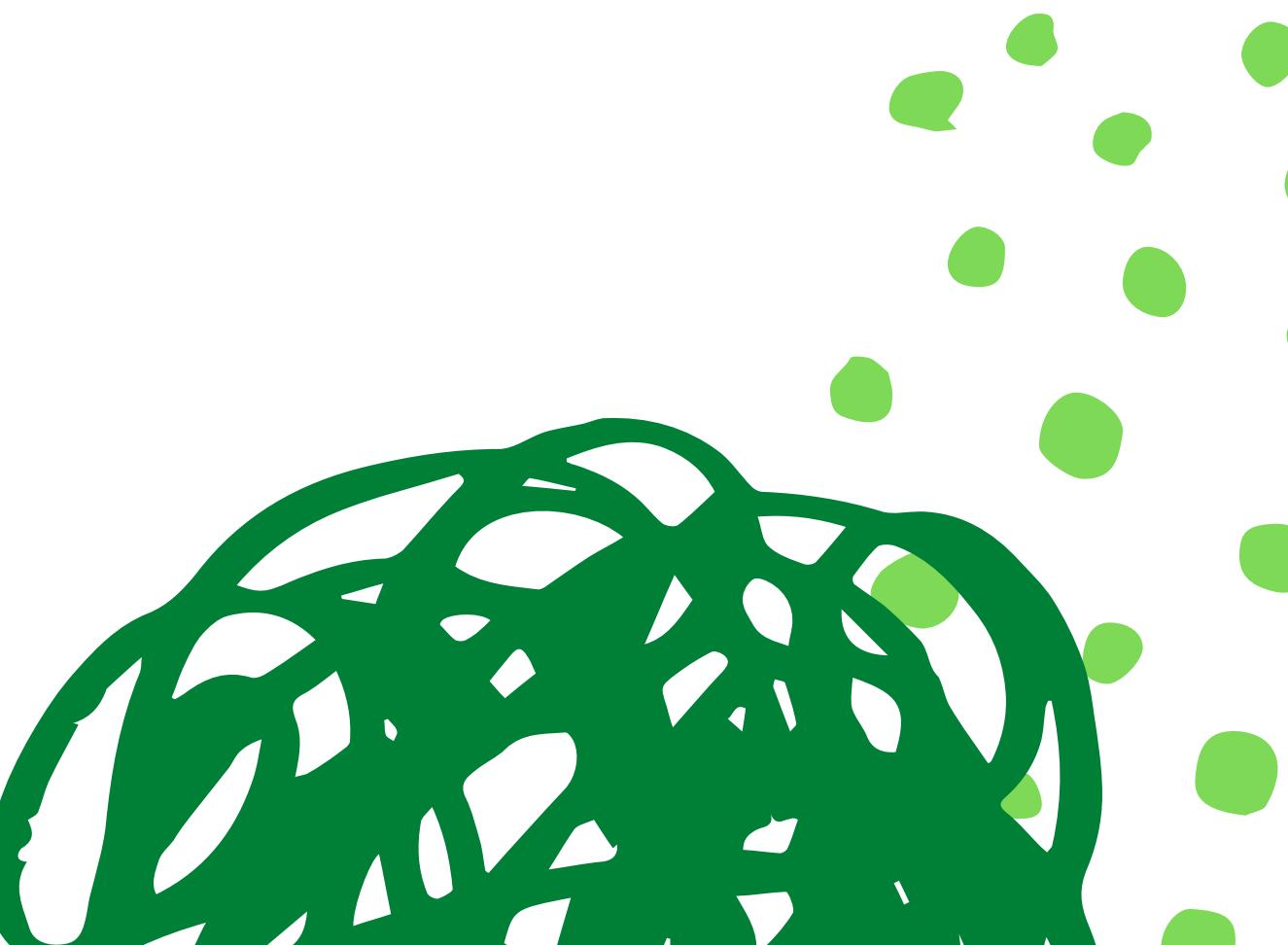


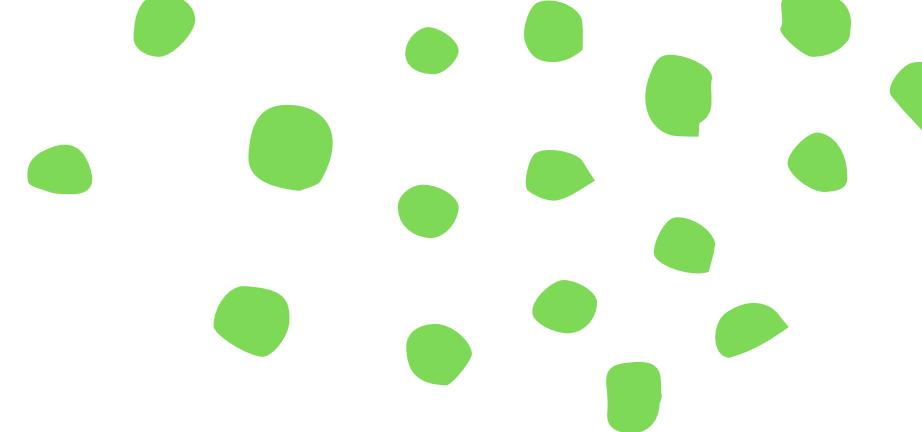
# **Strategic Plan**

## **2023-2027**

THE BEST IN PROGRESSIVE,  
ALTERNATIVE, AND LOCAL MUSIC



# Statement of intent



## GROWING SINCE 1979

Three D Radio is licenced to broadcast progressive music throughout the greater metropolitan Adelaide area. We represent local artists/musicians and those interested in progressive music. Since 1979, we have been dedicated to broadcasting music of maximum diversity that entertains, challenges, and inspires our listeners and are committed to ensuring that our overall sound contains at least 20% local, 40% female, and 40% Australian content.

Three D Radio is based on a foundation of participation and democratic engagement and prides itself on its inclusive and diverse nature. We are the only major metropolitan broadcaster in Australia entirely run by volunteers. We are proud of who we are and what we continue to achieve.

We aim for our sound and our goals to be informed by the individuals and communities we represent. Our station is constantly evolving, responding to new knowledge, new sound, new voices. In line with this, our strategy is ever evolving, remaining responsive and relevant to the needs of our community.

This strategy details a range of activities set to capitalise on our strengths and address the challenges of the future, that will result in a stronger organisation with increased audience reach and more engaged membership, listeners, and supporters.



