



Proposed Arts Radio Investment Roadmap

Arts
Creator/Commissioner



Arts Promoter



Arts
Presenter/Broadcaster



Arts Archivist

	Year 1 2024	Year 2 2025	Year 3 2026	Year 4 2027
Arts Creator/Commissioner	Appoint Arts Philanthropy Consultant, Sound Engineer; consolidate partnerships; diversify sponsors; commission new audio works (music, poetry, drama); assess community needs; establish arts radio advisory panel; set KPIs;	Build sponsorship/donations to support arts content development; establish new creative residencies; continue to diversify arts productions (e.g. among First Nations, LGBTQI+, other); commission new audio works; convene advisory panel; review KPIs	Establish 5 new creative residencies; commission new audio works; continue to diversify arts productions (e.g. among First Nations, LGBTQI+, other); convene advisory panel; review KPIs.	Become the region's leading purveyor of cutting-edge music, arts & cultural information and education; audio arts innovator.
Arts Promoter	Negotiate alliances with like-minded organisations; market development through artform promotion/mentoring; increase use of social media; local & national promotion; amplify diverse voices in line with "Community Radio Roadmap 2033" and "ACT Arts Capital" goals.	Increase engagement with artists & arts partners; ongoing promotion of "Arts Capital" and "Community Radio Roadmap 2033" goals; enhance ArtSound profile; use CRM & survey data to build audience & partners; mentoring and upskilling artists.	Ongoing engagement with artists & arts partners; ongoing promotion of "ACT Arts Capital" and "Community Radio Roadmap 2033" goals; use CRM & survey data to build audience and partners.	Ongoing engagement with artists & arts partners; ongoing promotion of "ACT Arts Capital" and "Community Radio Roadmap 2033" goals; use CRM & survey data to build audience and partners.
Arts Presenter/Broadcaster	Diversify revenues to support broadcast ops; expand content to new audiences (ages & cultures) incl. radio, streaming & podcast listener base; introduce ticketed performances, artform programs, documentaries, audio on demand; grow technology capacity to ensure reliability.	Renew ACMA broadcast licence; review Strategic Plan; expand our digital media ecosystem and workflow chain; refine program content on all platforms; grow cash reserves; maintain broadcast infrastructure; continue to future-proof technology capacity.	Review Strategic Plan; maintain broadcast infrastructure; expand our digital media ecosystem and workflow chain; refine program content on all platforms; solidify finances with sufficient cash reserves to ensure sustainability; enhance technology to support needs.	Become the broadcaster of choice for anyone following local arts & cultural activities; grow internet listener/supporter base; become a leading innovation-driven media centre; plan technology enhancements.
Arts Archivist	Preserve & catalog recordings; draw upon archives to present historical ACT work (spoken word, music); appoint interns to research, digitisation & production support roles.	Preserve & catalog recordings; draw upon archives to present historical ACT work (spoken word, music); appoint interns to research, digitisation & production support roles.	Preserve & catalog recordings; draw upon archives to present historical ACT work (spoken word, music); appoint interns to research, digitisation & production support roles; research future audio archive preservation technologies.	Preserve & catalog recordings; draw upon archives to present historical ACT work (spoken word, music); appoint interns to research digitisation & production support roles; research future audio archive preservation technologies.

Outcomes

- Commissioned works
- Live Performance
- Recorded works
- Podcasts on demand
- New collaborations
- Audience expansion
- Paid creatives
- Cultural awareness
- Cross cultural initiatives
- Skills development
- Sustainability
- Inclusiveness

Beneficiaries

- ACT community
- Arts Community
- Artists
- Members
- Volunteers
- Donors
- Sponsors
- Audiences
- Listeners
- Partners
- Mentors
- Students

10 Jan 2024

Celebrating 41 years serving Canberra's Music & Arts Community