



2Hay FM Strategic Plan

Overview

Our mission: 92.1 2Hay FM is a radio station with a community broadcasting licence.

The aim is to provide a comprehensive community entertainment and information service. This service is broad based and provides the opportunity for as much community involvement as possible.

Local content is our top priority.

Local community news and current affairs reporting is an important part of community radio so we will include this content wherever possible in our programming.

Philosophy: 2Hay FM listeners are interested in quality local information, variety, and information from national and international sources.

They are seeking an alternative to other mainstream commercial and national stations. They are searching for content and voices that they cannot hear anywhere else.

The reasons people listen to 2Hay FM are diverse. We aim to give them content that will inform them about their local community and support them in their activities.

Need: Despite changing technology and evolving media consumption habits, people still need radio and audio content. We meet that needs by delivering a diverse range of content to our listeners through our broadcast transmitter and online streaming output.

In the face of the internationalisation of media and decreasing localism from commercial broadcasters, 2Hay FM gives a voice to those who would not otherwise be heard in the media is more important than ever. Our community radio programming fulfils this need.

Values: We commit to the guiding principles of community radio, and value an inclusive, cohesive and culturally diverse station.

We will be respectful and constructive in the running of the radio station and our interactions with each other. We value access and equity in our interactions and decision making processes.

Goals

Our strategic goals for the next five years are:

Finances

- Attract more sponsors and provide value to those sponsors
- Revise the membership and airtime payments system so that it brings in the most amount of revenue in a way that is considered fair and equitable to all

- Diversify our income sources, so that the station is not heavily reliant on any single source of funding and cash flow is improved

Human Resources

- Improve the relationship between the station decision making bodies and the general members and presenters
- Maintain a positive station culture
- Find reasons to recognise and praise commitment from volunteers
- Increase commitment from all members to be involved with more general station activities, not just their own programs

Technical

- Improve our website, social media design and usability
- Be responsive to audience feedback and changing trends in relation to the technical equipment used to reach our audiences, and
- Look at ways to future proof the station.

Content

- Continue to create and distribute informative and entertaining audio content that reflects the community and reaches them on all available platforms in a variety of languages
- Provide a voice for all in our community who want to be involved with the station

Community

- Support the community by covering activities in the listening area
- Support cultural and community activities by being involved with events, concerts and events that strengthen the community and promote 2Hay FM
- Increase the membership of the station
- Use engagement approaches that are appropriate to each community group

Marketing

- Increase the visibility and recognition of 2Hay FM within the licence area
- Strengthen links with our local council organisations
- Encourage the widest possible community use of our broadcasting facilities

Training

- Continue to spread radio programming and operating skills widely in the community through workshops and training

Our Audience

2Hay FM transmits to the town of Hay which is a town in the western Riverina region of south western New South Wales, Australia. It is the administrative centre of Hay Shire local government area and the centre of a prosperous and productive agricultural district on the wide Hay Plains.

Over the past five years the drought has impacted on the town population, with numbers decreasing. Currently the population stands at 2400 people. of whom 6.0% were of indigenous origin. 79.3% of the residents of Hay are Australian-born (compared to 66.7% nationwide), 83.9% of people spoke only English at home and 37.4% of the population are 55 years of age or older (compared to 27.6% in Australia as a whole).

The most common responses for religion were Catholic 30.6%, Anglican 24.9% and No Religion 17.4%.

Audience Engagement Strategies

Responding to the expected changes in demographics and drought, we see a need to:

1. Increase awareness of 2Hay FM with newly arrived residents and interest them in membership and involvement with the station
2. Increase engagement with members and listeners through a range of social media platforms

Our Programming

There is a formal process for annual program allocation, monitoring the quality of programs and for assisting presenters to provide quality programs for listeners. This policy is in place to ensure that our programming serves audience needs and that programming decisions are made in a fair and transparent manner

Preference is given to:

- Programs with substantial local content (music or spoken word)
- Programs that have local links within the community
- Unique programs (ones not currently catered for on the station)
- Priority need (identified by the programming committee from time to time)
- Programs that have indicated more availability
- Programs that involve a number of presenters / producers
- Programmers that show a commitment to the station and/or station activities
- Programs that commit to training and to the review the process

Programming success also comes from team spirit. Another element of the strategy for improving programming across the station, including more cross promotion and sharing of content, is to encourage program makers to get to know each other better and interact more regularly with each other and the board. We have identified this as a priority in our strategic plan.