

Coast Community Broadcasters Inc.

Trading as



5-Year Strategic Plan 2020-2025

Registered Details: Coast Community Broadcasters Inc. (trading as today'scountry94one)

Australian Business Register: 38 034 487 257

Entity name: Coast Community Broadcasters Incorporated

Incorporated Entity: Goods & Services Tax (GST)

Organisation postal address:

PO BOX 1042 GOSFORD NSW 2250 Australia

Studios and office located:

12 / 31 Dwyer Street

NORTH Gosford NSW 2250

Organisation website: <http://today'scountry94one.com>

Organisation phone number: (02) 43 23 24 41

Organisation email: admin@today'scountry94one.com

About us

Coast Community Broadcasters Inc. (trading as today'scountry94one) is a community radio licenced broadcaster. The station operates a 24 hour, seven day a week radio broadcast and streaming service from Gosford, NSW. The station broadcasts on an FM frequency of 94.1. We are a founding member of The Gosford / Wyong Community Radio Association Inc.

Mission Statement

To entertain the Central Coast community with country music from local, national and overseas artists. In addition we inform and enrich our listeners' experience by providing up to date news and commuter information as well as details of community events and initiatives.

Value Statement

today'scountry94one provides a non-commercial medium to our diverse listening population and business partners that respects and strengthens the distinctive fabric of our community.

Philosophy

We are a sponsor financed, listener supported radio station with programming provided by volunteers. We foster a sense of community by providing a common link for a wide variety of listeners.

The members, volunteers and board of today'scountry94one believe that our programming should represent the community of the Central Coast.

Given the wide variety of lifestyles found locally, we strive to enrich our listeners by providing Today's Country music together along with an occasional classic, as well as topical information, and a mix of local, regional, national, and international news. We provide local sporting features and specialist country music programs.

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We distinguish ourselves from other regional community and commercial stations through our commitment to promoting Country Music and engaging with community participation, support, and control.

today'scountry94one actively supports, promotes, and encourages unsigned, independent and First Nations country music artists and provides specialised programming to assist in their career development.

Public access to the airwaves is provided through our on-going broadcast training which is open to all community members.

We tailor our programming in response to feedback from Community Radio Engagement Surveys and social media interactions to ensure a broad appeal across all demographic groups.

today'scountry94one highly values collaborations with our local Central Coast Council, local not for profit organisations, local and regional country music entertainment groups, performing arts organisations and indigenous groups.

We envision expansion of our membership and community engagement by pursuing joint ventures such as the production and distribution of shared programming with community groups and other community radio stations.

We augment our broadcasts by supporting concerts around the Central Coast Region and attending local and national Country Music Festivals.

We welcome new technology to meet the objectives of the station, and will continue the expansion of our traditional broadcast whenever practical and feasible.

today'scountry94one strives to produce high quality content and provide our presenters with thorough training and continuing education.

Our FM broadcast signal potentially reaches 90 percent of the growing population of the Central Coast community. As an important source of information during weather emergencies and transport disruptions we continue to protect and upgrade our broadcast signal to ensure coverage through all-weather events.

We utilise local community service providers for additional content – for local news, reports, events and other community groups including First Nation People and sporting organisations.

Our estimated radio broadcast listening audience is up to 45000 out of a potential 315000 population. In addition we stream on the internet and have intrastate, interstate and overseas listeners.

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Goals and Objectives

1) Technical Outreach - Efficiency, extension and protection of signal coverage.

- Protect the Central Coast signal by upgrading technical equipment, recently replacing the transmitter.
- Improve signal quality and maintain service in our listening area
- Continually evaluate and improve our web infrastructure.
- Maintain and upgrade our digital music library
- Evaluate improving our transmission system backups.
- Continue to evaluate existing Radio Automation Software and integrate as feasible.
- Investigating and implementation of outside broadcasting.

2) Community Outreach & Marketing - Strengthening our commitment to community participation and support.

a) Increase listener presence and participation by:

- Increasing involvement of younger listeners by targeted promotions including our Brand New Star competition;
- The Program Guide, updated weekly, is online and periodic upgrades of our website;
- Using public relations and publicity efforts in the newspapers, internet, Social Media, social networking and email lists;
- Sponsoring and collaborating with local events (e. g. the Central Coast Music Festival, and independent events);
- Maintaining content-management;
- Working with local and regional associations to have exposure in their events especially promoting Country Music on the Central Coast.

b) Increase collaboration with:

- Local groups, schools, art and other not-for-profit organisations to foster a sense of place and a voice for community issues;
- Local First Nations / ethnic / youth organisations to have their members join today'scountry94one team and present programs
- Other community radio stations and today'scountry94one to produce and distribute shared programming and to share resources and knowledge.

