Strategic Plan 2024 - 2027

Our Vision

Community broadcasting is at the heart of every community

Our Purpose

Provide training to enable skilled and sustainable community broadcasters

Our Strategic Objective

Build the capability of the sector's workforce, focusing on areas of greatest need for both individuals and stations

community media training organisation
RTO ID 91800

Our Strategic Priorities

Student Centred Learning Experiences

- Our courses are highly engaging and focused on areas that collectively build the capability of the community broadcasting workforce

Develop Meaningful Pathways

- We deliver the right training based on individual needs at different phases of career development and a station's lifecycle

Strengthen Partnerships

- We partner with industry to grow our offering to ensure training is available for the areas of greatest need

Champion Diversity/Amplify Diverse Voices

- We demonstrate best practice in inclusive and accessible learning design and delivery
- We reflect First Nations people and other diverse cultures, beliefs, languages and identities of Australia, nurturing a strong sense of belonging among all communities
- We ensure pathways for under-represented voices on community radio

Our Enablers

Collaboration

- Partner with SROs
- Lead, collaborate and co-design the development of training
- Ensure stakeholders have a voice

Evidence Based Decision Making

- Collection of qualitative and quantitative data
- Measure outcomes

Strengthening Capacity

- Invest in our people and resources
- Dedicate resources to foster innovation and experimentation
- Allocate resources to support a deeper understanding of diverse community needs in alignment with training priorities

Our Outcomes

Stronger & Resilient Community Broadcasters

- Our SROs and stations agree that our training has increased the skills and capability of paid staff and volunteers
- Strong performing individuals are improving capability at stations

Focused Training

- We are future focused
- Our students are highly likely to recommend our training to others

Career Pathways

- More career pathways for more diverse Australians in media

Amplifying Voices

- Under-represented voices are participating in community broadcasting

Social Capital

- Community broadcasters contribute to civic participation and engagement