

**3SER Casey Radio**

# **STRATEGIC PLAN 2025 - 2029**



## **Introduction:**

This plan has been prepared for the five year period 2025 to 2029. The plan prepared by the Committee of Management was submitted to the members for comment and revised on the basis of comments received before finalisation.

## **About Casey Radio:**

South Eastern Radio Association Incorporated operates a community radio station through the FM frequency 97.7 which covers the south eastern region of Melbourne, covering predominantly the cities of Casey, Greater Dandenong with a lesser overlapping areas of the Cities of Frankston and Kingston.

The cities of Casey and Greater Dandenong are the most culturally diverse localities in Victoria with residents from more than 150 different birthplaces, and well over half of the population born overseas.

Casey Radio had its first test broadcast over 30 years ago on 6 May 1984, and has experienced periods of intense change and growth since then. We commenced in a Dandenong Market location (Market City Radio), moved to Fountain Gate shopping centre, then finally to our current home in Cranbourne East. We rebranded as Casey Radio in 2014.

Casey Radio has a proud history of diversity in broadcasting with several of our current presenters having been with the station since its inception. The strength of the station lies in its ongoing commitment and involvement with the local community.

- Casey Radio began as Market City Radio, broadcasting test transmissions from Dandenong to the south-eastern region of Melbourne in 1983.
- Moving to Fountain Gate Shopping Centre in the late 80's with a name change for the Association to South Eastern Radio Inc and broadcasting as 3SER.
- The test transmissions were conducted four times a year (a week each time), and continued until a full time licence was granted in May 1991.
- Full time broadcasting commenced in July 1991.
- A relatively short-lived move to another location at the Fountain Gate Shopping Centre occurred in the early 90's, however circumstances dictated that more stable premises be sought, and in the mid-90's the station relocated to a self-funded location at Princes Hwy, Narre Warren.
- On Saturday 21st September 2002 Casey Radio commencement transmission from their current premises in Cranbourne.

- The City of Casey and Telstra assisted Casey Radio secure new broadcast antennas and transmission building when they co-located on the same transmitter site in 2006.
- The Federal Government, through the Community Broadcasting Foundation, also provided funding for the installation of a new FM transmitter to improve the signal.
- Casey radio recently relocated to premises leased by Wallara Logistics located at 160 Bridge Road Keysborough.

**Statement of Purpose of Casey Radio:**

- Provide programs which educate and inform listeners about issues of concern to them.
- Promote local cultural and community events.
- Provide media training to members of the community to increase their participation in the media.
- Support local artists.
- Encourage innovation in community development.
- Produce unique radio content which is challenging cultural and socioeconomic boundaries and cannot be heard anywhere else.

**Vision:**

To be the trusted voice and heart of our community

**Values:**

- Teamwork
- Inclusion
- Leadership
- Integrity
- Community

**Strategic Priorities:**

1. Ensure good governance
2. Volunteer and Members
3. Engage the community
4. Manage station operations and finances responsibly

**Strategic Priority 1 - Good Governance**

- Ensure compliance with the objects, purposes and values of the organisation, and with its constitution

- Ensure that our internal and external structures and processes enable us to achieve our Vision and Objectives
- Review and monitor the effectiveness of risk management and compliance in the organisation; agreeing or ratifying all policies and decisions on matters which might create significant risk to the organisation, financial or otherwise.
- Ensure that the Committee of Management, members and volunteers are aware of their roles and responsibilities.
- Ensure appropriate committee of management structures and processes.
- Build and maintain organisational capability.
- Encourage a healthy and nurturing culture throughout the organisation.
- Plan for Committee and executive succession.

### **Strategic Priority 2 - Volunteer and Members**

- Encourage respect for ourselves, each other and the community.
- Apply best practice in volunteer management.
- Improve retention and encourage a sense of community among volunteers through regular communication, events and recognition.
- Expand the existing membership and volunteer base and ensure that Casey Radio fosters a caring, respectful culture which enables them to contribute and participate in a fulfilling way.
- Encourage, recruit, train and roster volunteers for a range of station functions.
- Encourage feedback from members, volunteers and sponsors and response promptly to opportunities and problems.

### **Strategic Priority 3 - Engage the Community**

- Cultivate positive relationships with local government, the local community and organisations.
- Increase Casey Radio's presence at community events.
- Ensure that programming reflects the cultural diversity of the local community
- Actively recruit new sponsors and members.
- Maintain professionalism, relevance, variety and local focus in programming.
- Strive to be recognised as a flagship community radio station.

### **Strategic Priority 4 - Manage station operations and finances responsibly**

- Ensure best practice financial management including yearly independent financial audits
- Ensure financial and other policies and procedures are efficient and comply with Casey Radio's funding and other obligations.

- Understand the sources of grant funding available and the opportunities they offer.
- Submit grant applications and acquit grants in a timely manner.
- Regularly review policies and procedures to ensure relevance.
- Plan for the transition to digital broadcasting.
- Monitor and mitigate financial and technical risks.