

SYN Strategic Plan



2020

2021

Strategic Plan 2020/21



FOREWORD

Rise to the opportunities and strengthen SYN's community.

Young people are resilient, adaptable and creative. We've always known this at SYN, but perhaps it's never been in quite so clear focus for us than during this pandemic and the ability of our community to rise to its challenges.

In practice these challenges have looked like remote broadcasting from home with studio closure and remote community building, with our staff and volunteers finding ways to bring the special SYN vibes from afar. For our social enterprise arm, SYN Media Learning, it was transitioning to online training and offerings, a feat our staff managed to turn from concept to reality in just a few short months.

When embarking on our strategic planning process we wanted to reflect on the challenges we'd faced, and look to build on these as opportunities for SYN's future over the next 12 months. For content, that means a remote broadcasting model that can survive beyond the pandemic, enabling a pathway to SYN not ever seen before. For SYN Media Learning that means continuing to polish our offerings online and in production services, ensuring we can provide training to young people remotely, beyond the easing of restrictions.

For now, nobody can access our studios, but what about those young people who weren't at SYN even when they were open? In this plan we want to extend pathways to SYN and diversify the voices of our community.

In the next year, we will take the opportunity to strengthen SYN as an organisation and build systems that can strengthen our foundations, such as a database so we can understand our community and stakeholders better.

During this pandemic, it's been tempting to feel a sense of pause as time slows and days blend together. At SYN, an organisation run by and for young people, we're not hitting pause on our goals for our community and we are looking forward to meeting the opportunities coming our way over the next 12 months.

Eleanor Doran
President

Evrin Şen
General Manager

SYN'S ASPIRATION

SYN is a youth-run community that empowers young people through media making.

SYN VALUES

We remain committed to SYN's values, which define our purpose and our methods. These are:



OPPORTUNITY

SYN creates opportunities for all young people with various lived experiences to participate in its community



INCLUSIVITY

SYN works to build a culture and community for young people of all different backgrounds to participate



INDEPENDENCE

SYN is an independently run and funded media organisation, where young people can make content that is relevant to them



INNOVATION

SYN gives the space for young people to drive creativity, take risks and learn



PARTICIPATION

Young people run SYN – our media creation, our training, our governance and our leadership

OUR FOCUS TO DELIVER ON THIS ASPIRATION

A

EXTEND PATHWAYS TO SYN TO DIVERSIFY THE VOICES OF OUR COMMUNITY

B

CREATE OPPORTUNITIES FOR INCLUSIVE STORYTELLING AND MEDIA MAKING IN THE CHANGING MEDIA LANDSCAPE

C

DIVERSIFY OUR CUSTOMER BASE AND PRODUCT OFFERING, EVOLVING TO MEET MARKET AND CUSTOMER NEEDS

D

BUILD ON OUR ORGANISATIONAL FOUNDATIONS FOR SYN'S FUTURE

OUR TACTICS TO MAXIMISE IMPACT

- 1/ Establish a strong online engagement pathway to our volunteer community, beyond our safe return to the studios
- 2/ Reinvigorate our physical space enabling a strong community, complimenting our online pathways and engagement
- 3/ Foster an accessible and inclusive community to increase participation of young people from different backgrounds
- 4/ Provide tailored support for our volunteer community

- 1/ Optimise a framework for participation through a remote broadcasting model and continue to exploring new technologies to support it
- 2/ Solidify our content participation framework, to streamline a pathway through SYN
- 3/ Develop innovative and inclusive upskilling opportunities for SYN's volunteer community

- 1/ Provide a competitive online product offering to new and existing customers
- 2/ Refine our tailored projects offering and identify then pursue new opportunities
- 3/ Re-establish SYN's Production Services offering for optional value proposition

- 1/ Develop strong data management systems to better engage with stakeholders and measure our impact
- 2/ Nurture existing and target new major funding partners
- 3/ Begin SYN's first phase of our 'Reflect Reconciliation Action Plan'
- 4/ Foster collaborative cross-department team culture and online working environment

OUR MARKERS TO ENSURE SUCCESS

- 50% of SYNners are from CALD backgrounds.
 - 20% of SYNners are from LGBTQIA+ backgrounds.
 - 10% of SYNners are from outer metropolitan or regional areas.*
- 90% of SYNners returning to our studios feel comfortable in the space post-lockdown

- 50% of workshop attendees are from diverse backgrounds
- A strong system is in place to track:
- Volunteer retention
 - Participation and engagement
- All of SYN's content brands are revisited and made relevant internally and externally

- Have clearly defined brands for our social enterprise
- Launch a system for measuring:
- Our returning customers rate
 - Social impact
 - Customer feedback
- 90% satisfaction rating maintained with our educational programs

- 300 current members of our volunteer community
- 30% increase in staff & volunteer cross department communication
- Submit minimum 3 RAP Drafts for review

*DATA BASED OF SYN'S CENSUS DATA