



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