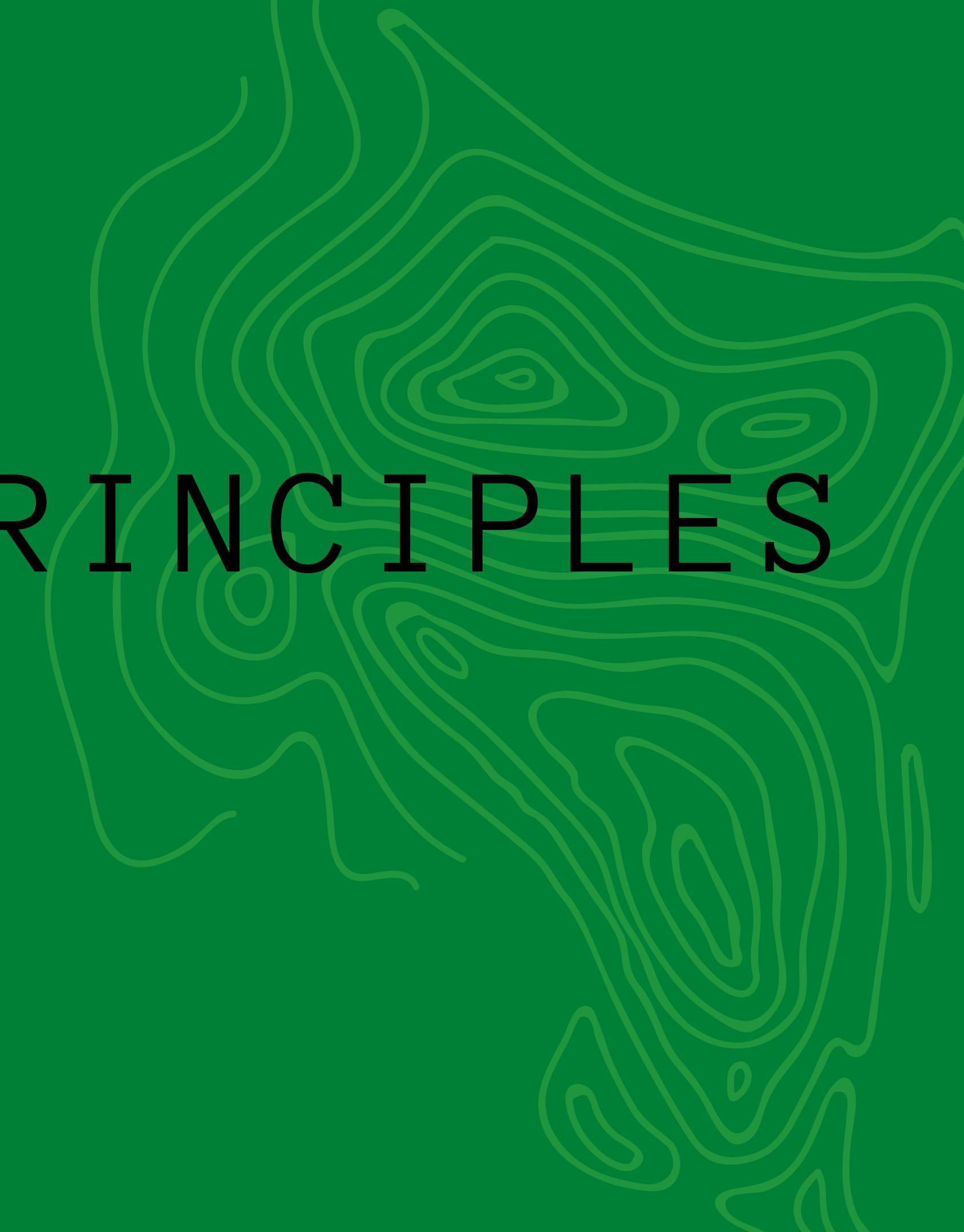
# Our vision

We exist to promote the principles of independence of programming, diversity of output, and the widest expression of viewpoint

We provide specialist programs directed to groups or sectors within the community whose interests, needs and problems are not adequately served by existing broadcast

We aim to support and collaborate with kindred bodies and are valued as critical to a strong and sustainable music industry in South Australia

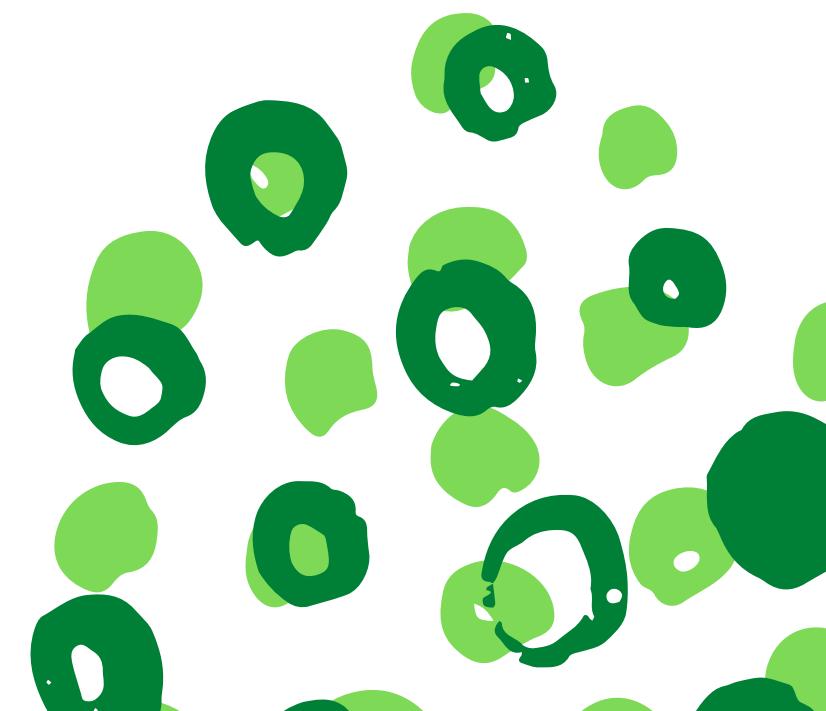
# **STRATEGIC PRINCIPLES AND GOALS**



# Strong governance

Good governance structures ensure the ongoing effectiveness of our station. Our viability as an organisation is contingent on our sustainability. We will achieve our governance goal by:

1. Reviewing and updating governance documents to reflect best-practice guidelines and to safeguard the continuation of what we do.
2. Defining committee roles, responsibilities, and relationships.
3. Annually reviewing committee effectiveness and supporting our committees to achieve their responsibilities.
4. Safeguarding our sound through futureproofing and contingency planning.



