

Wellington Access Radio Strategic Plan 2020 - 2025

Vision: Wellington Access Radio will be an inclusive and collaborative public forum, connecting the news the events, and the politics of the many cultural groups within Wellington, Porirua and Hutt Valley. The station will use the best available technology and skills to reach the broadest listener and programme maker base. It will provide a quality experience for all listeners and broadcasters with an identifiable, reliable and immediate station sound.

Mission: To be a station which celebrates in the diversity of Wellington, Porirua and the Hutt Valley communities. To inform, educate and entertain the peoples of these communities. To be a strong bicultural institution with a robust multicultural voice, and encourage these communities in developing their own broadcasting skills, enabling them to engage with their communities directly

1

Providing high-quality broadcast facilities and support to programme-makers in the Wellington region	
Providing a platform for creating and broadcasting radio programmes	Strategic objectives for 2020/25 <ul style="list-style-type: none">• To investigate establishing/ establish a satellite studio in Lower Hutt and Porirua• To upgrade studio equipment
Developing skills that support high standards of delivery	
Offering broadcasting opportunities to those not served by mainstream broadcasters	

2

Encouraging and widely disseminating content and ideas that reflect identity and life in Aotearoa and benefit communities	
Enabling innovative and high-quality programming that freely expresses diverse cultures and viewpoints, especially those under section 36c of the Broadcasting Act	Strategic objectives for 2020/25 <ul style="list-style-type: none">• To broaden representation of cultures by giving voice to new migrants and refugees• To encourage the creation and dissemination of content that speaks to the isolated and marginalised
Broadcasting content and information that benefits communities	

3

Building Community and Connections	
Encouraging and enabling skills that advance understanding and tolerance of differences	<p>Strategic objectives for 2020/25</p> <ul style="list-style-type: none"> • To build community relationships across cultures • To increase profile-raising activity
Building awareness of the power of broadcasting to reinforce or change attitudes	
Building connection amongst members and in local communities	

4

WABSI maintaining a strong, supported organisation	
Representing the members of the society through effective governance	<p>Strategic objectives for 2020/25</p> <ul style="list-style-type: none"> • Build representation on Council from Hutt Valley and Porirua • Ensure representation on Council from '36c' programme makers
Supporting management, staff and volunteers to achieve the objectives of WABSI	
Advocating on behalf of programme makers and the Community Broadcasting sector	

1 “Providing high-quality broadcast facilities and support to programme-makers in the Wellington region”

Strategic objectives for 2020/25

- To upgrade studio equipment
- To investigate establishing a satellite studio in Lower Hutt and Porirua

Activity:

Providing high-quality broadcast facilities and support to programme-makers in the Wellington region		
Area of work	Activity and tactics	Targets
Providing a platform for creating and broadcasting radio programmes	Providing access to programme makers to create and broadcast high-quality programmes to the Wellington Region	63 hours per week of first run 36c 110 hours per week total 36c
Developing skills that support high standards of delivery	Offer training to new programme makers Continue to upskill current programme makers Offer training on new equipment	Two station workshops per year 200 programme makers trained in new equipment
Offering broadcasting opportunities to those not served by mainstream broadcasters	Encourage 36c groups to make and broadcast programmes by targeting training opportunities, and through networking with the community	80% of programmes made and broadcast are from target 36c groups
Upgrading studio equipment	Obtain quotes Access funding Install new studios Offer training Maintenance	New studios installed by early 2020 Budget for equipment at \$100,000
Maintaining studio and transmission equipment	Regular staff maintenance Regular transmission, and studio, IT maintenance	Minimal disruption to programme making and the radio broadcast, live stream, and podcasting
Investigating feasibility of establishing a satellite studio in Lower Hutt and Porirua	Build support from key stakeholders Access funding Establish studio Offer training Attract programme makers	Plan to establish studios with assistance from stakeholders finalised in 2020 Studios established in 2021 and 2022

2 “Encouraging and widely disseminating content and ideas that reflect identity and life in Aotearoa and benefit communities”

Strategic objectives for 2020/25:

- To broaden representation of cultures by giving voice to new migrants and refugees
- To encourage the creation and dissemination of content that speaks to the isolated and marginalised

