



STRATEGIC

PLAN

2022 ➔ 2023

FOREWORD

The past two years has seen SYN truly prove itself as an adaptable and agile organisation. We have risen to meet major challenges, stayed true to our values, and ensured young people always have a place to learn and express themselves.

Young people are problem-solvers, and the Board commends our staff and volunteers for creatively adapting when the world changed. Our remote broadcasting model and innovative online training services were met with enthusiasm, as we provided young people with high-quality training and the space to be heard during an intensely isolating period.

The pandemic period gave SYN's members the opportunity to reflect on what we do well and where we want to go next. The 2022-23 Strategic Plan aims to revitalise the SYN community, grow listenership, and invest even more in our training offerings.

SYN volunteers and staff are eager to build up the collaborative and exciting culture at our RMIT studios again. We are offering a wealth of new training and personal development programs which will bring young people together, in person.

Our organisation thrives when we have a vibrant and diverse membership, and this Strategic Plan focuses on re-discovering our people, from volunteers through to audiences. We will better understand the rich life cycle of a SYN member through data-driven research, and keep members engaged, whether they are fresh sign-ups or veteran alumni.

We are investing in the longevity of our organisation by expanding on revenue streams that acknowledge traditional customer bases have changed across all industries. We will build on the fresh, inventive production services that staff created and delivered over the past two years.

Now is not the time for us to retreat to "normal". SYN has always been an outlier, and this Strategic Plan celebrates our ability to do things differently. The Board looks forward to an exciting new future, with a refreshed and renewed SYN.

Nicolas Zoumboulis – President
Evrin Şen – General Manager



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SYN'S ASPIRATION

SYN is a youth-led media organisation that trains and empowers young people through media-making

SYN'S VALUES

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

INNOVATION

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

INDEPENDENCE

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

PARTICIPATION

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

OUR FOCUS TO DELIVER ON THIS ASPIRATION

GROW SYN'S LISTENERSHIP AND PLATFORM ENGAGEMENT

DELIVER RELEVANT AND HIGH QUALITY MEDIA TRAINING

SUPPORT AND EMPOWER SYN'S PEOPLE

NURTURE AND CELEBRATE SYN'S COMMUNITY

BOLSTER SYN'S FINANCIAL POSITION

OUR TACTICS TO MAXIMISE IMPACT

1. Develop an active broadcast radio grid that is representative of our listenership
2. Grow the volume of listener engagement through SYN's core digital channels
3. Increase on air marketing of SYN's training and broadcast opportunities

1. More young people participating in the SYN Induction Program
2. Support the transition of volunteers from SYN's Induction program to producing media on an ongoing basis at SYN
3. Deliver high standards across all training programs
4. Maintain accessible, up-to-date resource library

1. Create formal channels for employees to provide feedback on their experience at work, including the opportunity to participate in follow up action planning.
2. Review people systems and structures to ensure they are providing appropriate support and make recommendations to support a more positive employee experience and organisational outcomes.
3. Develop a set of people metrics and related processes to track employee satisfaction, performance and retention

1. Build in-person community and culture at the studios and offices
2. Build SYN's alumni community engagement strategy, inclusive of a membership tier to create value for alumni
3. Continue to create opportunities for underrepresented young people to participate at SYN
4. Implement Reflect stage Reconciliation Action Plan
5. Implement structured professional development for SYN's volunteer leadership team to increase leadership capability and volunteer experience

1. Increase SYN self-generated revenue stream
2. Expand into new customer segments for delivering SYN Media Learning (e.g. Primary Schools, Universities, individuals/Direct etc.)
3. Establish SYN Production Services as a revenue generating arm of SYN
4. Develop a fundraising strategy to develop new and maintain existing donor relationships
5. Improve success rate of our grant applications to increase efficiency

OUR MARKERS OF SUCCESS

- 80% of Grid filled during peak hours (6-10am, 3-10pm)
- 25% increase in engagement from Jun 22 to Dec 23
- 50% of all sponsorships promote SYN opportunities

- 150 new SYN Volunteers per calendar year
- 75% of people are finishing Induction Training and then making content within 3 months
- 9/10 across all SYN training programs
- +80% Satisfaction with resources

- 6 monthly "SYN Staff Survey" with 100% participation rate by SYN Staff
- Undertake review and make recommendations by Oct 2022
- Metrics and process implemented Dec 2022

- +80% volunteers "value" or "highly value" SYN's in-person activities
- 30 alumni signed up to alumni membership tier by Dec 2022, 100 by Dec 2023
- 50 funded places for marginalised young people
- Achieve Reflect Stage
- +80% satisfaction with volunteer leadership PD
- +80% satisfaction with volunteer leader support

- 30% increase (22FY to 23FY) in SYN self-generated revenue stream
- 20% of new customers from non-high school segments (22FY to 23FY)
- SYN Production Services profitable by end of 23FY based on capital investment
- 30% increase (22FY to 23FY) to SYN fundraising income
- Improve our grant application win conversion rate to 70%

