



Queensland Radio for the Print Handicapped Ltd

ABN 22 010 232 934

Reading Radio

STRATEGIC PLAN

2026-2033

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Our story so far

Reading Radio is a not-for-profit Community Radio station that brings the world of print to **80,000 listeners** each month in the greater Brisbane area. Our listeners are diverse and include those who may not be able to read printed material due to disability, age, or literacy problems.

Radio for the Print Handicapped (RPH) services was started as a part of Melbourne's 3ZZ service in 1975. It was during this time that Radio 4RPH founder, Spero Dragona, first held a public forum in Brisbane to discuss starting something similar in Brisbane.

In 1978, the Minister for Post and Telecommunications put the might of the government behind the idea and announced funding for "special radio communications service for the blind and other people with reading difficulties." With this funding Queensland Radio for the Print, Handicapped Limited was established and started broadcasting the daily newspapers for an hour each morning on Classical community radio station 4MBS.

Spero kept pushing for the station to have a signal of its own and his persistence paid off. In February 1984, Radio 4RPH launched as its own dedicated radio service. Currently, the station broadcasts on 1296AM, DAB+, and online. The organisation is a not-for-profit charity business that uses grants, sponsorship, and donations to operate.

In 2017 the station began its most ambitious reinvention. The mission of creating a station that continued its historical purpose of creating informative content for those with a print disability but also expanding the station's reach to more communities. "Empowerment through Information" was chosen as the new motto to reflect that Radio 4RPH wasn't passively delivering news to its audience but engaging them through it. It is becoming more accessible and community-driven than ever before.

In 2019, the station rebranded to Reading Radio 4RPH as a temporary brand change on our way to our current name Reading Radio.

We are **Queensland's ONLY radio reading service**, and we have been broadcasting for over 40 years in the greater Brisbane area, delivering **44 hours of live programming** every week.

In 2026, we continue to evolve the station with more diverse content, more diverse volunteers and additional listeners. We plan to strengthen our service as we embrace changes in community needs and expectations, as well as new technology.

Why we exist

Reading Radio provides live and local news and information. Importantly, we offer human connection with our listeners which is proven to reduce loneliness and establishes a connection with our community.

As digital accessibility of printed material becomes more available, it is more important than ever that Reading Radio continues to provide human interaction with our listeners.

Our strengths

- We are unique as Queensland's only radio reading service.
- We offer volunteers an experience in radio, including training in program development and delivery, and on-air experience.
- We have a generous, varied and growing volunteer cohort who connect with each other through the work they do with Reading Radio.
- Two of our four paid staff live with blindness, and offer direct lived experience with our community, in the production of our content.
- We provide human to human contact with our listeners, offering eight hours of live shows per day (two hours each day on the weekend) providing a local personal connection with our listeners.
- We offer local content for our community.
- We have been broadcasting for over 40 years, and continue to grow our listenership even in a more competitive and changing broadcasting environment.

Our weaknesses

- Reliance on grant income as our key source of funding.
- Limitations of our licence, that is, limiting the amount of music and the amount of sponsorship we can offer per hour.
- As a unique reading service, we are limited in our station offering which consequently limits our audience, making sponsorship more difficult.

Our opportunities

- With an expansion into outside broadcasting, including the ability to have live talkback and live interviews, we deliver a more personal connection with our listeners.
- Live broadcasts from community events bring closer connection with our communities.

- Extending our reach through on-line streaming, grows our listener base throughout Queensland encouraging more equitable access between urban and rural populations, for people who benefit from our service.
- Targeted sponsorship and dedicated fundraising events.
- As a unique radio service, we can engage with universities to offer students radio experience as volunteers, leading to more contemporary local content.
- Involvement in the Westpac Board Observer Program supports and strengthens board member knowledge and governance.
- Increased use of Artificial Intelligence (AI) may enhance our operations, increase productivity, deepen audience engagement and support financial sustainability.

Our threats

- Increasing costs of AM transmission is a major contributor to increases in operational costs, as grant funding to cover operational costs continues to decline.
- The use and reach of Artificial Intelligence (AI) is likely to eat into our target audiences without offering the benefits we do by live reading of printed material.

Stakeholders

We have a number of stakeholders as follows:

- The Community Broadcasting Association of Australia (CBAA) advocate for us to government as part of the community broadcasting sector
- The Community Broadcasting Foundation (CBF) allocates federal grant funding to community broadcasters
- Disability Media Australia (DMA) provides advocacy, industry representation and research, specifically supporting reading radio stations
- Sponsors, Donors, Members, Listeners
- Disability focussed community groups eg Braille House, Link Vision, Vision Australia, etc
- State and local governments
- Radio for the Print Handicapped (RPH) stations Australia-wide

Vision

To be Queensland's leading digital-first community radio broadcaster by 2033 with sustained growth in reach and demonstrable community impact delivered through trusted, inclusive content.

