



Private Bag 41  
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[edgeradio.org.au](http://edgeradio.org.au)

## Edge Radio Strategic Plan 2018-2022

### Organisations vision:

Edge Radio is a not-for-profit community station, in Hobart, Tasmania. As Hobart's only youth station, Edge Radio provides a mix of music, entertainment, local journalistic content and information to enhance Tasmania's cultural landscape. Edge Radio broadcasts to the greater Hobart area on 99.3fm, and web-streams globally at [www.edgeradio.org.au](http://www.edgeradio.org.au).

### Our Mission:

Hobart has a richly diverse community and Edge Radio recognises the unique needs of youth: the core audience is between 15-30 years. Edge Radio's programming is broad, and designed to reflect the interests of Hobart and Tasmania as a whole. Whilst we remain committed to serving the needs of our core audience, this approach also caters for a substantial audience beyond the existing community.

Edge Radio is rapidly becoming a service for 'youth of all ages':

- We have roughly an even split of male and female listeners;
- 73% of Edge Radio's audience is under the age of 40;
- Students make up almost 25% of our audience;
- 75% listen regularly to 99.3FM and over 50% listen regularly online;
- 56% of our audience said they checked out an event or service after hearing about it on Edge Radio;
- Around 63,000 people tune into community radio in Hobart for more than an hour a week. (McNair Ingenuity Research Pty Ltd 2016)

Our mission as a community radio station is to entertain as well as educate our listening audience.

We aim to provide a vibrant, youth focused and broadly inclusive radio station for the Tasmanian community that:

- Enlivens the culture and social climate of Tasmania;
- Is high quality;
- Is participative;
- Has a Tasmanian perspective;
- Provides programming relevant for youth;
- Is responsive to the needs of its audience;
- Provides a forum to discuss current issues;
- Is artistically diverse;
- Has informative and educational programming.

Edge Radio 99.3FM has an emphasis on, and actively encourages, local content including current issues that affect Tasmanians, broadcasting local music and, cultural activities and



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events. We strive to broadcast fresh, creative, informative and intelligent programming for our listeners.

### **Objectives:**

Edge Radio 99.3FM has an emphasis on, and actively encourages, local content including current issues that affect Tasmanians, broadcasting local music talent and cultural activities/ events.

Our key objectives are:

- A) To present original, rich and diverse programming of music and other forms of expression free from the direct constraints of commercial interests.
- B) To provide the target audience with a significant alternative to other broadcast media within the station's service area.
- C) To provide entertaining musical programming, informative educational and public affairs programming and information on issues and events of interest to the target audience.
- D) Offer media training programs that are accessible across our audience base and in line with the above objectives.

### **Strategies:**

The aim of the next five years for Edge Radio is to both consolidate and grow. This will be achieved through the consolidation of our current good practises; and growth of our volunteer base, technical expertise, and financial position.

1. As discussed and developed in Edge's Community Participation Policy one of our ongoing strategies will be to constantly seek an increase the level of community participation in all operations, with an emphasis on our core audience of ages 15-30, as well as our secondary audience of ages 20-40.

2. Edge radio and Community Youth Broadcasters, Inc. (Edge's board of governance) will develop ongoing strategies that encourage community participation in the stations operations and in the selection and provision of programming (including, events, sponsorship and social media developments). This includes key office 'staff' roles: Programming coordinator, Youth Training Coordinator, Music Director, Station Coordinator, Communications/community Coordinator and Sales/Sponsorship Coordinator.

3. Edge radio will encourage all community groups (including but not limited to): sporting, age related, culturally and linguistically diverse communities (CALD), communities of faith, arts and local interest, local LGBTQI, schools and education based organisations, community and individuals to become members and fully participate in all aspects of the station's operation and broadcast.

4. Edge Radio will be committed to a totally open and non-discriminatory policy in regard to membership and participation. Edge Radio subscription is \$5 per month as of 26/08/2016 and is renewed annually.

Edge Radio 99.3FM (Tasmanian Youth Broadcasters Inc.) ABN: 35998299392

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Considering the objectives and strategies of the station Edge will act to build on its subscription, sponsorship, music, grants, training, events and social media policies to consolidate and grow the membership base in an approach that is in line with our creative and independent strategies:

1. Subscription: Edge will raise the level of monthly subscriptions and will aim to reach 120 monthly subscribers by the end of 2020. This will provide a income stream of \$7,200 per annum. Each committee member and other volunteers for the station will be encouraged to become a monthly subscriber and to actively seek listeners to contribute to Edge Radio. Event marketing will also encourage new subscribers and volunteers to be involved and every program will actively encourage subscriptions each week as outlined in our current training policies. Edge Radio will engage a volunteer Communications Officer and a Social Media Officer to assist with promotion of subscriptions.

