



# 3 Year Strategic Plan

(Summary version)

2017/18 to 2019/20

## Corporate Vision:

The Sunshine Coast inspired with the hope of Jesus

## Corporate Mission:

We build up the church promoting pathways for locals to move closer to Jesus

## Programming (Product) Mission:

We deliver positive, stimulating & compelling programs/product that strongly identify with the target, challenging them to consider Christian Hope

**VALUE PROPOSITION:** *Providing positive media platforms that support local families experience the Christian faith through pathways we promote. We focus on building up local families promoting faith, family and fun.*

Operating Areas, Strategic Objectives, Operational Plans

### CORPORATE

#### 2017/18 focus:

We strive to be one of Australia's leading Christian-based media organisations, reflecting best practice in all operational areas.

#### Through:

- Compliance
- Sustainability
- Excellence in broadcasting
- Engaged and equipped staff and volunteers
- Suitable facility

### INCOME

#### 2017/18 focus:

We aim to develop and execute plans to generate the needed income/revenue for healthy growth and development.

#### Through:

- Industry standards, relevant research and best practices
- Grow main streams of revenue including sponsorship, membership, monthly partner donations, general donations, and grants
- Reach budgeted income within expense parameters

### PROFILE

#### 2017/18 focus:

We will position ourselves as a fresh, positive, family-friendly media alternative helping listeners experience 'real life'.

#### Through:

- Engaging locally relevant content from the community (including strategic partners, listeners, sponsors, donors, pledge partners, church partners and membership)
- Promotion of brand and value proposition on our platforms as well as 'other media' of choice in market
- Digital platforms in keeping with current trends and technology

### CONTENT

#### 2017/18 focus:

Produce and deliver content that is both vibrant and professional that will engage our target audience

#### Through:

- Target focused (believers and un-churched) relevant content (both on and off air) that will increase 'life changing' impact, local listenership, partnerships, profile & income/revenue
- Complying with all regulatory authorities and legal requirements

### TECHNICAL

#### 2017/18 focus:

We will be a well-equipped and resourced Christian-based media organisation.

#### Through:

- Provide and maintain in a timely manner the needed infrastructure to carry out and increase the impact and service of the operation plan to achieve the vision and mission

## VALUES

### Integrity

We do what we say we will. We show respect for our clients and partners by being open, truthful and honest in all things. Behaving ethically, safely, honestly and lawfully.

### Community

We mobilise our supporters and partner with others to promote and demonstrate benefits behind our cause in tangible ways to make a real difference in the communities we serve.

### Local

We are here to support locals in all aspects of obtaining 'real life'. It's not about us, it's all about them (those we serve - we are outward focused).

### Authentic

We value authentic relationships and choose to see people through Jesus' eyes, embracing their uniqueness, loving them the way He loves us.

### Family

Everything we do should help families thrive.

### Trust

We are determined to build trusting relationships and will strive to be trustworthy in all things.

### Conversation

Life is a journey, we promote healthy conversations that help us all experience 'real life' (both the ups and downs).

### Christlike

We aim to be Christlike in all we do (He is our ultimate example - the way, the truth, the life).

**BRAND PROMISE:** *Good Friends, Great Music and a Message of Hope • Live a Fresh Full Life • We are the Sunshine Coast's Positive Choice*