



3MDR
Unlock The
Potential

STRATEGIC
PLAN
2017- 2019
ABSTRACT

3MDR – Mountain District Radio's Vision:

**To be dedicated to Community Engaged Broadcasting
in the Mountain District Area and to
vigorously interact and support
local music, arts, cultures and the environment.**



3MDR – Mountain District Radio's Mission Statement:

3MDR will nurture, provide and grow an independent community voice for the Mountain District Area. We will achieve this through a commitment to the active promotion and championing of access, diversity and inclusion across our content and people.



3MDR – Mountain District Radio's Key Goals & Objectives:

1. Maintain a Sustainable Business:

- Revenue**
- Premises**
- People**
- Policies and Procedures**
- Asset Management**
- Branding**



3MDR – Mountain District Radio's Key Goals & Objectives:

2. Community Engaged Broadcasting:

- Diversity**
- Profile and Awareness**
- Communication**
- Access and Inclusion**
- Community Partnerships**
- Variety of Platforms**



3MDR – Mountain District Radio's Key Goals & Objectives:

3. Quality Content:

- **Programming**
- **People**
- **Local Music, Arts, Cultures & Environment**
- **News**
- **Equipment**



3MDR – Mountain District Radio's Key Goals & Objectives:

4. Official Emergency Broadcaster:

- Premises**
- Contracted**
- Partnerships**
- People**



KEY GOALS & ACTIONS:

Key Goal	Action 1	Action 2	Action 3	Action 4	Action 5
Maintain a Sustainable Business					
Revenue	Have functioning fundraising committee	Have functioning grant writing committee	Explore and identify alternative revenue streams	Plan and activate alternative revenue streams	
Premises	Establish Premises Committee	Locate & secure new long term premises	Transmitter Site		
People	Culture	Training	Opportunities		
Policies and Procedures	Review and make changes as required				
Asset Management	Asset Register	Asset Upgrades			
Branding	Consolidate	Promote	Marketing Plan and Budget		
Community Engaged Broadcasting					
Diversity	Programming	People	Content		
Profile & Awareness	Events	Marketing	Partnerships		
Communication	Strategy/ies	Surveys/ Feedback	Tailored & shaped events		
Access & Inclusion	Identify our population/demographics	Purposeful inclusive content	3MDR environment	Partner / consult with specialists re reaching out to community	



Community Partnerships	Partnership Management plan				
Variety of Platforms	Web Streaming, Archives	Soundcloud	On Demand & Podcasting		
Quality Content					
Programming	Committee	Surveys	Feedback & SMS		
People	Induction	Training	Opportunities		
Local Music, Art, Cultures & Environment	Live Music	Interviews & Guests	Events & OBs	Recorded Music	Shoutouts & Promotion
News	Local	State & National	International		
Equipment	High Quality	Maintenance	Updated Regularly		
Official Emergency Broadcaster					
Premises	New	Alternative			
Contracted	Register as Emergency Broadcaster	MOU (Memorandum of Understanding) with Emergency Management Victoria			
Partnerships	Emergency Management Victoria	Alternative Venue (if required)	CFA	SES	
People	Secure a team of 3MDR volunteers	Training	Grants	Debriefing	



TIMELINE:

Strategy by Segment	Timeline for Completion – Proposed & Actual		
	2017	2018	2019
Maintain a Sustainable Business			
Revenue	Actions 1, 2 & 3		Action 4
Premises	Actions 1 & 3		Action 2
People	Actions 2 & 3		Action 1
Policies & Procedures			Action 1
Asset Management	Action 1	Action 2	
Branding	Actions 1 & 2	Action 3	
Community Engaged Broadcasting			
Diversity	Actions 1 & 3	Action 2	
Profile & Awareness	Actions 1, 2 & 3		
Communication	Actions 1 & 3	Action 2	
Access & Inclusion		Actions 1, 2 & 3	
Community Partnerships	Action 1		
Variety of Platforms	Actions 1 & 3	Action 2	
Quality Content			
Programming	Actions 1 & 3	Action 2	
People	Actions 1, 2 & 3		
Local Music, Art, Cultures & Environment			Actions 1, 2, 3, 4 & 5
News			Actions 1, 2 & 3
Equipment	Action 1		
Official Emergency Broadcaster			
Premises			Actions 1 & 2
Contracted			Actions 1 & 2
Partnerships			Actions 1, 2, 3 & 4
People			Actions 1, 2, 3 & 4

