

4CRB Strategic Plan (Last update 2022)

Over the next 5 years 4CRB's objectives are to:

1. Embrace DAB+ and develop the listenership of the medium.
2. Grow the listenership from current levels
3. Diversify revenue streams
4. Expand community engagement

Embrace DAB+ and develop the listenership of the medium.

With DAB rolling out on the Gold Coast we will be focussing on the medium and working with a number of community groups that we have close ties with that have been wanting to expand their content delivery via Radio.

- Visually impaired Community
- Indigenous Community
- Ethnic Community

The challenges will be funding the project, re-focusing the committees as well as the logistical and staffing challenges that this presents.

Grow the listenership from current levels

As we come out of COVID, reconnecting face to face with the listenership and community groups will be a focus. We would like to renew and establish links with the universities and community groups to bring back the line of volunteers, and engagement with the station. Prior to COVID-19 we were involved with open days, community and university events which was a great connector to introducing listeners, volunteers, and sponsors to 4CRB.

Challenges have been logistical in the past, energising and organising staff and volunteers to be involved with the external events.

Diversify revenue streams

Revenue is one of the limiting factors for all the activities we are working on and planning. Post COVID our focusses will be:

- Reengaging with our sponsors and establishing and developing relationships with new clients.
- Working with other charitable NFP's to develop a more symbiotic financial arrangement.
- Providing digital marketing solutions
- Podcasting
- Studio Hire
- Expanding services we supply via our studios. For example message on hold, narration and recording services.

Challenges for the above are logistical and marketing. Some of the above require financial injection to initiate.

Expand community engagement

We have been discussing greater involvement with community groups and charitable NFP's bringing a greater awareness of what they do and how they interact with the community. This is to be achieved via the normal FM broadcast and potentially the DAB also, through interviews, web and social media platforms.

Challenges faced are logistical and manpower. Now that the COVID impacts have subsided we can resume community engagements.