

2Arm Structured Engagement Strategy

2Arm is licensed to represent the Armidale community interest in the 2Arm Community Radio licence area. 2Arm acknowledges its statutory obligation to continue to represent the community interest, noting the nature and diversity of the community in the licence area. This Engagement Strategy details the expected outcomes that 2ARM hopes to achieve as a result of its implementation.

<p>Objective</p> <p>To implement the engagement strategy to enable members from a broad cross-section of the community in the 2Arm licence area to participate in the operations and programming of the service.</p>	<p>Aims</p> <ol style="list-style-type: none"> 1. To provide a structured framework for the strategy. 2. To enable consultation to occur regularly with a broad cross-section of members of the community in the 2Arm licence area. 3. To encourage members of the community in the 2Arm licence area to participate in the operations and programming of the service. 	<p>Expected Outcomes</p> <ol style="list-style-type: none"> 1. The service continues to represent its community interest or obtains data to demonstrate the need to change the community interest at its next licence renewal. 2. The service has representation of members from a broad cross-section of the community in the 2Arm licence area participating in its operations and programming. 3. The service has documented relevant information and data to provide to the ACMA with its next licence application. 		
Actions	Timeframes	Responsibility	Expected Results	
<ul style="list-style-type: none"> ● Identify and list community organisations in the licence area. ● Consult the Youth and Seniors via an appointed Sub-committee when required. 	By 31 May, 30 November each year	Station Manager	Provide a list of community organisations in the licence area to the Board/Management Committee, updated on a quarterly basis.	
<ul style="list-style-type: none"> ● Develop a schedule of meetings with the community organisations in the licence area. ● Work with the Youth and the Seniors via an appointed Sub-committee when required. 	By 31 May, 30 November each year	Station Manager	Provide a schedule of meetings with the community organisations in the licence area for the coming quarter to the Board/Management Committee.	

<ul style="list-style-type: none"> Meet with all community organisations identified to discuss participation at the station, including as members or volunteers and presenters or program providers. 	By 31 May, 30 November each year	Station Manager	Provide a report via the delegated sub-committee to the Board/Management Committee on the responses provided at the meetings with the community organisations during the previous quarter. In particular, note any member or volunteer registrations and persons who became involved as presenters or who provided programs for broadcast.
<ul style="list-style-type: none"> Identify and list key community events in the licence area, including annual school fairs, university open days, sports tournaments and festivals. Consult Youth and Seniors Engagement via an appointed Sub-committee when required. 	By 31 May, 30 November each year	Station Manager	Provide a list of key community events in the licence area to the Board/Management Committee, updated on a quarterly basis.
<ul style="list-style-type: none"> Develop a schedule to ensure participation/involvement at the key community events in the licence area. Work with the Youth and the Seniors Engagement via an appointed Sub-committee when required. 	By 31 May, 30 November each year	Station Manager	Provide a schedule for participation at key community events in the licence area for the coming quarter to the Board/Management Committee.
<ul style="list-style-type: none"> Participate at the key community events and distribute brochures and membership application forms to encourage participation at the station, including as members or volunteers and presenters or program providers. 	By 31 May, 30 November each year	Station Manager	Provide a report to the Board/Management Committee on the responses received at the key community events during the previous quarter. In particular, note any member or volunteer registrations and persons who became involved as presenters or who provided programs for broadcast.
<ul style="list-style-type: none"> Identify and list sections of the community whose needs and interests are not being met by broadcasting services in the 2Arm RAX licence area. Consult Youth and Seniors via an appointed Sub-committee when required. 	By 31 May, 30 November each year	Station Manager	Provide a list of sections of the community whose needs and interests are not being met by broadcasting services in the licence area to the Board/Management Committee, updated on a quarterly basis.
<ul style="list-style-type: none"> Develop a schedule to ensure participation/involvement by sections of the community whose needs and 	By 31 May, 30 November each year	Station Manager	Provide a schedule of meetings sections of the community whose needs and interests are not being

<p>interests are not being met by broadcasting services in the licence area.</p> <ul style="list-style-type: none"> ● Work with the Youth Engagement via an appointed Sub-committee when required. 			<p>met by broadcasting services in the licence area for the coming quarter to the Board/Management Committee.</p>
<ul style="list-style-type: none"> ● Meet with sections of the community whose needs and interests are not being met by broadcasting services in the licence area to discuss participation at the station, including as members or volunteers and presenters or program providers. 	<p>By 31 May, 30 November each year</p>	<p>Station Manager</p>	<p>Provide a report to the Board/Management Committee on the responses provided at the meetings with the sections of the community whose needs and interests are not being met by broadcasting services in the licence area during the previous quarter. In particular, note any member or volunteer registrations and persons who became involved as presenters or who provided programs for broadcast.</p>
<ul style="list-style-type: none"> ● Identify new programs for community organisations, as well as cultural and linguistic groups in the licence area, whose needs and interests may be better met by the service. ● Source and/or produce new programs for the community organisations, as well as cultural and linguistic groups in the licence area. ● Consult Community, Youth and Seniors via Sub-committee when required. 	<p>By 28 February, 31 August each year</p>	<p>Program Sub-committee and Staff</p>	<p>Provide a list to the Board/Management Committee of the new programs for inclusion in the next program schedule that were identified from the meetings between January and June (or July and December) with community organisations and sections of the community whose needs and interests are not being met by broadcasting services in the licence area.</p>

<ul style="list-style-type: none"> ● Revise the program schedule to introduce new programs by 1 January and 1 July, including programs by cultural and linguistic groups. ● Consult Community, Youth and Seniors via Sub-committee when required. 	<p>By 31 May, 30 November each year</p>	<p>Program Sub-committee and Staff</p>	<p>New program schedule representing the diversity of the community organisations as well as sections of the community such as cultural and linguistic groups in the licence area prepared with members of the community interest participating in the selection of programs for broadcast.</p>
<ul style="list-style-type: none"> ● Publicise new program schedule, including updating website, making on-air announcements and circulating information in newsletter. ● Consult Technical Sub-committee. 	<p>By 1 June, 1 December each year</p>	<p>Program Sub-committee and Staff</p>	<p>New program schedule is readily available to members of the community in the licence area.</p>
<ul style="list-style-type: none"> ● Hold station open day and membership drive. ● Work with Youth and via Sub-committee when required. 	<p>September each year</p>	<p>Station Manager</p>	<p>Report to the Board/Management Committee on the numbers of member and volunteer registrations and persons who became involved as presenters or who provided programs for broadcast as a result of the open day and membership drive within a month of the event.</p>
<ul style="list-style-type: none"> ● Review the numbers of members and volunteers on the basis of whether they reside within or outside the licence area as at 30 June and 31 December. 	<p>By 28 February, 31 August each year</p>	<p>Station Manager</p>	<p>Identify any decreases in the numbers of members and volunteers and propose to the Board/Management Committee how the Consultation Strategy and/or Engagement Program may be amended to address this.</p>