station
- Increase engagement with members and listeners through a range of social media platforms

Our Programming

There is a formal process for annual program allocation, monitoring the quality of programs and for assisting presenters to provide quality programs for listeners. This policy is in place to ensure that our programming serves audience needs and that programming decisions are made in a fair and transparent manner

The criteria used to evaluate a program for broadcast include:

- Is the proposal a response to a need or request for particular content?
- Is the proposed presenter known to REG, are they trained or require training
- Does the program suit the proposed time slot or is there a better option?
- Is there a perceived requirement for the music genre proposed?
- If the program is non music in content, does it provide interest to the general community?
- Is the proposed presenter qualified to talk on selected subject?
- Will the program increase in any way the exposure to or interests of the broader general community?
- Is it similar to an existing program?

GOALS

Our strategic goals for the next five years are:

Succession planning & knowledge transfer (volunteers):

The volunteer base is ageing, and it will be important for Radio East Gippsland to manage Committee succession planning, and knowledge transfer, particularly in the area of technical expertise.

We aim to address these challenges by actively encouraging regeneration of the committee, and by developing a set of technical documentation which allows for more efficient knowledge transfer.

We also plan to develop a training studio, and a program to encourage younger members of our community to become involved in all aspects of Community Radio Broadcasting. Succession Planning (paid staff)

Radio East Gippsland currently employs 3 paid staff - 2 full time and 1 permanent part time. All are employed under the relevant awards and have current Job Descriptions.

As part of regular Committee of Management activities these positions are reviewed annually. Should one of these paid roles become vacant a review of the position will be undertaken to determine what opportunities exist for restructure. This could include reducing paid hours (i.e., changing full time to part time), increased volunteer participation, consolidating roles or abolishing positions.

As part of this planning interested volunteers will be able to augment the use of the developed technical documentation with a series of one-on-one sessions with the existing paid staff to maximise the learning outcomes.

Ageing Assets.

Most (If not all) fixed assets employed by Radio East Gippsland Inc. to deliver its services to our broadcast audiences have a fixed life. We will conduct a review our Asset Register to ensure we identify the remaining useful life of our Assets and to establish a Business Plan to adequately provide for the cost of replacement assets as they are likely to be required.

Digital studio conversion

The studios in Bairnsdale & Lakes Entrance are currently equipped to offer only a limited implementation of digital studio solutions. The licensee will create a cost/benefit analysis to examine the merits of upgrading both studios to digital equipment.

The analysis will include evaluation of equipment and software required and training programs for volunteers.

Tenure at Bairnsdale studio site.

The site on which the Bairnsdale studio is located (council owned) has been earmarked for redevelopment under a council Master Plan. If the Master Plan is enacted within the next 5 years, we will potentially need to manage broadcasting from alternative facilities for a period of time. We will prepare for this challenge by developing a relocation plan to be enacted should this circumstance occur during the license period.