

Lambing Flat Community Broadcasting Inc. – 2YYY 92.3 FM

Local radio for local people, by local people

Strategic plan 2022-2027

Vision

For 2YYY to be the station in The Hilltops that the community is focused on engaging with, and to continue to provide Young and the surrounding area with a community radio station that is committed to hearing and sharing the voices of its residents and community groups from all backgrounds. To provide an entertainment and information medium that differs from other radio stations in the area.

Aims

- To broadcast programming that is entertaining and informative. This is to be done with regular reference to, and focus on life from all parts of the community in the district.
- To continue to promote social cohesion and media experiences among the local community via engagement with local high school students and community groups.
- To continue to give a voice to the community and provide a means whereby that voice can be heard.
- To make the station a welcoming place for all members, the community and community groups
- Break down barriers and stereotyping and thereby cultivating better relations within the community, particularly the multi-cultural and indigenous members.

Objectives

2YYY will use the medium of the radio station to continue to broadcast on air, and via our internet streaming service to:

- To deliver social gain by providing training for people so that they can become involved in producing radio shows for the community. This training will be open to all members of the community.
- Encourage individuals to recognise the skills of everyone, irrespective of age or background and to work together within a team setting

- To advertise local events run by all types of community organisations, including local schools, multi-cultural groups and sporting associations.
- Inspire individuals by providing training and other skills that enable them to be part of community broadcasting and to enhance work/life skills.
- Facilitating ways via the online and on-air activity for volunteers to be attracted to the station. The problems of an aging community and the disengagement of the younger section of the community will impact on both volunteer and membership numbers moving into the future. To reverse this trend we will continually engage with the younger members of the community moving forward.
- Lambing Flat Community Broadcasting proposes to continue our efforts to increase the numbers of volunteers and members at 2YYY through constant advertising on air, via our social media and web presence and training initiatives over the next five years. This is a current part of our community access process. The membership status of the station is currently 120 financial members.

To continually strive for improved areas within our organisation and broadcasting by:

- Helping on air volunteers to improve their broadcast skills for the progress of local community broadcasting.
- Fundraising to expedite the fitting of better sound deadening in Studio A and B.
- Improving the public areas to encourage the community to come into the station and engage with us.
- 2YYY intends to pursue further Government and non-Government grants throughout the next 5 years to make sure that station studio broadcasting equipment and administration/production/streaming computers are replaced or upgraded, and that the studio is further improved.
- Continually striving, over the next five years, to increase our sponsorship base. 2YYY has a position that is filled by a volunteer who actively engages with local businesses to broaden our sponsorship pool.
- Continuing to facilitate inter-generational discussion by assisting young and older people to work together on programmes. We will continue to offer local community groups the opportunity to publicise their activities on the station. From experience, this has been particularly successful over the last five years.
- 2YYY will encourage local people to maintain responsibility for the content and running of the radio station. It is completely staffed by volunteers and the volunteers are critical for the station to continue. As well as programme presentation and production, volunteers are also needed for fundraising and marketing. 2YYY is committed to volunteer development and trains volunteers in radio production and on air presentation.

Governance Values

- 2YYY is a not-for-profit incorporated body. It has a board of seven directors as constitutionally required.
- 2YYY has a governance policy structured to ensure that the Board of Management operates within a framework that ensures compliance with all Government regulations.

Financial Projections

- In the year 2021 2YYY was successful in gaining grant funding which has enabled us to purchase new transmitting equipment that replaced the original equipment. This has in turn, allowed us to increase the quality of our broadcasts over a wider area.
- It currently costs around \$4,300 per month to sustain the station and broadcast online. Costs include rent for the building we have as studio premises, insurance, performing rights licenses, broadband and streaming costs. We also have the add-on costs of electricity, telephone, hiring of serial programs, access to news broadcasts, and new music in our monthly running cost figure. Local businesses have continued to support 2YYY through programme sponsorship during the last two and a half years of the Covid pandemic. This has been particularly difficult, as our sponsors have had external pressures that have affected their business income. This has in turn impacted on our income. Fundraising from our 100 Club, raffles, etc. are an integral part of securing sufficient funds with which to maintain the station and these events will continue over the next five years.
- The major challenge is to create a funding increase via a larger sponsorship base. Post Covid this has and will continue to be difficult. In smaller towns businesses are turning to social media to advertise, to the detriment of radio. We therefore need to provide a cost effective alternative to attract revenue, by using our web presence to value add to sponsorship packages. The Board of Management is fully cognisant that generating consistent long-term revenue is perhaps the biggest challenge the station faces.