

# SYN STRATEGIC PLAN

2016-2018

# For eywo rd

Sally Whyte - President  
Tess Lawley - General Manager

This plan is ambitious, but so is SYN.

The 2016-18 Strategic Plan is the result of months of hard work on the part of SYN's board of management, staff, volunteers and members, and signals an exciting future for SYN.

Central to SYN's success is our community's drive to push boundaries and grow in new directions, and the delivery of the 2016-18 Strategic Plan will see SYN perfectly placed to go further, do more and continue supporting young people to make the media that is important to them.

SYN consistently shares the stories, opinions and lived experiences of one of the country's most diverse groups and, over the next two years, we will ensure that volunteering at SYN is accessible to even more young Australians. We'll be revolutionising our volunteer training for the online age and

delivering a Reconciliation Action Plan to make sure all young Australians can make audio, video and online media, utilise reliable and effective technical infrastructure, and truly experience the SYN community.

After 13 years of huge success, SYN Media Learning is expanding to further build our financial independence and ensure a sustainable future for SYN.

Finally, in order to continue growing and pushing boundaries, we will be searching to secure a Melbourne headquarters encompassing our production, training and office spaces to make the House of SYN a place for all young people to learn, create and share media.

SYN constantly innovates, shifts and moves forward, and we are excited to launch this strategic plan to start creating the SYN of the future.

Our focus to deliver on this aspiration

Our tactics to maximise impact

Our markers to ensure success

Our internal lead to drive progress



# SYN'S ASPIRATION

SYN is the place for young Australians to learn, create, innovate and share media.

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Establishing a new House of SYN in Melbourne that meets our production, training, administration and accessibility requirements

1. Confirm our space requirements
2. Explore partnerships with strategic allies who can assist SYN to realise its space ambitions
3. Shortlist and finalise space options
4. Acquire space (buy or lease) and move in

1. House of SYN opening party by July 1, 2018

- General Manager

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Having technical infrastructure that works

1. Implement a single tool for reporting issues and reporting progress
2. Document current technical problems and prioritise fixes
3. Ensure future investment decisions (e.g. hardware) consider performance and ongoing maintenance requirements

1. More than 70% of SYN volunteers report that they are satisfied with SYN's technical infrastructure and the process to resolve problems, measured in a monthly survey.

- Operations Manager

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Creating pathways to allow all young Australians of diverse backgrounds, geographical areas and abilities to experience SYN

1. Equip our members with the full suite of skills to be influential media makers, principally through a cross-platform training program and regular opportunities to gain online media making skills
2. Develop a Reconciliation Action Plan (RAP)
3. Strengthen quality of engagement with young people through community development projects such as SYN Nation

1. >200 non-Melbourne young Australians experience SYN per year
2. RAP implemented
3. Cross-platform training course developed

- Membership Experience Manager

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Ensuring a diversified revenue base, including self-generated revenue of \$400k in 2017-18

1. Drive revenue growth in SYN Media Learning through our suite of external training programs
2. Develop and implement a strategic donations campaign (with a focus on alumni) to support the move to a new House of SYN

1. >\$250k in self-generated revenue in 2016-17
2. >\$400k in self-generated revenue in 2017-18

- Education and Training Manager

## Values

We remain committed to our reasons for being, which define our important community. These are:

- Access: SYN provides open access for all young people to participate in its community and is committed to removing barriers to participation.
- Independence: SYN produces content free from commercial and other external pressures.
- Participation: SYN supports young people to take charge of media creation, training and governance.
- Diversity: SYN actively encourages a range of youth perspectives, cultures and ideas.
- Innovation: SYN celebrates quality, and supports creativity and flexibility in its programming and operations.

## +2 supporting Board initiatives

1. Spaces Steering Committee of the Board (could include non-Board members) to meet at least quarterly, providing professional support to the GM in establishing a new House of SYN.
2. People sub-committee and General Manager to prepare an Employment Policy by December 2016 with a focus on improving staff retention that details remuneration, mentoring and support, learning and development opportunities, and other entitlements.