

# To be the leading, volunteer led, local voice for the Central Coast Community

Coast-FM 963 is a community radio station broadcasting a diverse range of programs made by volunteers to inform, engage, entertain and connect the Central Coast community.

## Value the diversity of stakeholders

- ▶ Provide a diverse range of Community Service Announcements and local interviews
- ▶ Conduct a thorough audience research project by 2021
- ▶ Seek outdoor broadcasts opportunities to support a diversity of community functions
- ▶ Have a community membership goal of 300+ members by 2022

***“We are not our audience”***

## To be a resource for the Central Coast community

- ▶ Provide on-air promotion in conjunction with promotion through new and emerging channels for community events and fund-raising
- ▶ Always be accessible to community organisations and the broader community as a trusted resource that can be engaged

***“The needs of our local community is our purpose for being”***

## An organisation with respect at its centre

- ▶ To maintain and update policies and procedures manual and ensure copies readily available for members with major reviews every 2 years
- ▶ Maintain our current premises for safety and best practice environmental awareness
- ▶ Provide feedback and encourage self-evaluation in all areas of station operations

***“Respect each other, our listeners and our community”***

## Continue the tradition of being a community based organisation

- ▶ Promote, provide and maintain volunteering opportunities for members of the community
- ▶ Diversify revenue streams between sponsorships, fundraising and grants to reduce exposure and reliance on a single category
- ▶ Provide presenters with quarterly opportunities for training and development

***“A community based organisation where volunteers make the radio”***