



# **Print Radio Tasmania (Inc) Strategic Plan**

## **HISTORY AND PROFILE**

Print Radio Tasmania exists to provide equality for Tasmanians with a print disability. It does this by serving as a conduit for printed material through terrestrial and online broadcasting. Since 1982 Print Radio Tasmania has been broadcasting to the 23 per cent of Tasmanians who identify as having a print disability.

In 2003 PRT, (it was then known as Broadcast Services for the Handicapped Inc.), commenced broadcasting to Launceston through a translator service, and in 2012 a third transmitter was set up in Devonport. We began broadcasting online in 2013.

Print Radio Tasmania has a strong commitment to serving people with a print disability and believes in the right of people with print disabilities to participate in every aspect of its operations.

Our volunteer force numbers around 96 and is extremely strong and reliable. We have two staff, manager, and production/administration coordinator, and we are governed by a Committee of Management.

## **ABOUT THIS PLAN**

This strategic plan has been developed by key personnel in the organisation representing volunteers, members, management, and Committee of Management members. It recognises that whilst there are and will always be individual needs within the organisation there is the need to share common goals. It is these common goals which are documented.

The plan then focuses on a SWOT analysis, reviewing the strengths, weaknesses, opportunities, and threats to the organisation. It then seeks to identify major objectives of PRT and what actions or operational objectives must be achieved to attain these goals.

## **MISSION STATEMENT**

To bridge the information gap for Tasmanians with a print disability through the provision of a high-quality broadcast service, ensuring they have equal access to printed material.

## **VISION**

All Tasmanians have the right to fair and equitable access to printed material.

## **OBJECTIVES**

- To be financially viable and sustainable
- To keep abreast of technological trends to ensure best use of available technologies to the maximum benefit of our listeners.
- To be current, relevant, and responsive to future developments in meeting the needs of all people with disability
- To ensure effective management strategies
- Maintain a pool of active and trained volunteers
- Meeting the needs of our community of interest

## **KEY RESULT AREAS**

These areas have been identified by PRT as being key areas for continuance of the service:

- Pursue government financial support
- Technology to meet current and future demands
- Embracing the wider community of people with disability
- Succession planning
- A pool of trained volunteers to meet Station demand
- Community consultation strategy

## **SWOT ANALYSIS**

### **STRENGTHS**

- Strong and vibrant volunteer force
- Responsible and active committee
- Good reputation and relationship with government agencies
- Strong program line-up
- Strong and growing asset base
- Continued sponsored Government funding
- Funding gained from sponsored programming
- Volunteers with additional skills to assist in broader policy support
- Capacity to work within budget framework

### **WEAKNESSES**

- Low intake of volunteers
- Lack of community outreach
- Lack of listener data and research
- Lack of research into alternative funding sources
- Lack of reliable ongoing funding

### **OPPORTUNITIES**

- To connect with local specialists in the promotion of our services
- Succession planning
- Broader use of volunteers than the traditional reading and preparation of newspapers
- Training of volunteers to enable them to record their own work particularly outside the station
- Ability to respond to changes in broadening our listener community
- Fund raising
- Further options for Sponsored programming
- Seeking Donations and/or bequests

#### **THREATS**

- Changes to print media; especially the proliferation of online sources
- Ageing volunteer force
- NDIS and other funding changes
- New technologies which bypass the need for PRT broadcasting
- Lack of State Government support

## **OBJECTIVE 1 - TO BE FINANCIALLY VIABLE AND SUSTAINABLE**

#### Key Result Areas

- Working within the allocated annual budget framework
- Sponsorship
- Successful outcomes to funding bids
- Donations and fund-raising outcomes
- Five-year budget plan

#### Strategies/ Actions

- Monthly financial reports indicating we are working within budget
- Maximising good relations with State agencies
- Compliance with PRTA Protocols ensuring continued PRT sector funding
- Compliance with ACMA licensing conditions
- Positive audience feedback
- Seeking sponsorship from the local community
- Positively seeking donations and bequests

## **OBJECTIVE 2 - KEEP ABREAST OF TECHNOLOGICAL TRENDS TO ENSURE BEST USE OF AVAILABLE TECHNOLOGIES TO THE MAXIMUM BENEFIT OF OUR LISTENERS.**

#### Key Result Areas

- Up to date research into broadcast technologies

- Use of internet streaming technology, on demand listening and podcasting
- Good maintenance practices
- Use of funding for ongoing technical services as required

#### Strategies/ Actions

- Investigate provision of on-demand listening
- Explore options for improving station reliability
- Continual maintenance of existing technology
- Prudent equipment upgrades as needed
- Ongoing investigation of broadcast technologies including alternatives to simplify existing installations
- Maintenance of technical checklist for quality and improvement
- Improve training of staff and volunteers for greater efficiency
- Implement where, possible best practice technology for quality outcomes.