c) Maintain community contact through:

- Organisation of special events such as Country Music fundraising concerts, Trivia Nights and similar events where today'scountry94one volunteers engage and interact with listeners and members;
- Participation in relevant meetings and forums when appropriate (e. g. participating in Central Coast Council interaction events promoting the Central Coast and developing plans and infrastructure on the Central Coast);
- Engaging our volunteers, members, listeners and the broader community for feedback, using on-air announcements and social media posts;

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- Maintaining a high-quality web site that includes our program schedule, mission statement, contact information, professional Presenters photos and profiles, station history, a community calendar, and web listenership statistics as well as links to other sites, archives of artist's interviews, and online commerce (pledging and promotional items).
- Having booths at public and charitable events, and supporting all sports on the Central Coast;
- Broadcasting public service announcements, promoting concerts and other entertaining events, helping create awareness and assistance for not-for-profit organisations;
- Offering training program for Broadcasting Cert III with members of the community invited to participate.

d) Present a positive image of todaycountry94one through:

- Advertisements on social media as well as the internet;
- Free web site placements (e.g. Central Coast Country Music Association);
- Promotional items such as t-shirts, mugs, hats, stickers, pins and magnets that have quality designs and an identifiable logo that help mould our positive image;
- Word-of-mouth marketing whereby todaycountry94one volunteers and listeners spread the word of our station and listeners help grow our market.

3) Physical & Financial Assets

Station and Transmitter sites: ensure the stability of studio, office, and transmitter sites through:

- Occupy permanent premises with a long term lease;
- A capital campaign to raise funds for specialist studio equipment e. g. outside broadcasting.

4) Financial Assets & Management: ensure the financial stability of todaycountry94one through:

- Consistent monitoring and management of monthly financial reports and the Annual General Meeting (AGM) report;
- Increased income in relevant areas – membership, sponsorships, donations, fundraising and beneficiaries;
- Maintain and improve cash reserves.

5) Programming:

Continuing and striving to improve the quality of our broadcast by:

- Cultivating professionalism among volunteer presenters through feedback and enforcing our Presenters agreement contract;
- Conducting surveys through multiple mediums to determine programming preferences, listener feedback and audience reach;
- Consulting the listening audience and broader community for programming suggestions;
- Maintaining program flow through the schedule and Presenter continuity.

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6) Expand our programming:

- Including a regular, locally produced young country music artists program e. g. Gina Jeffries Talent School;
- Ensuring locally produced country music news via collaboration with Central Coast Country Music Association;
- Incorporating live remote broadcasts;
- Develop broadcast programs in conjunction with local and national First Nations groups to foster community awareness, reconciliation and provide an opportunity to First Nations country music artists to receive airplay:
- Augmenting local and Regional programming through shared programming with other Country Music stations e. g. remote areas with Deadly Music community stations;
- Broadcasting live 24 hours a day;
- Broadcasting live concerts and performances from the today'scountry94one studios;
- Providing our live broadcast over the internet via streaming technology.

7. Fund Raising

today'scountry94one's operating funds come from merchandise sales, membership contributions, special events and grants from various sources.

We hold membership drives each year including events and festivals, our Country Music Talent Quest - Brand New Star competition and a fund raising Concert. today'scountry94one has in place a program for donations and bequeaths.

8. Governance Boards

today'scountry94one's Board sets the guiding policy, which determines the direction of the station. This direction will be maintained in a five-year strategic plan.

The Board uses the mission statement to guide decision-making. The Board re-evaluates the mission statement and long-range plan regularly, and update it as needed to reflect the current environment in which operates. The Board defines and develops position descriptions of Volunteers and Presenters and expectations for Board positions.

The Board expects committees to exercise professionalism and leadership in implementing today'scountry94one's guiding policies.

The Board is supported by committees, acting on behalf of the Board, which takes full responsibility.

Board members are elected by the general membership of the Coast Community Broadcasters Inc. (t / a today'scountry94one) at the Annual General Meeting. If a member of the Board is unable to fulfil his / her term, a replacement is appointed by the Board.

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The Board is supported by four committees:

1. **Governance Committee** is a vehicle to get feedback and maintain standards for the guidance and governance of the station.
2. **Technical Committee** ensures the maintenance and running of the technical equipment, Rack Room, Transmitting equipment and Studio Panels and PC operations.
3. **Program / Music Committee** ensures the professional standards of Presenters and training as well as the Music played on the station including receipt of all music submitted and then prioritising what will be added to the playlist of the station.
4. **Events and Promotions Committee** is to ensure the engagement of volunteers and promote membership with our listening audience.

The Committees are to have independence from the Board for day-to-day decisions with monthly reporting to Board meetings as a Committee of the Whole.