

# Strategic Plan 2021-2024

## Our Purpose

Provide specialised training that develops skilled and resilient community broadcasters

## Vision

Media Skills For All

## Our Strategic Objectives:

1.

Promote, Plan and Deliver high quality training.

2.

Consult and Collaborate in the provision of training.

3.

Lead the sector in training and learning.

## Our Strategic Horizons:

### Perform

- Deliver high-quality media training.
- Deliver Leadership and Enterprise training.
- Undertake strong and effective sector consultation and leadership.
- Activate communities with skills to increase media participation and social inclusion.

### Transform

- Create innovative, student-centred training and learning experiences.
- Set and drive the agenda for teaching and learning in the sector.
- Facilitate emerging leaders into future leaders.
- Provide leadership in collaborative training projects.
- Develop and activate crossover markets for CMTO Training.
- Grow our people to be influential in the training and media environment.
- Known as the first choice for media training in the sector.

### Aspire

- CMTO expands availability of its training into new markets.
- All new community radio volunteers go through CMTO Orientation course.
- CMTO delivers media training to the corporate and wider NFP sector.

## CMTO Strategies for Achievement + Key Activities

Strategic Objective	Key Activity
1.1. Create innovative student-centred training and learning experiences.	1.1.1. Deliver high-quality pathways and accredited courses.
	1.1.2. Deliver Leadership and Enterprise Training.
	1.1.3. Achieve data driven benchmarks and targets.
	1.1.4. Deliver training under state-based contracts.
1.2. Maintain a system of continuous improvement to ensure quality management and compliance.	1.2.1. Complete RTO Self-Assurance processes to identify and address compliance risks.
	1.2.2. Undertake validation activities.
	1.2.3. Collect, register and action feedback to improve the quality of training delivery.
1.3. Promote CMTO as the first choice for media training in the sector.	1.3.1. Develop and action 2021-2024 Communications Strategy
	1.3.2. Develop a sustainable model for CMTO Communications Department.

## CMTO Strategies for Achievement + Key Activities

Strategic Objective	2. Consult and Collaborate in the provision of training.
Strategies for Achievement	Key Activity
2.1. Provide leadership for collaborative training projects.	2.1.1. MOUs with sector organisations for training projects.
	2.1.2. Undertake strong and effective sector consultation.
2.2. Build the national RTO and trainer network.	2.2.1. Ensure trainers, coaches and mentors have multiple opportunities for professional development.
	2.2.2. Undertake active recruitment of casual staff from culturally and geographically diverse and indigenous backgrounds.
	2.2.3. Lead sector RTO collaboration.
2.3. Develop and activate crossover markets for CMTO training	2.3.1. Grow the CMTO as a Training Enterprise.
	2.3.2. Maintain and develop external partnerships.

## CMTO Strategies for Achievement + Key Activities

<b>Strategic Objective</b>	<b>3. Lead the sector in training and learning.</b>
<b>Strategies for Achievement</b>	<b>Key Activity</b>
3.1. Set and drive the agenda for teaching and learning in the sector.	3.1.1. Work with the wider training and VET sector to ensure the sector's training needs are addressed.
	3.1.2. Lead pedagogical innovation that maintains instructional rigour to ensure the sector is recognised for its high-quality training.
	3.1.3. Grow our people to be influential in the training and media environment.
3.2. Strive for best practice in governance.	3.2.1. Review governance systems and structures.

## CMTO Profile


The CMTO is a national Registered Training Organisation, established in January 2011, to deliver training to the community media sector.

Following on from a decade of establishment and consolidation as a sector RTO, the CMTO has now entered a period of growth. It delivers both accredited and non-accredited (pathways) training in a range of skills to community broadcasters and community media organisations.

The CMTO has a board of seven directors, staff of six full-time equivalent workers and one Certificate IV in Screen and Media Trainee. The CMTO employs over 100 casual trainers on an annual basis and maintains an extensive network of resource developers, mentors and coaches embedded within community media organisations across Australia.

The organisation develops all its own learning and assessment resources including online courses delivered through its e-learning portal. The CMTO receives funding support from the Community Broadcasting Foundation for the management of the National Training Project and associated activities to deliver, support and build capacity for training in the community media sector.

## Key Stakeholders



<b>External Stakeholders</b>	<ul style="list-style-type: none"> <li>• ASQA</li> <li>• VET Sector</li> <li>• Sector RTOs</li> </ul>
<b>Funding Partners</b>	<ul style="list-style-type: none"> <li>• Community Broadcasting Foundation</li> <li>• State Governments</li> </ul>
<b>Connected Stakeholders</b>	<ul style="list-style-type: none"> <li>• Radio &amp; TV Stations</li> <li>• Sector Peak Bodies</li> </ul>
<b>Core Stakeholders</b>	<ul style="list-style-type: none"> <li>• Students</li> <li>• Trainers</li> <li>• Board &amp; Staff</li> </ul>