



3mFM

Strategic Plan

2021 - 2026

3mFM is a volunteer driven, independent, community radio station run by and for the communities of Bass Coast, South Gippsland, Phillip Island and Yarram.

The station actively promotes involvement, access and participation from across the listening area and strives to provide local content and the best in entertainment and information.

The 2017- 2021 3mFM Strategic Plan coincided with the Covid 19 pandemic that severely disrupted activity at the station, membership and sponsorship interest.

This Strategic Plan is designed to build on the previous good work to enable the station to return to a sustainable position during the Covid recovery phase in 2021/22. This is an important step to ensure the continuation of all 3mFM has to offer the community. This plan aims to prioritise actions that will assist in this primary goal for the station.

The plan details:

- 2021 Actions
- Medium Term actions 2021 - 2023
- Long Term goals 2023 – 2024
- Ongoing activities to be completed for the term of this strategic plan

Additional activity at the station should not distract from the primary outcome of re-establishing a sustainable position for 3mFM.

2021 Actions

2021-1	<p>Rebuild Bingo participation</p> <p>Bingo is an important funding stream for the station and needs to be resourced to pre Covid levels of participation.</p>
2021-2	<p>Provide an enhanced service to Local Government to assist in ensuring ongoing involvement and the broadcast of important community information.</p>
2021-3	<p>Establish a profit making 3mFM market to diversify our fundraising effort, create a station marketing avenue and provide a 3mFM daytime venue for local musicians.</p>
2021-4	<p>Utilise the 3mFM Outside Broadcast Van to promote the station at every opportunity including a presence at the proposed market, at events and concerts as well as at operational OB's.</p>
2021-5	<p>Place a 3mFM Local Radio sign on every town entrance board possible.</p>
2021-6	<p>Create a task, or position, of Grants Coordinator to manage the grant search and application process.</p>
2021-7	<p>Develop a 3mFM Budget for the 2021/22 Financial Year that will provide ongoing guidance for operating the station through a 3mFM Long Term Budget.</p>
2021-8	<p>Develop an Asset and Renewal Register that will assist in informing the 3mFM Long Term Budget.</p>
2021-5	<p>Prioritise grant applications that enhance our ability to regain financial sustainability. This includes grant or funding opportunities that create more exposure and public awareness of 3mFM.</p>
2021-6	<p>Promote 3mFM through local music by utilising the Inverloch Glade soundshell in collaboration with other groups in an occasional or series of events.</p>
2021-7	<p>Develop a Transmission Risk Plan to address hardware and transmission chain issues.</p>

Medium Term Actions

Medium Term	Develop a fund-raising activity/event specifically for absentee and itinerant holiday makers in the summer period to raise awareness of 3mFM
Medium Term	Develop re-location brief and examine the feasibility of purchasing or leasing improved facilities for community broadcasting into the future and form a working party to explore options for potential re-location
Medium Term	Explore options for promoting 3mFM personalities, ie. newsletter, website profiles, program interviews
Medium Term	Conduct audit and review placement of visible 3mFM signage in more locations
Medium Term	Connect with live music venues, recorded content for programs
Medium Term	Promote a 'community and/or community group of the week'
Medium Term	Review the 3mFM website and establish metrics to assess visitor data
Medium Term	Review other social media channels, ie Facebook, Twitter, Soundcloud and their suitability to transmit 3mFM communications to stakeholders
Medium Term	Prepare a Skill Audit and a strategy to recruit and retain skilled staff and volunteers
Medium Term	Establish clear and regular reporting between and across the Board of Management, staff, volunteers, members and the community whilst respecting 'commercial in confidence' matters

Long Term Actions

Long Term	Explore options for creating content through connections with local schools
Long Term	Identify niche program opportunities, ie. dairy farming, agriculture
Long Term	Explore options for increasing local content, ie. surf report, local news
Long Term	Explore opportunities to share 3mFM developed content with other community radio stations through CBAA
Long Term	Investigate whether there is shared content available through CBAA to broaden/enhance 3mFM's program schedule, ie. motoring show
Long Term	Identify training needs and develop skills in radio presenting, promotion, production and technology
Long Term	Develop a grievance procedure

Ongoing Activities

Ongoing	Maintain and develop relationships with each of the Bass Coast and South Gippsland Shire Councils
Ongoing	Establish financial outcome targets for bingo operations, including procedures for regular monitoring
Ongoing	Provide exception reports on bingo operations to the Board, including reporting of any incidents or actions with the potential to expose 3mFM to external risk and measures to be adopted to mitigate any risk
Ongoing	Review the operations of bingo service provision on an annual basis
Ongoing	Undertake a financial and legal risk analysis on the operations of bingo
Ongoing	Consider the expansion of target markets, including summer holiday markets
Ongoing	Identify fund raising activities that reduce dependency on bingo services as the primary source of external funding

