Strategic Plan 2021–2025 at a glance

MISSION

Excellence in broadcasting with a community arts focus

VISION

To support a strong and vibrant music and arts scene in Canberra through broadcasting and related services

VALUES

- **Independence & Innovation**
- **Professionalism**
- **Integrity**
- **Diversity & inclusiveness**
- **Respect for rights, dignity & culture**
- **Participative decision-making**
- **Quality image & product**

Authorisation

Julie Finch-Scally, Board Secretary
26 February 2021
ArtSound Incorporated (ArtSound FM)

STRATEGIES

Diversify funding & revenues

- Cultivate relationships with major stakeholders
- Manage operations & finances responsibly
- Build new partnerships for funding & content development
- Market recording studio facilities

Grow community engagement

- Encourage more community/volunteer involvement in day-to-day operations
- Offer training courses and mentorship
- Capitalise on audio production skills
- Develop outreach to arts community & patrons
- Encourage diversity in volunteer cohort
- Promote a welcoming environment

Enhance Programming Appeal

- Cultivate current & broader audience with distinctive content
- Encourage greater participation of arts and cultural groups in content development
- Maintain independence, relevance and variety in local program content
- Respond to needs of arts constituency

IMPLEMENTATION

Funding

- Maintain and build sponsor and donor relationships
- Seek access to local and national government sponsorship
- Recruit new members and supporters
- Contain costs via collaboration with like-minded organisations
- Recruit sales staff to secure sponsorships

Governance & Operations

- Streamline administrative and operational procedures
- Review constitution, strategic plan and policies
- Develop a succession plan for board and staff
- Develop a volunteer skills audit
- Build a culture defined by our values
- Ensure compliance with ACMA licence undertakings

Technology & Infrastructure

- Review technology development plan
- Ensure technology flexibly supports programming and presentation requirements
- Undertake regular maintenance and upgrades to manage risk
- Protect and develop digital archive and music accessions
- Ensure compliance with ACMA regulatory requirements

Marketing & Communications

- Promote station identity and value proposition
- Maintain and improve website, social media engagement and publicity
- Build ethos of community contribution and recognition among volunteers
- Hold more gatherings for members and volunteers
- Actively engage with listeners and members
- Train new presenters with a diversity focus

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