



# **2011** Strategic Plan

# Foreword.



SYN celebrated ten years of existence in 2010, which prompted us to think big as we laid out this plan. We want to ensure SYN is well-placed to celebrate another ten (and more!) years of impact. We're looking ahead to a great 2011, and this is our plan to steer SYN into a successful and happy future.

This plan was put together by the SYN Board, staff and members - we're all excited about growing SYN and sustaining the organisation's financial, creative and people resources. This plan is also focused on creating space for new ideas, initiatives and content to germinate.

We want to strengthen our existing radio, TV and online platforms, while taking strong steps to deliver youth-made media via new technologies like digital radio and mobile devices. This plan lays out a set of objectives to grow our training and learning programs, and to support our media-makers to move out of SYN into media careers and other industries. We also have a focus on improving our facilities and creating a five-year plan for SYN's spaces.

We're looking forward to a great year in 2011, strengthening our content, people and organisational capacity.

Joe Toohey - President  
Georgia Webster - General Manager

# Our Purpose



*SYN is a youth-run media organisation that provides training and broadcast opportunities for young Australians.*

## Our Values

### Access

SYN...

- Provides access for all young people to participate in its community.

### Participation

SYN...

- Empowers young people to take an active role in its training, programming and governance.

### Diversity

SYN...

- Supports and encourages a range of youth perspectives, cultures and ideas.

### Innovation

SYN...

- Is creative and adaptable in its output and operations.

### Independence

SYN...

- Produces content free from commercial pressures.



There are significant ongoing shifts in media technologies that we identified as opportunities for SYN to connect more deeply with young media makers and audiences. Digital radio and mobile devices have strong potential to grow the range of media making and distribution opportunities for SYN.

There continues to be a focus on youth engagement at all levels of government in Australia. SYN is in an excellent position to partner with government and philanthropic sectors to link our vibrant community of young volunteers and audiences with policy outcomes.

As social connections shift and merge for young people, SYN remains a unique place for individuals and sub-communities to find purpose, community and shared values.

We are aware that there are changes to funding models that government and philanthropic bodies are offering. In strengthening our organisational capacity, we will seek to remain flexible and collaborative in our partnerships with funding bodies, and continue our journey towards financial independence.

