

HOT FM

Sunraysia Community Radio Association Inc

ABN: 19 305 406 312

106.7FM Mildura, 90.7FM

90.7 Robinvale, Wentworth & Ouyen

106.7 HOT FM 2026-2029 Strategic plan

Our Vision

Our vision is simple: to build and maintain a viable community owned and operated radio station that supports and provides an outlet for alternative music genres and multicultural programs in the Sunraysia region.

Our Mission

We're on a mission to operate and maintain an informative, entertaining, socially connected community radio station that offers the community the opportunity to access programs not available through other sources. Hot FM is committed to providing training and access opportunities for members of the public to be trained in all aspects of the radio industry.

Goals:

- Governance
- Members, Volunteers and Staff
- Community Engagement
- Diversity
- Content
- Technical Capability
- Sustainability

Hot FM's strategic plan priorities are designed to align with Community Broadcasting's Roadmap 2033 and Codes of Practice. Our future focus will be on strengthening engagement with local communities, providing an inclusive, cohesive and culturally diverse station with access and equity in decision making. Hot FM is committed to taking a strategic approach to its governance, management, operations and financial sustainability to ensure we have the resources and capacity to move into the future.

Governance

Strengthen and develop systems, policies and practices which support the long-term development, operation and direction of Hot FM and meet industry compliance expectations.

- Maintain, regularly update and review policies, procedures, rules and regulations to ensure compliance to funding/governing bodies, to mitigate risk and to meet future needs.
- Ensure that members are aware of, and are encouraged to have input into policy and procedures.
- Conduct an annual review of radio licence responsibilities, lease agreements and insurance requirements.
- Regularly review our constitution, strategic plan and Codes of Practice requirements.
- Secure financial sustainability by continually working towards a fully transparent, accessible, resilient, responsible, effective and efficient financial accounting system.
- Maintain our current premises for safety and accessibility while ensuring a positive non-discriminatory working environment is maintained which complies with all statutory and regularity requirements.
- Address the longstanding historical issues re sub-leases and ownership of the transmission tower.

Members Volunteers and Staff

Create and maintain a culture that values, inspires, develops, encourages and supports all volunteers and staff.

- Improve our static volunteer base by undertaking activities to promote, attract and retain volunteers including the production of radio announcements and information distributed at community activities.
- Invest in our volunteers by remaining inclusive, accessible, and providing training and mentoring to increase skills in radio presenting, promotion, production and the use of new technology or equipment.
- Increase commitment from all members to be involved with more general station activities, not just individual programs.
- Increase membership by identifying and encouraging underrepresented groups in our community to participate and contribute.
- Provide opportunities for social interaction and produce a quarterly newsletter to keep volunteers informed and engaged.
- Ensure volunteers have a clear understanding of their rights, responsibilities and roles and provide a physically and psychologically safe workplace.

Community Engagement

Enhance community engagement and awareness to broaden our audience and increase our volunteer participation.

- Ensure collaboration with local community organisations to build community awareness and strengthen community content and community participation, in particular Ethnic and Indigenous communities.
- Develop networks where Hot FM hold community licences i.e. 90.7FM

- Provide a visible presence in the community through outside broadcasts at sporting and community events.
- Provide opportunities for community feedback and increase audience numbers.
- Raise local awareness by enhancing our social media presence through Facebook, print media, website and streaming services.
- Provide a diverse range of Community Service announcements and local interviews
- Encourage and welcome youth engagement through school-based work experience programs and youth participation.

Diversity

Maintain an accessible and inclusive organisation representative of the views and interests of our diverse community.

- Provide a platform for diverse communities and underrepresented people in our community who are not adequately served by other media and ensure they are encouraged and assisted to participate in the operation of Hot FM i.e. women, young people, First Nations Australians, disabled, LGBTQIA+, and faith-based communities.
- Provide a range of community service announcements and local interviews relevant to underrepresented community groups.

Content

Promote and foster programs relevant to our target audience.

- Present a diverse range of content that reflects and is relevant to our community including programs presented in other languages and to listeners with a print disability.
- Increase opportunities for local content and live shows not available on other services by seeking out potential presenters within the community.
- Encourage excellence in production and presentation of local content.
- Deliver relevant musical and other content suitable for our community while prioritising diverse listener preferences.
- Provide opportunities to support local musicians to promote their music.
- Maintain sporting broadcasts at local sporting events including football and basketball.
- Develop audience interaction through live to air interviews, outside broadcasts and increased streaming numbers.

Technical Capability

Maintain high quality broadcasting and keep abreast of emerging technologies.

- Identify and manage potential failures in technical assets.
- Maintain the asset register and replace outdated assets as required to ensure the stations broadcasting technology operates efficiently and sustainably into the future.
- Furnish, equip, maintain and replace studio and OB equipment to enable training and production of high-quality transmissions

Sustainability

Maintain a compliant, efficient and effective operation based on increased volunteer participation, effective coordination of station activities, and sound financial principles.

- Identify possible additional funding sources to increase revenue through fundraising, sponsorships, grants and donations.
- Maintain the employment of a Station Coordinator to oversee day to day operations and sponsorship requirements.
- Promote Hot FM's charitable status.
- Appoint a fund-raising subcommittee dedicated to generating increased income.
- Take opportunities to facilitate a modest growth in the "Building Fund" over the next 3 years.
- Address sponsorship challenges by building strategic partnerships with the aim of increasing sponsorship income by 10% annually
- Actively recruit and train new members to increase our volunteer base by 10% annually and develop a succession plan.
- Review our sponsorship packages annually to provide fair and equitable value to sponsors.

Long Term Goal:

Purchase of building.