Activity:

Encouraging and widely disseminating content and ideas that reflect identity and life in Aotearoa and benefit communities		
Area of work	Activity and tactics	Targets
Encouraging underrepresented voices to make themselves heard	Promoting programme maker opportunities to the community through outreach, networking and marketing	Bring in new diverse programme makers Two new 36c programmes per quarter Increase Women’s, Māori, Ethnic, LGBTIQ, Disability Exceed NZOA 1st run 36c targets
Working with refugee background and migrant communities	Investigate Welcoming Communities’ pilot Work with refugee stakeholder and NGO groups	Ongoing refugee background programming established
Ensuring safe space for members, broadcasters and listeners	Developing policies which balance freedom of speech with freedom from harm, developing non-discrimination policy	Programme makers and members respected Listeners respected Minimal BSA complaints
Promoting and sharing language, culture, and identity	Designing schedule to provide wide variety of content	All 36c categories represented Census diversity represented Over 30 languages on air
Programming additional content to fill gaps not covered by existing programme makers	Broadcasting a variety of CAMA shared programmes Broadcasting language weeks Creating in-house content to reflect the diverse public Broadcasting special series	36c gaps in schedule filled Exceed NZOA total 36c targets
Programming content for the isolated and marginalised	Bringing in outside broadcasts for accessibility Broadcasting special series	Arts, culture and community events covered on Community Zone and special series
Promoting programmes to reach a wide audience	Website up to date including station volunteer profiles Social media publicity and promotion Networking and word of mouth Emailing relevant groups Newsletter, Press releases	Increased digital listening statistics Increased website hits Increased social media engagement Increased press coverage
Promoting New Zealand, Māori and Pasifika music	NZ music in vacant slots Live to airs Including Māori Pasifika and grassroots NZ music in playlist	100% playlist music NZ music Māori and Pasifika music blocks

3 “Building Community and Connections”

Strategic objectives for 2020/25

- To build community relationships across cultures
- To increase profile-raising activity

Activity:

Building Community and Connections		
Area of work	Activity and tactics	Targets
Connecting with WABSI community	Workshops and activities/events Open door culture	Social event every year Increased AGM attendance Strong workshop participation
Engaging new members and supporters	External newsletter Open days	One station open day per year Increased newsletter signup
Improving communication with WABSI membership	More communication More opportunities for involvement	Regular newsletter Sub-committees established
Forging relationships with community organisations	Attending workshops and seminars Representing station at conferences and networking events Membership to key organisations and groups	Two workshops, seminars, networking events per quarter One conference per quarter
Developing strategic partnerships with stakeholders	Establish partnerships in nature of reciprocity with aligned groups	Co-host or involvement in 2 external events per year Guest on panel/community events
Aiding and promoting local community	Providing free community notices and interviews Broadcast topical station content of worth to local community on Community Zone	Five hours per week of regional specific in-house content including community groups, events, arts and culture
Engaging meaningfully with Tangata Whenua, Iwi, and honouring Te Tiriti o Waitangi	Build relationships with local Iwi, Iwi stations, urban Marae, Māori organisations and students Staff learn Te Reo Māori Staff take Tikanga classes	Genuine relationships built with Māori stakeholders Observe Tikanga practices Encourage programme makers to use Te Reo Māori Te Reo Māori station name
Raising profile and awareness Station promotion	Social media and online presence Networking, word of mouth Press releases Marketing drives with relevant collateral	Up to date website Increased media coverage Increased listenership statistics Increased inclusion and outreach for events Increased community interview broadcasts

4 “WABSI maintaining a strong, supported organization”

Strategic objectives for 2020/25

- Build representation on Council from Hutt Valley and Porirua
- Ensure representation on Council from ‘36c’ programme makers

