

Our Development and Operations Roadmap

	Year 1 24/25 FY	Year 2 25/26 FY	Year 3 26/27 FY	Year 4 27/28 FY	Year 5 28/29 FY
Funding	Ongoing focus on viability; revise business model & build revenues; increase members, major donors & sponsors; seek CBF and ACT Govt grants. Engage Devel. Consultant. Promote operational efficiencies	Engage 10 major long-term, 30 smaller sponsors; build national sponsorship; promote bequests; seek 5 grants incl. CBF D&O; expand audio/podcast recording services.	Increase air-time sales; CBF D&O; build national sponsorship; promote bequests; seek 3 grants; diversify revenues beyond grants.	Increase airtime sales; CBF D&O; build national sponsorship; promote bequests; solidify finances with sufficient cash reserves to ensure stability.	Maintain and build sponsors with minimum 50 sponsors engaged at any one time; invest cash reserves.
Governance & Operations	Streamline admin and operational procedures; revise Constitution; update Strat. Plan; succession planning; AGM; promote gender equity and diversity; prepare 2025 licence renewal application.	Review Strat. Plan; prepare new Business Plan; build Board capabilities & skills; DGR compliance; AGM; negotiate alliances with like-minded organisations; update training.	Review Strat. Plan; review policies; DGR compliance; AGM; expand partnerships; re-introduce paid staff to key management roles.	Prepare & submit ACMA broadcast licence renewal; review Strat. Plan; DGR compliance; AGM; review documentation storage and backup procedures.	ACMA licence renewed; AGM; maintain ongoing oversight of organisation's operations; become a well-managed leading-edge media centre with innovation as a driver.
Technology & Infrastructure	Maintain broadcasts; review tech. plan; PC upgrades; replace transmitter; begin studio console /MCR upgrade ; deploy digital playout; ACMA compliance; tech skills training; OB van upgrade.	Maintain broadcasts; review tech. plan; studio console/MCR upgrades Phase 2 ; technologist succession plan; ACMA compliance; tech skills training; documentation update; MCR equipment update.	Maintain broadcasts; review tech. plan; studio console upgrade Phase 3 ; evaluate next-gen cloud radio & digital FM; ACMA compliance; upgrade MCR equipment as necessary; documentation update.	Maintain broadcasts; review tech. plan; ACMA compliance; review FM & digital platforms; upgrade equipment as necessary; plan satellite studio; maintain state-of-the-art facilities; update documents.	Maintain broadcasts; review tech. plan; maintain station infrastructure; expand our digital media ecosystem and workflow chain.
Marketing & Communications	Promote station identity; improve website, social media, publicity; member & volunteer functions; engage with listeners & members; training with diversity and youth focus.	Review marketing plan; promote station identity; maintain website and social media platforms; continue to build ArtSound's community; promote volunteer recognition & reward achievement; grow supporter base.	Ongoing market development through program promotion and increasing use of social media platforms; diversify content to new audiences (ages and cultures) including streaming listener base.	Become the station of choice for anyone following local arts & cultural activities; grow internet listener/supporter base; leverage CRM and survey data to develop support.	Become the region's leading purveyor of cutting-edge music, arts & cultural information and education.

BROADCAST PROGRAMS

Celebrating 41 years serving Canberra's Music and Arts Community