2. Sponsorship: Regular sponsors of Edge Radio will be consolidated by continuing to offer discounts for long-term advertising partners. New sponsorships will be encouraged by offering commissions to approved volunteers for securing sponsorships for Edge Radio as well as promoting the uniquely local and engaged audience of the station.

3. Music: Edge will continue to support Australian independent artists and play over 40% Australian music every day. A minimum of 10% of all music heard on Edge will be Tasmanian (as well an exclusive hour of Tasmanian music played each week). 16,000 songs are in the music catalogue (as of January 2018) with a minimum of ten new songs to be added each week. It is station policy that all music played externally from Edge Radio's computer catalogue must be logged via the show's AMRAP Page. AMRAP pages streamline station airplay reporting to APRA to increase the accuracy of reports and royalty allocations to Australian musicians. Failure to log playlists will be continuously monitored by the station and addressed on a case-by-case basis. Relationships with local artists throughout the state will continue to be maintained and valued by respecting the artist's rights to be paid for their contributions to events, and to ensure the music policies are continuously adhered to. Edge will continue to engage a Music Coordinator to ensure this commitment is met.

4. Grants: Edge will be committed to accessing sustainable grants by:

- A) Only apply for grants which are viable for the station allowing for more grants to be acquired from both government and nongovernment sources and;
- B) not overextend volunteers in regards to acquittal of the grants.

5. Training: Training will continue to be an important revenue and community outreach source for Edge Radio. The School of Rock in-school training program for ages 13-26 will be developed and sustained by seeking ongoing government and nongovernment funding after the successful redevelopment of the program in 2017. Program training has also been continuously developed in 2017 to meet the changing nature of the media climate, and will be offered on a two monthly basis to meet the increased demand from our community.

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6. Events: In order to further our engagement with the community, Edge Radio aims to increase the number and quality of events, including outdoor broadcasts, concerts, subscription campaigns and specific community campaigns. While noting the risk of overextending station resources, the aim of ten events per year is considered to be reasonable and will be met within the 5-year development target.

7. Social media: Edge will consolidate and grow our social media presence by: increasing effectiveness of our Facebook presence by boosting our reach. This can be achieved by strategic use of paid advertisements for Edge Radio events and promotions which will be budgeted for in the event management stage which in turn will support actions related to events. Edge will also grow connection with AMRAP for increased listenership and traffic through our website which will support our artist and subscriber online accessibility needs.

### Projected Timeline:

Date	Task
2018-19	<p>Focus on long term planning and applications of grants and funding that can create and establish roles at the station.</p> <p>Review station handbook so that policies and procedures reflect the strategic plan of the station.</p> <p>Reviewed renewed training structure (as developed in 2017-18).</p> <p>Review subscriber plan (yearly). Assure that all programs are aware that they must mention subscription during their individual programs.</p>
2019-20	<p>Increase the quality and quantity of events held by Edge Radio with a more secure network of support establishing greater community engagement (e.g. focus on subscribers and benefits to local businesses/artists).</p> <p>Budget and plan for the use of paid advertisements across social media.</p> <p>Grow programming capacity through more established training programs (including youth and program based training).</p>
2020-21	<p>More secure station roles will create greater capacity to seek out new support (both in terms of sponsorship and community partnerships for training).</p> <p>Establish a more regulated social media presence.</p> <p>Review grant approach to ensure that grants remain viable and do not overextend staff.</p>



Steady increase in marketing and community focus over the past 5 years will aide in reaching the goal of ten events per-year.

Establish a minimum of 250 monthly subscribers to create set yearly station income stream (as established through the renewed aims of the station).

Review strategic plan and establish course for next 5 years.

**Monitoring:**

Edge Radio will monitor and measure these actions through the following means:

- Yearly community surveys that focus on social media, event and sponsorship developments, music and subscription;
- Frequent written feedback and verbal feedback from training sessions;
- Seeking out formal and informal feedback from the Edge radio and Hobart Community;
- Community Youth Broadcasters, Inc reviewing grant reach and capacity at monthly meetings. As well as reviewing all incoming and outgoing finances from events, sponsorship and subscribers. Community Youth Broadcasters will also monitor increases in volunteer intake and maintain a level of engagement that is in like with the mission of the station.