



Queensland Radio for the Print Handicapped Ltd (ABN 22010232934)

Strategic Plan 2025-2030

Our Purpose

To enable our listening audience to access information

Our Mission

To provide information and entertainment locally, nationally, globally

Our Motto

Empowerment through information

Our Values

Inclusiveness; Equity; Service; Leadership

Objectives

1. Our content

- ❖ Create informative and entertaining programming that meets the needs of our listenership
- ❖ Develop programming that meets the diversity of our audience
- ❖ Maintain RPH content as required by our radio licence

2. Our team (*paid staff and volunteers*)

- ❖ Grow and maintain an engaged and committed team who are well trained and competent
- ❖ Maintain a team profile that includes team members with a disability
- ❖ Establish appropriate succession planning for the team
- ❖ Recruit, train and retain a broad cohort of volunteers

3. Our financial sustainability

- ❖ Achieve financial stability
- ❖ Proactively identify and apply for grants, donations, sponsorship, bequests
- ❖ Explore additional forms of sustainable income
- ❖ Actively manage costs

4. Our community engagement

- ❖ Actively and deliberately engage with the community, including the business sector, the community radio sector, the disability sector, universities, and other appropriate sectors of the community
- ❖ Actively engage with our members

What does success look like?

- ❖ We are present and seen at a wide variety of community events
- ❖ Our brand is recognised and known for its production of quality content
- ❖ More volunteers stay with us for a longer period of time
- ❖ Our volunteers gain skills and progress within the station
- ❖ Our paid staff work efficiently and effectively
- ❖ People with a disability are part of our team
- ❖ Our listeners from a wide demographic provide positive feedback
- ❖ We broadcast a wide range of programs
- ❖ We meet RPH content commitments
- ❖ Our members and volunteers know what is happening at the Station
- ❖ We connect socially with members and volunteers
- ❖ Our financial statements show financial stability