**Why We Exist:**

King Island Radio 100.5FM (RTV) is a mirror reflecting the essence of King Island and serves the community by providing a multimedia communication and creative platform.

King Island Radio 100.5 FM (RTV) offers the King Island community, visitors and off-island localised community radio fulfilling needs not met by commercial or government radio broadcasting.

**What we would like to become:**

We see KICR as a vital resource - for building and sustaining our isolated Bass Strait island community; in times of emergency; airing locally relevant information and entertainment to listeners; being independent through serving the community; for promotion of the King Island brand and lifestyle - A place of opportunity, beauty, and environment.

**We value:**

Giving voice to the King Island community that is immediately relevant and meaningful to their daily lives.  
We encourage inclusivity and participation in a safe and supportive environment to maintain and reflect our local unique culture, interests, and diversity.

We support creativity, ideas, representation, and advocacy.

**STRATEGY 2023 -2026**

**CONTENT**

Advocacy and Representation:

* Create new, unique content.
* Audience/s analysis to tailor content and preferences
* Generate and connect discussions intra and inter-island issues, topics, and themes.
* Be a credible and authoritative resource.

**FINANCIAL SUSTAINABILITY**

* Diversify funding and delivery channels.

Broaden reach.

* Expand off-island reach.
* Build partnerships for funding.
* Collaborate for content creation.
* Increase capability and develop new multimedia and marketing channels.

**COMMUNITY ENGAGEMENT**

Align with community demands & needs.

* Implement community initiatives.
* Evaluate community needs.
* Establish mechanisms for evaluating the station's performance against its goals and objectives.
* Gather feedback from listeners, staff, and stakeholders to continuously improve the station's operations.
* Create opportunities for contribution and provide feedback.

**OPERATIONAL DELIVERY**

Governance

* Develop and retain values-driven culture.
* Prioritise resourcing and training.
* Respected professional transparent and equitable.

Technology and Infrastructure

* Maintain infrastructure, minimise cost, reduce risk of failure.
* Investment in technology and infrastructure.
* Upgrade equipment and software as needed.
* Use new technologies to expand reach. engagement with new audiences.

Funding

* Multiple revenue streams sponsorships, grants, and donations.
* Production
* Target sectors
* Monitor and evaluate the financial performance of the station regularly.

Marketing and Promotion

* Develop a marketing and promotion strategy to increase awareness.
* Utilise listener/viewer channels – social media, local advertising, community events.

Risk Management

* Identify potential risks: financial instability, regulatory changes, environmental changes etc.
* Develop mitigation strategy.