



## 3RPC - Strategic Plan 2021- 2024

### 3RPC Aims for:

Listener engagement

Community involvement

Financial stability

Exploration of broadcast  
opportunities

### 3RPC Looking Forward...

Diversification of programs

Volunteering opportunities  
promoted

Local indigenous groups engaged  
with for program opportunities

Local LGBTQI+ community  
engaged with for programming  
opportunities

### Priorities

**Listener satisfaction and engagement**

**3RPC Values maintained**

Reliable communications  
Connection across the whole community  
Community service

**Financial stability**

Membership increased  
Funding through fundraising and grants

**Attracting volunteers**

New broadcasting opportunities

### Achieving Our Plan....How?

**Listener satisfaction and engagement**

Wide range of music offered  
Specific programs – sport, health, local affairs, religious programs  
3RPC is seen as responsible and well-managed - governance and operations in place

**Sound infrastructure**

Maintain broadcast equipment  
Increase number of volunteer presenters  
Offer volunteer opportunities at the station and in fundraising ventures

**Financial stability**

Maintain fundraising ventures especially Portland Community Bingo  
Successful grant applications  
Increase sponsorships  
Increase memberships

**Broadcasting opportunities**

Local indigenous groups, especially to promote Budj Bim events  
LGBTQI+ engagement  
Glenelg Shire program