

Vision

To be a trusted, community-driven media platform that amplifies the voices of over-50s, multicultural, and First Nations communities—celebrating diversity, promoting inclusion, and connecting generations through accessible and engaging broadcasting.

Mission

To inform, entertain and connect community by providing accessible locally produced radio that builds social connection - honouring our 41-year legacy of over-50s broadcasting while championing new voices from multicultural and First Nations communities of all ages.

Strategic Context

Our plan began with a clear goal: expand our reach across the community. By introducing multicultural and First Nations programming, we now serve a wider audience across ages, cultures, and languages, while maintaining our strong foundation to serve and champion the voices of over-50s.

Success Measures

- Reach & engagement (FM, DAB+, Streaming, OnDemand)
- Diversity of programs, languages, and participants
- Volunteer hours & community training
- Funding growth & long-term sustainability
- Positive community feedback & inclusion impact

How We Operate

- **Governance:** Diverse Board & Advisory Committees
- **People & Culture:** Core staff + trained volunteers of all ages and backgrounds
- **Infrastructure:** Accessible studio, FM, DAB+, streaming, podcasting, mobile app
- **Funding:** Grants (arts, aged care, multicultural, Indigenous), memberships, sponsorships, donations, fundraising and services
- **Marketing:** Multilingual campaigns, social media, community partnerships

Strategic Pillars & Objectives

Pillar

Objective

Programming
Inclusive content for over-50s, multicultural, and First Nations communities.

Community Engagement

Strong relationships with seniors, Elders, youth, cultural leaders, and local groups.

Capacity Building

Train and empower diverse community voices across all age groups.

Sustainability

Ethical, diverse funding and long-term resilience.

Digital Transformation

Broaden access and engagement through modern platforms and tools.

Key Milestones

Year

Milestone

2025
Pilot multicultural/First Nations content and train announcers, recruit co-ordinator

2026
Full launch of expanded programming, Infrastructure upgrades, volunteer program rollout

2027
Expanded podcasts, evaluate listener engagement and community impact, broader digital reach

2028
Strategic review, outreach scale-up, long-term partnerships secured