Purpose

To enable our listening audience to access information. Our motto is:

Empowerment Through Information

Mission

To connect and empower people by broadcasting accessible information and entertainment

Values

Inclusiveness; Equity; Service; Leadership

Strategic Goals

Our strategic plan has been informed by the Roadmap 2033 Discussion Paper developed by the CBF and CBAA, which provides a long-term strategy for community broadcasting in Australia.

Reading Radio's four strategic goals are:

Goal 1: Broadcasting and content

To have reliable and efficient broadcasting technology and diverse content that is attractive to our listeners. We will do this by:

- continuing to improve our broadcasting technology to keep it contemporary
- seeking feedback from listeners to create programming that is informative and entertaining, and
- maintaining compliance with RPH content requirements.

Goal 2: Financial Sustainability and Governance

We aim for long-term financial sustainability, and an appropriate, fit for purpose governance framework, by:

- managing our financial resources effectively and efficiently
- sourcing new revenue funding through sponsorship, donations and grants, and
- increased governance knowledge, skills and experience in our Board members.

Goal 3: Team (our paid staff and volunteers)

To maintain a diverse and highly competent team and encourage a positive and supportive culture for staff and volunteers by:

- providing a safe environment for our volunteers and staff, and actively seeking innovation from our volunteer cohort
- promoting diversity in our team
- offering inhouse training and mentoring in content development
- creating a sense of team by providing opportunities for volunteers to connect with each other, and
- identifying critical skills and knowledge and ensuring additional people are trained in those skills and knowledge.

Goal 4: Community Engagement

We strive to be a well-known and trusted source of information in the blind and low vision community, the disability community and the Queensland community generally.

We will do this by:

- consistently delivering high quality content which is relevant, informative and entertaining for the community
- participating in community events
- engaging regularly with stakeholders, and
- conducting outside broadcasts so that our community can directly engage with us at their events.

What does success look like?

- We are present and seen at a wide variety of community events, with live outside broadcasting operational from 2026.
- Our brand is recognised and known for its production of quality content confirmed by an increase in listenership by 5% year on year.
- More volunteers stay with us for a longer period, with an increase in new volunteers by 5% year on year, and average duration of volunteers increasing by 5% each year.
- Our volunteers gain skills and progress within the station, and specifically a 5% increase in youth (aged <25yrs) volunteers.
- Our paid staff work efficiently and effectively.
- Our surveys show listeners are from an increasingly a wide demographic.
- Reliable and contemporary equipment enables uninterrupted broadcasting.

- We meet RPH content commitments.
- Our members and volunteers know what is happening at the Station through the receipt of regular communication from the Board.
- We connect socially with members and volunteers through holding a social function at least quarterly.
- Our financial statements show financial stability with a 5% increase in revenue from non-government grants and a 5% increase in sponsorship year on year, and expenses well managed, increasing by no more than the CPI rate each year.

Action plan for Strategic Goals

Goal 1: Broadcasting and Content

Strategic intent: Reliable technology + compelling, compliant content

Actions:

- Deliver a **5 year transmission and broadcasting plan** in 2026
- Conduct an **annual broadcast technology audit**
- Develop a **3-year technology upgrade roadmap**
- Run **biannual listener surveys** (online + phone)
- Introduce a **content pilot process** for testing new programs
- Investigate **AI-enabled technology** to support efficiency

Measures

- Number of technical faults
- Listener satisfaction score
- Number of new programs trialled
- Number of compliance breaches

Goal 2: Financial Sustainability and Governance

Strategic intent: Long-term viability and capable leadership

Actions:

- Develop a **3-year financial sustainability plan** which diversifies income sources
- Hire a dedicated **sponsorship lead**
- Implement an **annual board skills gap analysis**
- Schedule **governance training** for board members

Measures

- Operating surplus/deficit
- Number of funding sources
- Growth in donations/sponsorship
- Number of governance training sessions

Goal 3: Team (Staff & Volunteers)

Strategic intent: Skilled, diverse, supported people

Actions:

- Introduce a **formal volunteer onboarding program**
- Implement a **mentoring system** for content creators
- Run quarterly **volunteer connection events**
- Maintain a **skills register and succession plan** for staff, volunteers and Board members

Measures

- Volunteer retention rate
- Training completion rates
- Diversity indicators
- Volunteer satisfaction survey results

Goal 4: Community Engagement

Strategic intent: Trusted, visible, connected to community

Actions:

- Create an **annual community engagement calendar**
- Commit to **four outside broadcasts per year**
- Establish **formal stakeholder partnerships**
- Track **participation in disability and community events**
- Develop a **brand awareness strategy** within Queensland

Measures

- Number of community events attended
- Number of outside broadcasts completed
- Stakeholder engagement frequency
- Community awareness metrics

We look to our supporters, including our sponsors and volunteers to help us make this vision for Reading Radio, a reality for Queensland.