

LCM Business Plan on a Page 2024-2027

LCM 2021 Intent: To continue to build on the excellent work of the LCM team thus far in delivering the 'Lofty – radio with altitude' vision to create and grow a sustainable community media voice that reflects both the raison d'être of community broadcasting and, our own passion for music and real community involvement.

ENDS

Mission: Continue to build Lofty 88.9 as the Adelaide Hills' community radio station of choice

WAYS

Theme 1: Build a sustainable compliant and independent, not for profit, multi-channel media asset for the Adelaide Hills community

Theme 2: Make innovational use of technology to create a high-quality, low operating cost community interactional radio station

Theme 3: Forster direct community involvement in broadcasting through Lofty's six community engagement themes

MEANS

(1) LCM Business Plan (2) LCM Low-cost Operating Model (3) LCM Constitution (4) CBAA Guiding Principles
(5) LCM Behaviours: Safety, Empathy, Fairness, Equal Opportunity, Mentoring, Inclusive, Professional,

LCM Goals

Goal 1: Be a 24/7 community radio broadcasting station consistent with our intent, ends, ways and means.

Goal 2: Ensure Lofty is a respected community broadcaster and leader for the community radio brand

Goal 3: Create an inclusive and equal opportunity enterprise that supports local music, arts, culture and lifestyle

Goal 4: Deliver a high-quality radio service that meets existing and perceived future community needs

LCM Strategies

Strategy 1.1 Adhering to our professional governance practices and plans that support our growth plan in compliance with CBAA and ACMA codes of practice and regulations

Strategy 1.2 Maintain an independent board of governors with the right skill sets who are committed to growing Lofty's capabilities to meet our intent and mission

Strategy 1.3 Maintaining a 3-yr rolling business plan and strategy statement that supports our growth intentions

Strategy 1.4 Build our on-air team to 40-50 volunteers in the short-mid term, and to 70-100 over the longer term

Strategy 2.1 By ensuring all presenters and staff at Lofty understand and commit to the six community broadcasting principles, the CBAA Codes of Practice, and the objectives and goals of our business plan to grow Lofty in a professional and sustainable manner

Strategy 2.2 By positioning Lofty in the eyes of our community as 'part of them' through compliance with our charter, and clearly differentiating ourselves from other regional district radio station playlists

Strategy 2.3 By ensuring every member of Lofty accepts and willingly abides by our rules of behaviour, both on-air and in the station as part of our voluntary team

Strategy 3.1 By providing 168 hours of planned broadcasting divided between 124 hours of music and 44 hours of spoken words

Strategy 3.2 By including each week approximately 75 hours of programming hosted/produced in our broadcast licence area

Strategy 3.3 By maintaining a strong programming committee and focus on development of new presenters and shows

Strategy 3.4 By attracting, training, supporting and retaining the best volunteer staff for our enterprise

Strategy 3.5: Through direct support to LGBTQ, Indigenous and disabled groups in the hills

Strategy 4.1 – Local sport; by producing a specialist weekly sports programs and live broadcasts

Strategy 4.2 – Local History & Service Clubs; by supporting the production and airing programs for three local historical societies and community service clubs

Strategy 4.3 – Local music: by supporting local events, venues and artists base in the Adelaide Hills

Strategy 4.4 – Public information services: by linking with and promoting State and Local governments services to the community, especially emergency services

Strategy 4.5 – Science & Environment: by broadcasting a quality array of S&E programs from the CRN with the priority to air locally produced programs.