



Strategy 2022

todayscountry94one
...this is where country lives

The NSW Central Coast's only All-Country Music Radio Station

Document Date: January 2022

W: www.todayscountry94one.com
E: admin@todayscountry94one.com
P: (02) 4323 2441

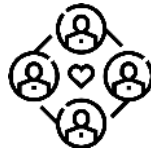
PO Box 1042, Gosford, NSW 2250
12/31Dwyer Street, North Gosford, NSW 2250



Who Are We?



todayscountry94one is the **NSW Central Coast's only all-country music radio station**, broadcasting 24/7 on air and the internet



We are a **community radio** station with a **strong following** and **broad audience**



We are recognised as **Australia's Most Popular Country Radio Station** by the Australian Country Music People's Choice Award



We **support and promote local talent**, and the **local community** with our music and programming



Our History and Operations

In 2008, Central Coast residents and country music icons [Adam Harvey](#) and [Rod McCormack](#) decided to take over the 94one license as a community broadcasting radio station.

In 2010, the ACMA granted the station a five year licence. The station began broadcasting at Long Jetty before moving to premises in the Central Coast Leagues Club.

In 2020, the station relocated to our current premises at Dwyer Street, North Gosford

We promote country music in Australia and make it possible for listeners to hear their favourite music, whether they are in Gosford, Townsville, Tasmania or Perth. It is run by volunteer staff of Country music devotees and has won many national awards.

The station is run and managed by a committed group of volunteers, including presenters, technicians, financial and administration assistants, with oversight from an elected Board of Directors.

Vision, Purpose & Goals





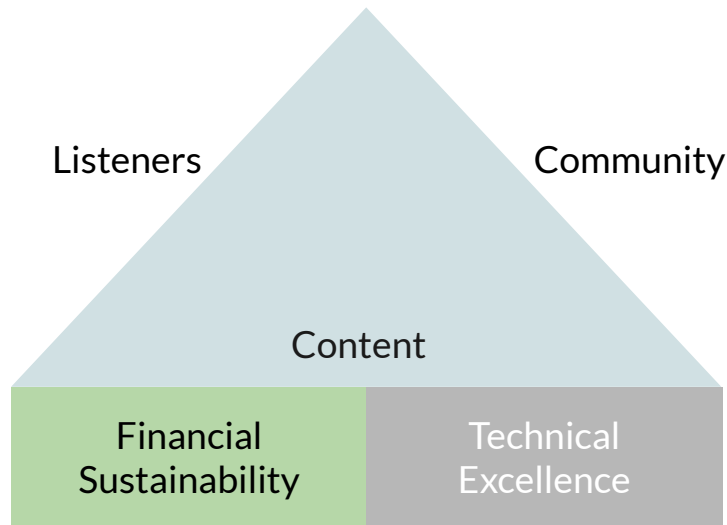
Vision and Purpose

The Central Coast has grown significantly in population, variety of lifestyles, and the business community to support this changing environment. We see a future where the Central Coast continues to prosper through the people who are attracted to live and work here. The CoVID pandemic has precipitated a swifter migration of people to regional Australia, including the Central Coast.

The Station's purpose is to enrich the life of people who live in our community through a dedicated Country music entertainment channel, relevant and timely local news, sports and other local event coverage, education and training, marketing and advertising opportunities for businesses to connect with new customers, etc.



**We aim to fulfil
our purpose
through our
focus on Country
music, both
contemporary
and classic.**



We serve our listeners and our community with our top quality content programming. We aim for technical excellence and are supported by our community to be financially sustainable.



Our Goals & Metrics for Success - 2022

Listeners

Track engaged listeners communicating by text, email, calls

Track number of listeners converting into paying members

Members

150 paid members by Dec 2022

One in-person music event before Dec 2022

Content

2 New Presenters Courses

1 Refresher Presenter Courses

Implement Social Media Strategy for content

Technical

Update signal links and roof antenna

Implement RDS encoder for better radio listener experience

Automated show list on digital channels

Financial

Double sponsorship revenue and number of sponsors

Aim to be cash flow positive or neutral every month

Implement 4 CBAA Health Check Action Plan

Governance & Risk Management





How we run the station

Constitution

The CCBI constitution, among other things, outlines the framework within which the Board of Directors are elected, operate, and vacate the office. Read the CCBI's constitution [here](#).

Strategy & Direction

The elected Board of Coast Community Broadcasters Inc. sets the strategic direction of the Station. This direction is recorded as the embodiment of the Board's long-term plan. The Board may choose to update this document as necessary to reflect the environment in which the Station exists and operates.

Risk Management

The Board is responsible for defining and updating policies to manage the risks that the Station may face. All current policies are available [here](#).

The Board is supported by four committees, acting on behalf of the Board. The Committees have independence for day-to-day operational decisions, and provide a regular report to the Board, who retains full responsibility of all matters that affect the Station.



The Four Committees

Governance Committee

The vehicle to get feedback and maintain standards for the guidance and governance of the station

Technical Committee

assists in the maintenance and running of the technical equipment, Rack Room, Transmitting equipment and Studio Panels and PC operations

Program Committee

enforces professional standards and training of Presenters. Receives, prioritises and chooses music played on the station

Events and Promotions Committee

assists in the engagement of volunteers and promoting membership with our listening audience.

Contact us

Call Us

(02) 4323 2441

Email us

admin@todayscountry94one.com

Website

<https://todayscountry94one.com>