RTRFM is an independent community radio station providing an alternative voice for Perth through innovative, diverse music and talks programming.

RTRFM is a platform for local news and issues, focusing on the arts, culture, social justice, politics and the environment.

RTRFM makes radio and multi-media content by, for and with our community, benefiting from the efforts of hundreds of volunteers including a large and diverse group of creative broadcasters.

RTRFM is supported and funded by a community of listeners and sponsors who understand the importance of our work and contribute the resources necessary for us to operate.

**Our purpose** is to amplify Perth’s independent voices for music, arts and current affairs.

**Our vision** is to be a leader in alternative and independent broadcasting and media.

Our values are:

**INDEPENDENCE**
We are free thinking, alternative, challenging, adventurous and diverse.

**CULTIVATION**
We recognise and support arts, culture, creativity, constructive action and thinking, particularly the locally made and locally relevant.

**CONNECTION**
We are generously connected with each other and within our networks and we are aware of our local and global context.

**INTEGRITY**
We demonstrate appreciation of our diverse community and commit to being inclusive and caring. We strive for quality and integrity in content.

Our work produces outcomes for our community by:

- Improving social inclusion and belonging
- Strengthening local music, art, culture and storytelling
- Amplifying diverse alternative voices
- Developing creative skills, people and ideas
RTRFM Strategic Framework

We work strategically to develop our:

**CAPACITY**

1. High quality creative content and currency of offerings and distribution methods
2. Enduring relationships, strong social connections and engaged staff, members, volunteers and supporters
3. Development of creative people and alternative voices
4. Revenue growth

**CREATIVITY**

5. Active policy, planning and evaluation: continuous reflection, learning and improvement

**CULTURE**

6. Brand, value and impact recognition: meaningful measurement and good storytelling

**OFFER**

through core activities:

1. Creating, producing and managing programs and content
2. Engaging and managing volunteers and presenter-members
3. Compliance, governance, planning and reporting activities
4. Engaging and managing a staff of people
5. Running an office and studios
6. Attracting support and revenue from, and managing relationships with, sponsors, subscribers, and other supporters
7. Creating and managing fundraising events
8. Participating in community networks, and co-operating with aligned organisations
9. Training new people, especially young people
10. Communicating with our audience and others

and special activities:

11. Creating development and training opportunities for our people
12. Diversifying training and fee for service offerings to increase revenue, community engagement and opportunities for members
13. Improving stewardship of relationships to increase revenue and engagement
14. Undertaking fundraising drives to generate revenue
15. Gathering, creating and distributing content in new ways to stay creative, current and competitive
16. Supporting new work and new ideas to stay creative, current and competitive
17. Recognising talents and achievements to celebrate and support our people
18. Making our spaces safer for everyone to support and diversify our people
19. Introducing our service and brand to new audiences
20. Measuring outcomes and explaining our value and impact to inform strategy and increase revenue and engagement