## **OBJECTIVE 3 - PARTICIPATION IN THE POWERD MEDIA PROJECT WHICH PROVIDES A MEDIA PLATFORM PRODUCED BY PEOPLE WITH DISABILITY FOR ALL PEOPLE WITH DISABILITY.**

#### Key Result Areas

- Participate in the Pilot Project by supporting people with disability to research, produce and record their own programs currently being assisted by Edge Radio Tasmania.
- People with disability to actively use Print Radio Tasmania facilities in developing their own programs

#### Strategies Actions

- Provide suitable accommodation for people with disability to work on or off site in the production of on air content.
- Along with Disability Media Australia (DMA) promote Powerd Media in the wider community through local media publications, internet and on-air announcements
- Provide accommodations to assist people with disability to access PRT

## **OBJECTIVE 4 - TO ENSURE EFFECTIVE MANAGEMENT STRATEGIES**

#### Key Result Areas

- Effective corporate governance and management skills for employees and Committee members

- A full suite of governance policies
- Utilisation of broader skills offered by staff, volunteers and committee members

#### Strategies/ Actions

- Provide professional development practices to ensure effective management skills for staff and Committee members
- Provide a full set of policies to cover HR, Equal Opportunity, Grievance Procedures, Work Safe, Critical Incidents, Good Governance, and other relevant policies to ensure a safe, fair and equitable workplace governance.
- Develop a “Board Induction Kit” to evaluate skills base of committee members and to ensure that all committee members are given appropriate information
- Develop a Policy on Policy to assist in reviewing all PRT Policies.

## **OBJECTIVE 5 - MAINTAIN A POOL OF ACTIVE AND TRAINED VOLUNTEERS**

#### Key Result areas

- Database indicating volunteer appointments and the role played during a two-year period.
- Attendees at training programs.
- Improved intake of volunteers.

#### Strategies/ Actions

- Regular advertisements to attract volunteers that reflect and mirror the diversity of the local community
- Develop and deliver effective training programs for volunteers
- Explore professional development programs to broaden volunteers’ skills
- Involve volunteers in areas of operation which suit their skills
- Improve community outreach to broaden knowledge about our service with prospective volunteers
- Encourage applications from younger volunteers
- Encourage volunteers from diverse backgrounds
- Maintain an environment that is inclusive for all minority groups
- Include persons with disability to participate as volunteers and as consultants in our workplace practices.

## **OBJECTIVE 6 - MEETING EXISTING AND PERCEIVED NEEDS OF OUR COMMUNITY OF INTEREST**

## Key Result Areas

- Community consultation strategy
- Number of on-air promotions broadcast in a typical week
- Structured engagement program with our community of interest
- Number of advertisements and other activities to promote the service
- Copies of leaflets and membership forms handed out at local events
- Number of outside broadcasts and coverage at local events
- Number of CSA's broadcast over a 12-month period.

## Strategies/ Actions

- Develop a community consultation strategy and structured engagement program
- A plan to ensure on-air program promotions and copies of advertisements in local and community newspapers encouraging feedback about the service and participation in the operation of the service
- Plan to ensure a number of outside broadcasts are held and/or community events covered
- Promote the service by visiting local care homes and other community events through one-on-one discussion or via a community promotion.
- Use social media to promote and encourage listener participation
- Keep a database of CSA's and their frequency
- Encourage listeners from diverse equity groups and develop programs for their interest.

Date: June 2023  
Ratified by the Board

A handwritten signature in black ink, appearing to read 'Elizabeth Macdonald', is written over a faint, light blue circular stamp.

Elizabeth Macdonald  
President,  
Print Radio Tasmania Inc.