WABSI maintaining a strong, supported organization		
Area of work	Activity and tactics	Targets
Increasing external funding	Applying for external funding opportunities Maximizing crowdfunding or alternative opportunities	WABSI is funded at least 10% annually by external funding
Maintaining good stakeholder/partner/funder relations	Good faith relationship building with NZ on Air, Ministry for Culture and Heritage, Broadcasting Standards Authority, Community Access media Alliance	Prompt and accurate reporting Regular meetings and correspondence Meeting assigned targets Conference attendance and engagement in sector capacity building
Developing relationships with local representatives	Regular meetings with Mayors and MPs	Demonstrated support for station and sector
Effecting good governance and oversight practices	Governance provides oversight and strategic, policy, and financial direction	Strategy framework Full suite of policies Regular meetings and reporting
Maintaining good management and financial practices	Management manages operations, positive financial position, supports and oversees staff, develops procedures	Full procedure handbook Well run operation Good financial result Positive audit result
Providing support, training and structure for staff	Setting KPIs Conducting staff reviews Membership, training and development opportunities	Empowered and knowledgeable staff working to and achieving targets
Ensuring good reporting	Regular WABSI Council meetings and reports Reporting to stakeholders	Reports delivered on time and accurately
Transparent operations	Availability of policies and council documents to members	Minutes, policies and strategic plan, financials available online
Encouraging WABSI community interaction and communication	Newsletter, Events, AGM	Increased membership numbers Increased AGM attendance Increased Council numbers
Diversity on WABSI Council	Encouraging members to join WABSI Council	Representation from 36c, increased refugee & migrant background, gender balanced and diverse, Māori, Hutt Valley and Porirua communities

Background to Wellington Access Radio

Wellington Access Radio has been broadcasting since April 1981. It was the first Community Access Radio station in New Zealand. The station is non-profit and non-commercial. It is run by an Incorporated Society and has Charitable status.

Wellington Access Radio provides an accessible, non-commercial broadcast platform of representation, communication, and information to diverse communities in Wellington, the Hutt Valley, Porirua, primarily for the benefit of those who are under-served by mainstream commercial media.

Programming is made by, for and about communities. This allows communities to represent their identities themselves, in their own voices. In addition to broadcasting on 106.1FM, the station provides a digital live stream and podcasts all content.

Wellington Access Radio is part funded by NZ on Air to broadcast programmes which fall under section 36c of the Broadcasting Act 1989:

“To ensure that a range of broadcasts is available to provide the interest of the following groups”:

Broadcasting Act 1989 s 36 (c) (ca) A.1 Priority	A.2.1 Not-for-profit community groups	A.2.2 Individuals with a cause, concern, message or interest	A.3 Special Music Enthusiasts
Women	Smaller groups lacking resources	Priority to talk back on specific topics	Non-derivative ethnic music
Youth	Those wanting exposure, feedback or interaction	With significant community Interest	Local and regional music
Children	Support groups for people with special needs (health, education, welfare)	Not be able to be easily disseminated in other media	New Zealand Music
Persons with disabilities	Minority political groups	Community programming	Other music categories, i.e. Jazz, Dance, World
Minorities in the community including ethnic minorities	Hobby, special interest, Recreational		
Broadcasts that reflects the diverse religious and ethical beliefs of New Zealanders	Larger local, regional, national organisations		
	Educational and training institutes		

The station retains a non - commercial radio frequency awarded by Ministry for Culture and Heritage, and broadcasts in accordance with the Ministry's Regional and Community Broadcasting Policy Framework (July 2006): by providing technical, cultural and social access to broadcasting to a diverse range of people in the Wellington Region.

Wellington Access Radio station is a member of the representation and advocacy group Community Access Media Alliance.

Wellington Access Broadcasting Society and Governance Structure

WABSI is an Incorporated Society and Charity. Programme makers become Society members in order to broadcast, which also gives them the opportunity to vote for and join the governing Council of the station, the Wellington Access Broadcasting Society Council, empowering communities to have a say in how their station operates.

The council is comprised of up to 12 society members, with the option of up to two non-members co-opted. It meets regularly to set policy and strategy and maintain oversight of Wellington Access Radio operations. An annual general meeting is held to present a report to members and vote in the governing council.

WABSI Council			
Executive - Chair, Deputy Chair, Treasurer			
General Council – Health and Safety Rep			
WABSI Membership			
Programme makers and supporters			
Wellington Access Radio			
Station Manager			
Staff		Contractors	Volunteers
Head Technical Technician	Community & Programming Coordinator	Accounts Studio & Transmission IT On-call Technical	Programme Makers Interns Work Experience