

# 104.1FM Bucketts Radio Strategic Plan 2021 - 2024

## Our Purpose

To present a local voice to our community, by being an alternative to commercial radio. Focusing on issues that we care about. Also to be a conduit for self-expression and a platform to showcase local talent.

## Our Vision

To become a more cohesive society by engaging all community groups and organisations, encouraging collaboration. Provide information services from local and external sources. Provide the opportunity to share the local narrative.

## Our Values

- **Cultivating honesty and integrity**  
*Rewarding Authenticity and Truthfulness*
- **Cultural awareness and sensitivity**  
*Celebrating diversity in our community*
- **Respect for all**
- **Equal opportunity**  
*Acceptance of all people regardless of artificial barriers, prejudices and preferences*
- **Edifying and building self-esteem**
- **Encourage skill development**

## Our Strategy

Bucketts Radio Gloucester will always strive to create new and interesting ways to express our narratives and to tell our stories. Encouraging participation of members from the diverse community as well as cultural and sporting associations.

As Bucketts Radio endeavours to meet the community expectations of excellent local and diverse programming, we'll seek out partnerships from local and national sources, We'll use avenues like on-air appeals, sponsorship and philanthropic contributions to sustain our operating costs and promote growth in quality of content and quantity of participation.

To be relevant in this medium, it's vital that we listen and respond to the feedback and comments from our audience. With the aid of surveys and listener feedback forums we can build on the community's input to shape our programming for the better.

As we grow we will invest in new technologies that will enhance the quality of experience for both listeners and volunteers.

A well-equipped station is the hub of the community, providing connection between locals and visitors. Bucketts Radio will dovetail with the local tourism and business sector in highlighting our natural beauty and attractions to the thousands of visitors who frequent Gloucester each year.