

Vision

A community that is actively engaged with its radio station, where diverse voices are represented, and collective interests are empowered and heard through positive and inclusive broadcasting.



Purpose

To be a driving force in building a cohesive, represented and sustainable community, where diverse voices are amplified, connections are strengthened, and local culture thrives.



Goal

Through our programming, partnerships and advocacy, we aim to foster inclusivity, empower underrepresented groups, and create a lasting positive impact on the social, cultural and environmental wellbeing of our community.

Strategic Priorities

1

Authentic content reflecting community interests & values

*Broadcast, shows, representation of
community*

2

Operating appropriately & sustainably

*Financially sustainable, efficient, core
team, standards*

3

Genuine engagement with broad community

*Reach & engagement – listening,
contacting, events*

STRATEGIC PLAN

Strategic Priorities

MainFM is privileged to broadcast from Djaara Country, and we acknowledge and pay our respects to the Dja Dja Wurrung people as the traditional custodians and caretakers of the land.

1. Genuine engagement with broad community

Reach & engagement – listening, contacting, events

- Deliver a calendar of community engagement events, activities, fostering partnerships.
- Grow local audiences, subscribers and the MainFM brand.
- Deliver a calendar of outside broadcasts supporting community events, providing opportunities to connect and engage with diverse communities face to face.
- Grow Main Game as a major fundraising event.
- Contribute to the community's resilience following natural disasters and other emergencies.

2. Operating appropriately & sustainably

Financially sustainable, efficient, core team, standards

- Update website and introduce on-demand listening.
- Continue to modernise and maintain our technology to enable the best experience for volunteers and community.
- Continue to improve our studio space to ensure it is meeting the needs of volunteers and facilitates community connection.
- Modernise our donation and subscription platform to enable automation, email and SMS marketing.
- Offer opportunities for volunteers to contribute beyond on-air presentation.
- Grow sponsorship, subscriber revenue and new income streams (i.e. training) and pursue diverse grant sources.
- Review and update station policies and procedures regularly.
- Engage and comply with all regulatory and organisational structural requirements.
- Minimise our environmental impact by monitoring our use of resources and waste production.

3. Authentic content reflecting community interests & values

Broadcast, shows, representation of community

- Focus on quality, diverse and inclusive programming that actively extends and targets key areas of community interest.
- Produce special programming alongside the station's regular offerings
- Develop our training program to encompass broader topics, such as story crafting, digital editing and interviewing techniques,.
- Increase the capacity of the training coordinator.
- Promote the work of Australian and diverse musicians and performers and regularly play new independently produced music
- Implement emergency broadcasting training and processes to develop the role of the station to respond to crises, in collaboration with local emergency services, promoting disaster preparedness and fostering resilience.