This is a review plan which is reviewed annually and updated as necessary

**5 Year Rollover Plan**

**Should Be**

**To maintain and improve on the level of growth currently experienced. To continue to be seen in the community as a major contributor to the local media landscape. The future of 2nbc is to increase the understanding of and commitment to meeting the needs of a constantly changing community.**

**To develop the volunteer skill base to ensure continuous broadcasting at an ever increasing professional level, in the areas of IT, technical, presentation and communication.**

**Sufficient revenue to maintain and ensure future viability.**

**Consistently upgrade equipment and facilities so as to offer to the community the highest level of quality broadcasting.**

**As Is**

**Developing and expanding relationships with local councils**

**Developing and expanding relationships with local community groups such as Lions, Rotary, Probus, View etc.**

**Developing and expanding relationships with local community services such as 3 Bridges, Kogarah Community, Mortdale Community Services etc.**

**Slowly upgrading technical equipment.**

**Good retention of existing volunteers.**

**Revenue not as good as could be**

**FIVE YEAR ROLL-OVER PLAN**

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| **ITEM** | **DEADLINE** | **KEY ACTION** | **PERFORMANCE STANDARDS** |

**The actions of this Plan will have been successfully achieved when these Performance Standards have been accomplished:**

**This Document will be the basis of Station Control and Review.**

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| **1**  **2**  **3**  **4**  **5**  **6**  **7** | **June 2025**  **December 2025**  **December 2025**  **January 2026**  **March 2026**  **March 2026**  **November 2026** | **Review Roll-over Marketing Plan**  **Communication Flow internally**  **Market Communication**  **Flow.**  **Station Positioning**  **Technical Upgrades**  **Quality Personnel**  **Roll-over Planning and Review** | 1. **Sufficient Revenue Is assured from planned activities to meet operating expenditure.** 2. **Support Activity is in place to ensure success of each activity.** 3. **Marketing Activities are sustainable for repeat use bi-annually.** 4. **Need to know briefings have been signed off in sufficient time to accomplish planned activities.** 5. **Back up plans are in place in the event of unforseen circumstances.** 6. **Personnel with appropriate task capabilities will have been delegated.** 7. **Support training will have been made available to ensure a successful outcome for all involved.** 8. **Appropriate review and support material will have been supplied to ensure constant improvement.** 9. **No communication channels will have been ignored in prospecting for clientele.** 10. **Solicitation from the marketplace will have been creatively used to adapt more easily to change and increase listener numbers.** 11. **Invite local networks to cooperate instead of competing** 12. **Community needs have been established.** 13. **Major reasons for community use have been currently identified.** 14. **Best placement for location.** 15. **Who are major users.** 16. **Increased involvement of youth to confirm the stations future growth.** 17. **Outgoing signal quality and coverage is at its design best.** 18. **Quality complaints are less than one per month.** 19. **Further improvement is limited to software innovation.** 20. **Secure documentation of all personnel’s private information is archived on a need to know basis only.** 21. **Requirements of each presenter position is known, documented and held in his / her private personnel file.** 22. **Personnel files are reviewed and appraised twice yearly.** 23. **Personnel upgrades are actioned as sanctioned by Station Manager.** 24. **Senior Personnel are privy to this plan and will have reviewed and submitted recommendations for inclusion in roll-over upgrade for the next year.** 25. **This review will have been included in each applicable appraisal.** |