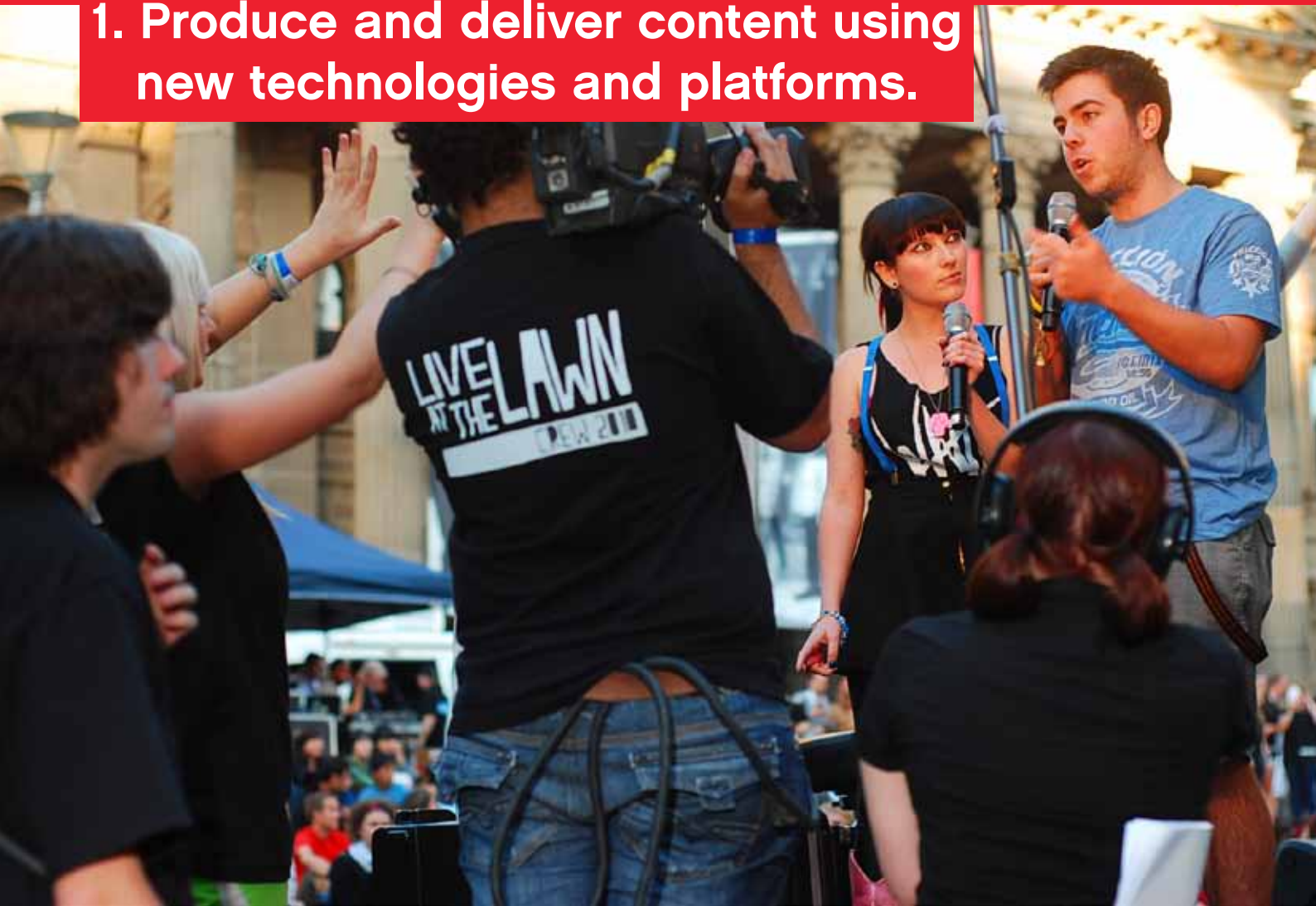




SYN has identified three areas of focus for 2011:

1. Produce and deliver content using new technologies and platforms.
2. Provide young people with more opportunities to produce content using SYN's existing platforms.
3. Continue to develop sustainable, flexible and high quality training and education pathways.

# 1. Produce and deliver content using new technologies and platforms.



Objectives	Key Actions	Measures of Success
Establish SYN as a digital radio innovator	<ol style="list-style-type: none"><li>1. Develop and deliver digital radio content which is distinct from the current analogue signal</li><li>2. Secure resources to deliver digital radio including spaces and volunteer support</li></ol>	<ol style="list-style-type: none"><li>1. Produce an average of 28 hours per day of new radio content across both our analogue and digital streams</li></ol>
Produce and distribute content for mobile devices	<ol style="list-style-type: none"><li>1. Develop and implement a strategy for SYN content tailored for mobile devices</li></ol>	<ol style="list-style-type: none"><li>1. Increase the number of people accessing SYN content through mobile devices by 300% compared to 2009-10</li></ol>
Reach consensus on the future of SYN's physical spaces	<ol style="list-style-type: none"><li>1. Develop a long-term strategy for SYN's operation and broadcast spaces</li></ol>	<ol style="list-style-type: none"><li>1. Board approves a 5-year SYN Spaces Strategy</li></ol>



## 2. Provide young people with more opportunities to produce content



Objectives	Key Actions	Measures of Success
Provide access to equipment and facilities for screen content production	<ol style="list-style-type: none"><li>1. Deliver a recommendation on partnerships that increase SYN's access to screen production equipment</li></ol>	<ol style="list-style-type: none"><li>1. An increase of 5 hours per week in access to new screen production equipment and facilities</li><li>2. Deliver 4 new screen productions by the end of 2011</li></ol>
Increase the number and diversity of participants	<ol style="list-style-type: none"><li>1. Implement quarterly census of SYN programming to measure ongoing participation</li><li>2. Identify scope for increased involvement of distinct diversity groups at SYN</li><li>3. Develop partnerships with like-minded organisations to increase participation of under-represented groups</li></ol>	<ol style="list-style-type: none"><li>1. Increase the number of new participants in SYN programs by 10%</li><li>2. Produce quarterly diversity reports based on the programming census in 2011</li></ol>
Improve reliability of the existing radio broadcast space	<ol style="list-style-type: none"><li>1. Develop and implement a strategy for upgrading radio broadcast space</li><li>2. Establish a monthly technical log and tracking measure</li></ol>	<ol style="list-style-type: none"><li>1. Decrease irregular maintenance issues by 50% by the end of 2011</li></ol>

### 3. Continue to develop sustainable, flexible and high quality training and education pathways



Objectives	Key Actions	Measures of Success
Better communicate the value of SYN education and training.	<ol style="list-style-type: none"> <li>1. Update and deliver a comprehensive schools and group education marketing strategy which includes a value proposition</li> <li>2. Generate data to better describe the value of SYN training</li> </ol>	<ol style="list-style-type: none"> <li>1. An increase in school participation by 20%</li> </ol>
Provide continued learning opportunities beyond baseline skills	<ol style="list-style-type: none"> <li>1. Deliver a sustainable TV training program</li> <li>2. Increase the number of entry points for existing member training programs</li> <li>3. Develop online delivery of training resources</li> </ol>	<ol style="list-style-type: none"> <li>1. An increase in the number of TV volunteers by 50%</li> <li>2. An increase in program applications by 20%</li> <li>3. Volunteers reach 80% of self-set department goals</li> </ol>
Develop reliable and efficient information systems to track SYN participants	<ol style="list-style-type: none"> <li>1. Develop reliable internal information systems for collecting and presenting key data</li> <li>2. Identify data requirements and limits to collection and reporting</li> </ol>	<ol style="list-style-type: none"> <li>1. New SYN participant database established</li> </ol>
Recognise and support outgoing volunteers	<ol style="list-style-type: none"> <li>1. Establish a recognition program for volunteers exiting SYN</li> <li>2. Support exit pathways for SYN volunteers</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase alumni mailing list</li> </ol>



# Get in touch with SYN.

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