



Success stories – Strengthening Business

Moving Forward

Alpine Radio finds its voice



Taking Control

Alpine Radio has been broadcasting in the Upper Kiewa Valley and Ovens Valley for almost 20 years. In a rapidly changing world, they are taking a pro-active approach to determining their own future.

Community Beat

There are more than 400 licensed community radio stations in Australia, and they form a critical part of regional media landscapes. They provide an independent media channel and a platform for community voices that aren't adequately served by other media sectors.

Alpine Radio has been the key provider of this platform in the area for a long time, actively encouraging access and

participation by members of the community in all aspects of broadcast operations.

The backbone of Alpine Radio is its volunteer base. Since its inception it has been their passion and drive that has built the radio station to where it is now. But being a volunteer-based not-for-profit organisation comes with its own challenges in setting direction and helping the organisation achieve its goals.

An added challenge has been the impact of the 2019/20 bushfires and Covid-19 on the local community. Sponsorships have been difficult to maintain due to local business hardships, and growing membership and audiences has become increasingly difficult.

Helping hand

Acknowledging they need a more structured approach to address these challenges, the Committee of Management are working with Matthew Beasley from

the Strengthening Business programme to help them develop a 3-year strategic plan. The Committee have valued working their foundational strategic Purpose and establishing new measures to help monitor and evaluate its effectiveness.

“Matthew is helping our committee to develop a long-term plan and strategies that will make the station the best it can be for its members, volunteers and the community.” **Linda Parkinson, President.**

Further Information

For more information on the Strengthening Business Programme visit business.gov.au/grants-and-programs/strengthening-business or call 13 28 46