# Engaged membership

We are 100% volunteer run and a leader in community radio. We are proud of who we are and what we continue to achieve. Our organisation thrives when we have a vibrant and diverse membership. We will continue to grow our membership and support our members through:

1. Engaging with and providing ongoing support for current members.
2. Re-engaging with historical members.
3. Providing equitable access to resources and broadcast opportunities.
4. Undertaking activities to bring in new members.
5. Supporting the transition of volunteers from our induction and training programs to broadcasting radio and active membership on an ongoing basis.



# First Nations Representation

**Three D is situated on Kaurna Yarta. We are committed to providing affirmative action and constantly question our privilege. We will support our First Nations community by:**

1. Increasing the involvement of individuals and communities to provide specific representation.
2. Developing relationships and strategic partnerships with representative groups to amplify their message.
3. Ensuring Welcomes and Acknowledgements of Country take place, to respect First Nations people as the traditional custodians of the lands on which we work, listen, and broadcast.





# Inclusive and diverse

We are a diverse community, and we represent a diverse community. We are committed to broadening our reach and expanding our representation. We encourage involvement from people of all backgrounds, making access, equity, and inclusion central to all we do.

We will continue to play a significant role in furthering and championing the diversity of South Australia's music industry by:

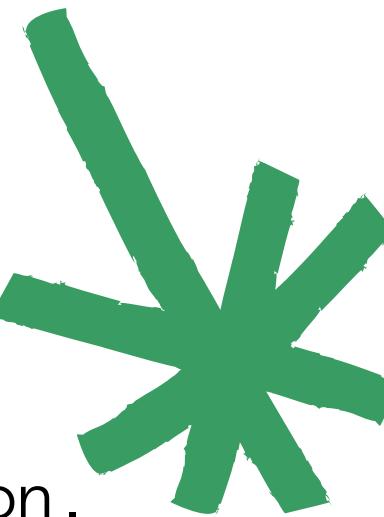
1. Consulting with representative groups to understand barriers to involvement, what we can do better, and embedding recommendations into what we do.
2. Continuing to create opportunities for the involvement of underrepresented communities.
3. Forming a targeted approach to broaden the diversity of our programming.
4. Seeking the involvement of individuals on air, on our committees, and on our board to provide specific representation (e.g. First Nations, LGBTIQ+, CALD, people of the global majority, youth, disability, female, gender non-conforming).
5. Providing opportunities to present inclusive and diverse viewpoints in our spoken word programs.



# Community reach

We are licenced to broadcast progressive music throughout the greater metropolitan Adelaide area. We represent local artists, musicians, creatives, and those interested in progressive music. We will continue to provide a platform that represents the needs of our community by:

1. Supporting generations of emerging, mid-career, and established artists.
2. Continuing to support initiatives that bring people together to connect and amplify the voices of our community.
3. Broadcasting relevant content that connects with and is representative of our listenership, no matter how they tune in.
4. Growing our platform engagement.
5. Amplifying our impact through new partnerships and new endeavours.
6. Seeking regular feedback and input from our community to inform our future direction.



# Clear communication

We are a community radio station; good communication underpins everything that we do. We will ensure the ongoing effectiveness of our station by:

1. Communicating using consistent, relevant, and accessible communication methods.
2. Ensuring clarity of the roles, responsibilities, and relationships between members, committees, and the board.
3. Making decisions that are informed by consultation to further our organisation.
4. Improving our record-keeping and the sharing of organisational information.





Three D Radio acknowledges the land we broadcast from is the land of the Kaurna people and recognise that they are the traditional and prevailing custodians of the land.

We recognise all Indigenous peoples continuing connection to culture and Country. We respect their beliefs and relationship with the land and pay our respects to Elders past and present.

Three D Radio recognises that sovereignty was never ceded.

Always was, always will be Aboriginal land.