

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

CREATIVITY

CULTURE

OFFER

by focussing on:

- 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
- 5. Active policy, planning and evaluation: continuous reflection, learning and improvement
- 6. Brand, value and impact recognition: meaningful measurement and good storytelling

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