

The National Indigenous Radio Service (NIRS) is a news service and content sharing platform established to provide daily bulletins and 24-hour programming to First Nations community radio stations across the country. Our motto is to be the “Voice of Our People”.

The National Indigenous Radio Service Strategic Plan 2020-2025 Plan sets out the framework of how we intend to achieve a sustainable and reputable news service and content provider for community broadcasters and Aboriginal and Torres Strait Islander audiences.

STRATEGIC INTENT	OBJECTIVES	STRATEGIES	KEY PERFORMANCE INDICATORS	PROGRESS
STRENGTHEN THE NIRS NEWS SERVICE	<ul style="list-style-type: none"> Consistently deliver original, important news stories relevant to Aboriginal and Torres Strait Islander people Build and retain a professional and trained workforce Increase number of community stations taking news service 	<ul style="list-style-type: none"> Conduct bi-annual review of NIRS new editorial policy Implement performance appraisal process Provide staff training and professional development Conduct regular airchecks Establish baseline of number of community radio stations access NIRS news service Conduct survey of community radio stations seeking feedback on service quality 	News bulletins comprise 60% of original stories	In progress
			60% user satisfaction	In progress
			Preferred provider of news service by at least 50% of Indigenous broadcasters	In progress
			NIRS news content shared across multiple platforms	In progress
			NIRS news credited as news source	In progress

STRATEGIC INTENT	OBJECTIVES	STRATEGIES	KEY PERFORMANCE INDICATORS	PROGRESS
2: BUILD FINANCIAL SUSTAINABILITY	<ul style="list-style-type: none"> • Strategic lobbying to appropriate funding for a national radio service • Investigate alternative income streams • Explore opportunities to increase sponsorship revenue • Explore additional sponsorship for in-house productions e.g., Weekly News in Review • Grow NIRS Investment Portfolio • Monetise NIRS satellite and website • Strong board and governance 	<ul style="list-style-type: none"> • Develop business operational case for appropriate investment in the National Indigenous Radio Service • Coordinate lobby efforts • Investigate commission-based arrangements with sales representatives • Explore opportunities to engage high-level Corporate/Peak Body sponsorship • Target specific sponsors for large or special Outside Broadcast events • Engage financial advisor to develop investment plan at Board approved risk level • Seek expression of interest from broadcast sector and other users for use of 2 NIRS satellite services • Develop and implement SEO strategy to increase NIRS website ranking • Training and professional development of board directors and management 	<p>Business Operational Plan developed</p> <p>Membership with peak bodies e.g. First Nations Media Australia and Community Broadcasters Association of Australia</p> <p>Sales role filled</p> <p>30% income generated through sponsorship and events</p> <p>At least 5% annual growth of investment</p> <p>Increased income generation from satellite services</p> <p>Improved NIRS</p>	<p>New</p> <p>In progress</p> <p>To be filled</p> <p>Contingent on Sales</p> <p>In progress</p> <p>To be reviewed</p> <p>In progress</p>

STRATEGIC INTENT	OBJECTIVES	STRATEGIES	KEY PERFORMANCE INDICATORS	PROGRESS
			<p>website ranking</p> <p>Number of PD or governance training undertaken</p>	In progress
3: BE THE "GO TO" CONTENT PROVIDER	<ul style="list-style-type: none"> • Increase contributions to broadcast schedule • Increase content sharing beyond satellite delivery to online and on-demand services • Redesign website and increase online content 	<ul style="list-style-type: none"> • Establish and maintain rapport with Indigenous community radio sector • Investigate new and emerging broadcast technologies • Establish NIRS programming committee and policy guidelines • Seek and engage web developer • Secure funding to develop in-house programs for distribution to a national audience 	<p>Increased number of stations contributing to program schedule</p> <p>Increased number of stations accessing programs</p> <p>Achieve multiplatform delivery of NIRS content</p> <p>Increase hours of in-house productions</p>	<p>In progress</p> <p>In progress</p> <p>In progress</p> <p>In progress</p>

Authorisation

Board Approval Date: 30 November, 2020

Review Date: 30 May, 2023