



TANK FM Strategic Management Plan 2020-2022

1. Tank FM Response to the Covid-19 Pandemic.

Health and workplace safety has been a strong priority with the outbreak of the Covid-19 pandemic worldwide. Tank FM introduced a strong Covid-19 policy response with several stages applied during 2020 as essential and immediate responses. These internal Tank FM Covid-19 Policies are under review as required, and are in accordance with government directives and guidelines. Similarly, the Tank FM facilities enacted the QR Covid-19 registration requirement. As the pandemic and its effects are ongoing for the foreseeable future, maintenance and regular review of Covid-19 compliance is an essential element of Tank FM's strategic policy. This process involves very strong governance as much as following government guidelines.

2. New Tank FM Management Policy Review.

A new Tank FM Policy review began in 2020 to improve Tank FM's ability to deal with threats to workplace health and safety, to deal with the governance and management of episodes where bullying, or discrimination type behaviours occurred, thereby strengthening governance policy itself.

This strategy is to further support the existing strong structures within the organisation of Tank FM, including its own Constitution and compliance with various Codes of Conduct, including that of the CBAA, the Tank FM Presenters' Agreement and so forth. Further reviews of management policy documentation will continue through the next few years, on various aspects.

3. Strengthening Documentation Within Tank FM.

The challenge with any Community Radio Station is to review documentation, keeping records easily accessible as the volunteer base changes through time. Likewise, the challenges of keeping up to date with new technologies creates a



direction. Tank FM has also started a process of reviewing record keeping with a greater reliance on the website resource as well as other office computer record keeping. Reviewing and improving record keeping is another strong strategic direction over the next few years.

4. Working Alongside Other Organisations and Agencies.

a. Tank FM has strengthened its technologies with other groups from keeping financial records down to, up to the moment “live” information at the presenters’ desk. A lot of work has gone into emergency response information, news feeds and so forth. IT and radio technicians have shared their expertise, to continue through time, to keep the station constantly moving forward on these advancements and this is a strong part also of our strategic plan.

b. Tank FM has a new Emergency Policy clearly laying out the various stages of any emergency and the various responses at those various stages in unison with emergency service organisation information. The clearly laid out Tank FM Emergency Policy stage/action response is a ground breaker for the station, indicating our dedication to serving the community with vital information.

5. Ongoing Technical Review and Equipment Updates.

Management works very closely with Tank FM technicians on a week by week, often daily basis, to constantly review the needs of the station on a priority footing. Our financial position is closely measured against priority needs in a strategy which reviews immediate, short term and long term goals. Areas of immediate interest and concern include transmitters, and our broadcast reach to our community. Our plans are to ensure good transmission from our main site, extend our reach to further across the Macleay Valley, out to South West Rocks and upriver, both seriously impacted by emergency events such as floods and bushfires. The heavily bushfire impacted town of Willawarrin is one example of an outreach community we wish to better serve.

Other technical needs include equipment replacement due to old equipment wearing out, and technical innovations. The production room requirements as



well as that of the studios and office, through time is another example of strategic planning.

6. Strong Financial Management.

Strong financial management is an essential strategic policy for the continued health and viability of Tank FM. This involves great record keeping and review and analysis of revenue and cost streams, with strong review policies to improve revenue streams through grants, sponsorships, fundraising initiatives and all efforts made to reduce costs where possible. Short and long- term analysis and planning, are all part of the financial management strategy.

7. Programming Aims/Inclusiveness within Tank FM.

Programming strategy involves constantly reviewing the improvement of programming to reflect the guidelines as set out in the CBAA Codes of Practice which clearly outlines goals and directions including a strong emphasis on diversity, inclusiveness, representation of various cultural and social groups within our community, including the indigenous community, the gay community, the disabled, and of course good representation within the organisation by women as well as men. Tank FM has achieved great success in its representation across the community and its membership and presenter base from all groups, and endeavours constantly to improve inclusiveness within the station and in its music diversity as a strong strategic aim. Diversity in programming is a strong aim which we work on improving as an ongoing plan. Tank FM endeavours to represent many and varied genres in music from all quarters of Australia and the world and across time. There is likewise a high emphasis on Australian music including a strong relationship with Australian musicians through air play, interviews, connection including strong support of the AMRAP project, its musicians and their music.



Tank FM supports a wide variety of community groups through its community diary, interviews, online information as well as broadcast information. Tank FM ran its first Seniors' Festival event in 2020. Outside Broadcasting supports important community events, music and sports events and so forth, as well as festivals. Broadcasting of community news and information segments is ongoing each hour as a constant support to all local community groups. They are constantly encouraged to be associated with Tank FM. As a result of these strategies, the sense of connection with our whole community and with all emergency groups, charities, the Kempsey Shire Council is extremely strong. Tank FM has emerged successfully in its community that it serves. Likewise, Tank FM enjoys a wide listening audience from across the world with its music selection, extensive BBC World News and National Radio News coverage 24/7. Again, this is a strong strategic policy of inclusiveness as well as music and news and community information.

8. Tank FM Membership Encouraging Inclusiveness.

Tank FM has recently for the membership of 2021 members, revised its membership fee base, and for the first time this year has allowed for concessions for age and disability card holders, as well as family discounts. For the first time also, we offer free membership for the under 18.

Tank FM encourages active participation by all community members in the running of the station from office volunteering, and assistance with any area as a training opportunity. All community members are likewise encouraged to join the Tank FM presenter training road to being able to present their own unique programme either with their own music or using the extensive Tank FM music library. Others are offered interview access at any time.

9. Tank FM Strategy of Strong Business Partnerships and Connection.

Tank FM stays engaged with all organisations applicable to effective business operation and growth. From government organisations at various levels, to business contacts, sponsorship businesses, associated technical groups offering



support and so forth, Tank FM strategic policy is driven also by the knowledge that strong business is driven by strong working partnerships. Goodwill in the business community helps keep Tank FM strong as well as connected.

10. Growing The Business

It goes without saying that an aim of any business is growth. Likewise, with Tank FM, all areas are constantly reviewed with the goals of more reach and more success. For Tank FM, success equals financial viability, stability, growth and further reach into our local community and world- wide success as a radio station, while supporting our foundation and fundamental goals of serving community. Technological improvement, replacement of equipment with new technologies and keeping up with the constant changes that occur both in a business and technological sense while growing our audiences seem like good things to aim for in our ongoing strategies. To serve well and be a good business model in the process. Meeting the challenges such as the Covid-19 pandemic has presented, with a well- equipped volunteer base with the skills and drive to get the jobs done.

Lyn Leedham

Tank FM President

On behalf of Tank FM Management