



MainFM Strategic Plan 2021

Vision

MainFM is a regional community radio station committed to engagement, inclusion and integrity.

Mission Statement

MainFM will:

1. Broadcast quality content specifically created by and for our diverse community
2. Train and assist members in learning and improving broadcasting and production skills
3. Provide a safe and thriving workplace that nourishes diversity, respect, inclusion and innovation.
4. Operate sustainably, with a commitment to financial stability and environmental awareness.

Organisational Profile

94.9 MainFM is a community radio station trading under the name of Castlemaine District Radio Inc. broadcasting music, community news and events throughout a large area of Central Victoria.

MAINfm is a not-for-profit organisation which is owned and operated by and for the community and relies on sponsorship and listener subscriptions for its day to day broadcasting and administrative costs.

The station operates from the Workspace building in Halford Street, Castlemaine with two staff members, whose positions are funded by the Community Broadcasting Foundation, and over 100 volunteer presenters.

It is governed by an elected Committee of Management and is dedicated to creating an asset that resonates and belongs to the broader community.

With over 750 subscribers, MAINfm is committed to 'putting community into radio' by broadcasting high quality radio 24 hours a day and streaming online.

Our presenters are locals and programs are varied and diverse with over 65 shows across the program grid, reflecting our community.



Objectives and Strategies

1. Broadcast content specifically created by and for our local community
 - Focus on quality, diverse and inclusive programming that actively extends and targets key areas of community interest - ongoing
 - Promote a positive culture within MainFM that supports and encourages active involvement - ongoing
 - Continue to grow local audiences, subscribers and MainFM brand - ongoing
 - Refine, develop and continue the outside broadcast program -ongoing

2. Train and assist members in learning broadcasting and production
 - Develop a training plan and policy, materials and delivery - FY 21/22
 - Appoint a training coordinator to develop materials and organise training- FY 21/22
 - Provide regular feedback and support to on-air presenters - ongoing
 - Increase the pool of volunteers who wish to concentrate on training and production rather than on-air presentation - ongoing

3. Promote and encourage innovation
 - Produce special programs as a part of the station's regular offering - ongoing
 - Promote the work of Australian musicians and performers and regularly play new independently produced music - ongoing
 - Identify deficiencies in studios, broadcast and IT and develop plans to rectify - FY 21/22
 - Update data management systems - FY 21/22

4. Operate sustainably, with a commitment to financial stability and environmental awareness.
 - Ensure staff are sufficiently supported in all workplace matters - ongoing
 - Develop reliable and sustainable sources of income - ongoing
 - Investigate future possible locations for MainFM station - ongoing
 - Review and update station policies and procedures regularly - ongoing
 - Engage and comply with all regulatory and organisational structural requirements - ongoing
 - Minimise our environmental impact - ongoing