

### **3RPC Incorporated – Strategic Plan 2017 – 2020**

3RPC is the community radio station broadcasting to listeners throughout the Glenelg Shire in south-west Victoria and beyond through its online streaming on this website.

In order to be relevant to our listeners, to increase community engagement and stay financially viable, we have the following aims:

- To be financially viable
  - Increase membership
  - Achieve successful grant applications
  - Sound fundraising strategies through Portland Community Bingo and involvement in community events
  - Increase sponsorship
- To be relevant to our listeners
  - Review programming regularly through surveys and feedback
  - Develop outside broadcasts to include more sporting events as well as continuing major Shire events
- To increase community engagement
  - Provide specific programs for elderly members of the community
  - Provide health-related program
  - Increase station visibility through newspaper articles, open days, attendance at community events.
  - Provide opportunities for presenter training and station involvement to all community members