

Mansfield Community Radio Inc. Strategic Plan August 2019.

Now that Radio Mansfield has recovered from a fire which rendered the building which contained our studios unsafe several years ago, then relocating, building and fitting out new studios, we have moved forward on many important projects.

Some that we have started and expect to complete in 2019/20 are:

- Hard wiring our new outside broadcast van. Completed January 2020.
- Finishing minor items at our new repeater and standby generator at Tolmie in the north of the Shire. Completed November 2020.
- Refurbishing Studio 1 to allow disabled access. Completed March 2020.
- Installing a new repeater at Frenchman's Gap in the south of our Shire. Completed November 2020.
- Solving and improving transmission conflicts at the Paps transmitter. Completed March 2020.
- Improving telemetry links from studio to the main Pap's transmitter. Completed March 2020.
- Relocating antennae on studio roof. Completed March 2020.
- Purchasing a Davis weather station

Other items that we will continue to work on are:

- Arranging special event to celebrate the next anniversary of Mansfield Community radio obtaining its full broadcasting licence.
- Revamping our website www.radiomansfield.org.au and our Facebook and Twitter accounts to improve our online presence.
- Reorganising our music library and filing systems.
- Organising training workshops to update presenters on procedures and new technology.
- Conducting more listener surveys.
- Upgrading our training manual.
- Recruiting more young presenters to increase youth content.
- Increasing the participation of local schools in presenting programs.
- Increasing the participation of Shire representatives, local politicians and community groups in our interview programs.
- Improving our sponsor, presenter and member numbers.
- Increasing our live broadcast hours by recruiting and training new presenters.
- Revising and updating our office, sponsorship, programming and financial procedures.
- Circulating newsletters to members and sponsors.
- Updating our program guide and contact list regularly.
- Having social get-togethers, some in conjunction with working bees, so we can improve connections with our community and members.
- Being involved with the Shire's Emergency Management Committee and Emergency Management Victoria.
- Pursuing grants and donors for current and future projects.
- Increasing the number of outside broadcasts to improve our community engagement.