



Strategic Plan for July 2021 to June 2022

Values – What are the key values that will underpin every part of the organisation. Values that are typically used include: Honesty, transparency, accountable, ethical, evidence-based, collaborative, leadership, supportive, integrity, compassion, excellence, empowerment, multicultural and diverse.

Mission Station – To encourage community involvement in the management of the Radio Station including Production and Broadcasting of Community Announcements and News, various Genres of Music, Sporting Results and Local Interviews. Access is provided to all groups and ages of people within the Broadcast area in accordance with the Station’s Constitution.

Vision - We aim to provide Professional Broadcasting to the citizens of the Omeo Region

Objectives	Outcomes
Governance	<ul style="list-style-type: none"> • Make the studio more efficient, heating & cooling seek advice for solutions (nearly completed in June 2021) • Develop and maintain a data base of the current contact details for all Community Groups in our broadcast area • Develop a data base of current contact details for all Businesses in our broadcast area
Operations	<ul style="list-style-type: none"> • Increase membership/sponsorship income by 25%, from \$840.00 to \$1050.00 • Offer training opportunities to at least two new member/presenter volunteers
Technical	<ul style="list-style-type: none"> • Review transmission and all other equipment with advice draw up a plan for upgrade and or replacement • Reduce technical faults from studio and transmission utilising the new generator • Maintain our webpage www.3hcromeo.com to have the Strategic Plan & Policies available.
Community engagement	<ul style="list-style-type: none"> • Increase membership by 20%, from Nine to Eleven • Establish a partnership with the Omeo Health Services Youth Worker and assist them to produce programs.