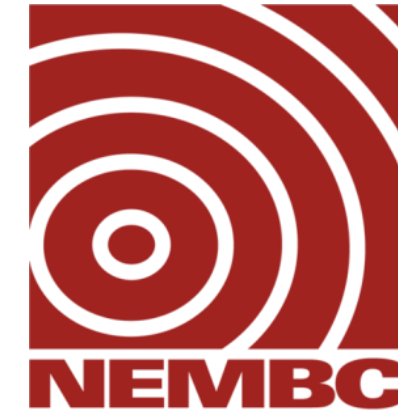


Strategic Plan 2020 - 2025



Vision

Enable diverse communities to have a strong voice to make a safer and more inclusive society

Key Objectives

1. A strong informed voice for ethnic broadcasters
2. Engage and connect to communities, creating growth and preserve language, culture and identity
3. Stimulate awareness and enable partnerships for diversity and growth
4. Strengthen organisational resilience and governance

Note: The key drivers for the organisation are to engage with our members, to stay flexible and agile in this changing media landscape and to continue to develop this strategic plan and adjust accordingly to the demands on the sector.

	Plan	Strategy	Activities
Advocacy	A strong informed voice for ethnic broadcasters	Advocate to decision makers to enhance and influence policy	<ul style="list-style-type: none"> Meet regularly with politicians and policy makers to advise them of the status and objectives of ethnic community broadcasting Advocate for media diversity in all relevant and available forums Support and write submissions to Government inquiries into media and media diversity
		Provide effective leadership and representation for the ethnic media sector	<ul style="list-style-type: none"> Represent member organisations, views, needs and requirements at national and sector levels Participate in networking opportunities and develop a 'national network map' Involve and train the community ethnic media sector to voice issues and talk to decision makers
		Seek to increase Commonwealth funding for ethnic and multicultural broadcasting	<ul style="list-style-type: none"> Pursue funding opportunities in the Commonwealth Budget and through other Departments Act on behalf of ethnic media to submit applications for funding from government and non-government sources Advocate on behalf of members to ensure fair, equitable and transparent distribution of Government funds for ethnic community media
Members	Engage and connect to communities, creating growth and preserving language and culture	Communicate and engage with members and connect to communities	<ul style="list-style-type: none"> Increase membership and improve member relations Identify member's needs and communication preferences via surveys and other means Engage with members utilising a range of relevant and cost effective media channels - website, email, social media, print media, apps Provide and organise forums, webinars and other information exchange activities to engage members
		Stimulate and support growth for ethnic community broadcasters	<ul style="list-style-type: none"> Support member funding initiatives Identify regions and communities in Australia where there may be need to ethnic media access Assist new groups and communities to broadcast Identify where communities need assistance to sustain their media activity
		Build capacity in the ethnic media sector	<ul style="list-style-type: none"> Provide member professional development opportunities through career pathway connections Develop NEMBC media representatives Form partnerships with organisations to advocate and workshop career pathway options Assist ethnic programs to utilise different media platforms Assist in the distribution of programs across the sector Improve the quality of radio program content and delivery Support ethnic sector to progress to digital and social media platforms Provide resource tools and options for members
		Preserve language, culture and Identity	<p>In the context of preserving language, culture and identity support for the following:</p> <ul style="list-style-type: none"> Established communities and seniors New and emerging communities with inclusion and cultural recognition Youth and 2nd generation migrants Gender equity Develop partnerships with First Nations peoples Support diverse communities, such as radio reading, disability and LGBTQI

Development	Stimulate awareness and enable partnerships for diversity and growth.	Promote and enhance ethnic community broadcasting, our sector and the NEMBC	<ul style="list-style-type: none"> • Create opportunities for ethnic broadcasters to improve their public visibility • Document and analyse NEMBC promotions and publicity data, and utilise for marketing plan review • Develop and maintain a marketing plans • Identify and realise NEMBC branding opportunities • Resource an NEMBC MEDIA division for production, marketing, consultation and development.
		Form strategic partnerships at national and state levels	<ul style="list-style-type: none"> • Identify partner organisations that will assist in achieving the NEMBC strategic objectives • Work with partner organisations to produce content in ethnic languages with national or state appeal • Form relationships with ethnic community stations to develop and distribute nationally relevant content
		Conduct and develop research into ethnic media opportunities	<ul style="list-style-type: none"> • Seek and analyse data on migration and ethnic community composition • Compile and distribute reports to relevant stakeholders in support of media diversity and sustainability • Compile and analyse ethnic community stations' funding data • Conduct feasibility study into priority areas for new ethnic broadcasting services in regional areas
Governance	Strengthen organisational resilience and governance	Aim for organisation resilience through funding diversification	<ul style="list-style-type: none"> • Apply for CBF and other grants • Develop strategic and funding partnerships with key organisations • Seek relevant projects that further media diversity
		Strengthen the role of NEMBC Board and Committees	<ul style="list-style-type: none"> • Improve general Governance standards to enable versatile and agile leadership for the organisation • Ensure Committees meet for planning, governance and develop policy outlooks. • Undertake Governance review including: implementation of constitutional changes, Board Charter schedules, Board appraisal • Develop and adopt strategic business, marketing and communication plans • Ensure Constitution and other key Governance documents reflect the organisational objectives, and review accordingly • Develop capacity in the Board and Committees to advocate to government and other external audiences – develop 'network map'
		Improve administration and IT efficiencies	<ul style="list-style-type: none"> • Ensure organisation outputs are matched to secretariat capacity • Ensure staff meet Awards and work standards matched to secretariat capacity • Ensure IT systems are current and effective • Support staff education and training opportunities