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# Strategy 2020-2025

**todayscountry94one**  
*...this is where country lives*

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

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Reviewed/Updated: August 2023

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today's country 94one - Who are we?





## Executive Summary



*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, Mission and Purpose





# Vision, Mission and Purpose

## Vision


We will serve our listeners and our community with top quality content programming, technical excellence and support our community by being financially sustainable

## Mission

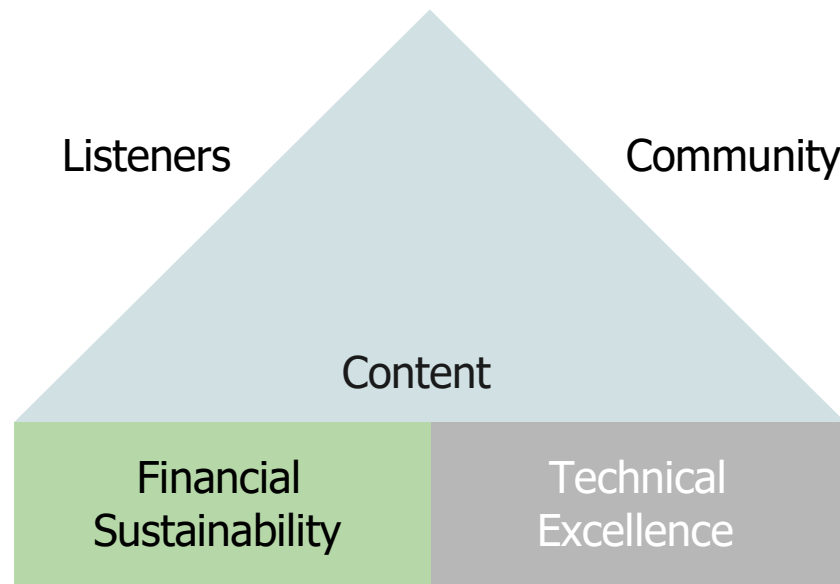
To entertain the Central Coast Community with Country Music from local, national and overseas artists. In addition, we enrich our listeners experience by providing up to date news and commuter information as well as details of community events and initiatives.

## Purpose

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.**





# Our Goals & Metrics for Success - 2020-2025

## Listeners

Track engaged listeners communicating by text, email, calls

Track number of listeners converting into paying members

## Members

150 paid members by mid 2024

One in-person music event (Brand New Star) completed annually.

## Content

2 New Presenters Courses per year

1 Refresher Presenter Courses per year

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.

# SWOT Analysis





## STRENGTHS

- \* The only Country Music Radio Station on the Central Coast;
- \* Strong listener base stretching from Northern Sydney to Newcastle Hunter;
- \* Loyal sponsors – some greater than 15-year association;
- \* Recognised as a promoter and supporter of local Country Music Artists;
- \* Brand New Star competition. Tangible support and promotion of local talent.



## WEAKNESSES

- \* Limited funding streams. Reliance on membership, donations, sponsorship sales and grants;
- \* Limited number of on-air personalities leading to heavy reliance on automated programs.



## OPPORTUNITIES

- \* Enhance diversity of programming choices;
- \* Increase community involvement in broadcasting;
- \* Promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community;
- \* Capitalise on the increasing popularity of Country Music, particularly with a younger audience;
- \* Outside broadcasts at local events (Country Music festivals/local sporting events), leading to station awareness and community engagement.



## THREATS

- \* Loss of key personnel leading to loss of specialised expertise. Possible impact on station culture and 'know how';
- \* Competition from three other Community Radio Stations on the Central Coast
  - Coast FM
  - RIMA FM
  - Radio 50 Plus FM.



# Contact us

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