

**Albury Wodonga  
Christian  
Broadcasters  
Incorporated**

ABN: 80 486 909 302



**Strategic Plan - 2018/2020**

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## **Executive summary**

Albury-Wodonga Christian Broadcasters Inc. is a Christian organisation dedicated to broadcasting the Christian faith across the community of Albury Wodonga.

Being non-denominational and non-church specific, the station is structured to meet a need in the Christian and non-Christian public delivering "music with meaning" to the broadcast area in a "family friendly" manner.

Our station statement "Music with meaning" emphasises the intention to be purposeful in the music The Light plays.

We bring a message of hope through the programs and music which is played to our listeners.

## **General Organization Description**

98.5 The Light is a Christian Community Radio station based in Wodonga, Victoria. The station is governed by Albury-Wodonga Christian Broadcasters Inc., a not for profit incorporated association incorporated in Victoria.

The radio station bases its practice on the word of God (the bible) and exists to minister to listeners through the music, testimonies, and teachings broadcasted.

## **Vision Statement**

To see people saved and renewed by the power of God outworking in their lives.

## **Statement of Faith**

We believe:

- (i) that the 66 books of the Bible are the Word of God, divinely inspired in all parts<sup>1</sup> without error in its origin<sup>2</sup> and the sole authority for doctrine and practice<sup>3</sup>;
- (ii) in the one Triune God<sup>4</sup>, eternally existent as Father, Son, and Holy Spirit<sup>5</sup>, who created the physical universe and man in His own image, by His direct and immediate spoken word<sup>6</sup> during the six days of creation<sup>7</sup>;
- (iii) that Satan is a real personality<sup>8</sup> and an evil presence in the world;
- (iv) in the pre-existence<sup>9</sup>, incarnation, virgin birth<sup>10</sup>, sinless nature and life<sup>11</sup>, miracles<sup>12</sup>, substitutionary death<sup>13</sup>, bodily resurrection<sup>14</sup>, ascension to heaven<sup>15</sup>, and personal bodily return of the Lord Jesus Christ<sup>16</sup>;
- (v) in the total depravity of the nature of man<sup>17</sup> and the entrance of death into the world through his fall in the Garden of Eden<sup>18</sup>, and the absolute inability of man to save himself from eternal punishment by his own works<sup>19</sup>;
- (vi) in the regeneration of man by the grace of God<sup>20</sup> and the work of the Holy Spirit<sup>21</sup>, with salvation from sin being available to whoever comes to Christ through faith in His finished work on the cross<sup>22</sup>;

(vii) in the spiritual relationship of all believers with the Lord Jesus Christ<sup>23</sup> and witnessing to His saving grace<sup>24</sup> and living a life of good works<sup>25</sup> and service, through the ministry of the Holy Spirit<sup>26</sup>.

<sup>1</sup> 2 Tim 3:16-17; <sup>2</sup> Psalm 19:7-9; <sup>3</sup> Matt 7:21; 7:24; James 1:22-25; <sup>4</sup> Isaiah 45:5; 1 Cor 8:4; <sup>5</sup> Matt 28:19-20; John 1:18; 10:30; <sup>6</sup> Gen 1:1-27; <sup>7</sup> Gen 1:1; 1:31; <sup>8</sup> Rev 12:7-9; <sup>9</sup> John 1:1; <sup>10</sup> Luke 1:30-35; <sup>11</sup> Luke 4:1-13; <sup>12</sup> Luke 4:40; <sup>13</sup> 1 Peter 2:24; Rom 5:18-19; <sup>14</sup> Acts 2:24; 1 Cor 15:3-5; <sup>15</sup> Acts 2:29-36; <sup>16</sup> Mark 13:26; Acts 1:9-11; Rev 19:11-16; <sup>17</sup> Rom 7:5; <sup>18</sup> Rom 5:12; <sup>19</sup> Eph 2:8-9; Psalm 127:1-2; <sup>20</sup> John 3:3-8; Rom 6:1-11; <sup>21</sup> 1 Peter 1:1-2; <sup>22</sup> Acts 26:17; Eph 2:8; 1 Peter 1:3; <sup>23</sup> Rom 8:17; <sup>24</sup> Eph 6:10-20; <sup>25</sup> Eph 2:10; John 14:12-13; <sup>26</sup> 1 Cor 12:4-7.

## Organisation goals and objectives

Our goal is to outreach to, and see results (fruit) from this ministry in our community by seeing lives changed by the Power of God.

We exist to provide a positive alternative to secular radio stations by discipling existing believers and reaching new believers through music with meaning and other programming.

## Philosophy

Radio is a medium which is used daily by billions of users worldwide. Every day people choose to listen to the radio rather than bear the silence. Users primarily choose to use this source of entertainment due to its free availability.

The Great Commission is one of the most significant passages in the Bible. First, it's the last recorded personal instruction given by Jesus to His disciples. Second, it's a special calling from Jesus Christ to all His followers to take specific action while on this earth.

We have the opportunity to take advantage of such a medium called Radio, outreaching to the "lost" while ministering and training the "found" allowing God to work through our community.

## Market

The radio station has two markets. Meeting the needs of the existing Christian community while secondarily meeting the needs of non-Christian listeners in the area of Christian Community Radio.

### Strengths:

- The station is operating on a permanent licence.
- 98.5 The Light is the only Christian radio station in the Wodonga area.
- Strong Christian base in Albury Wodonga for station support.
- Existing organisation structure.
- Committed Board.

### **Weaknesses:**

- Lack of coverage in Broadcasting.
- Lack of sufficient income to employ staff to help the station grow.
- Lack of announcers.

### **Opportunities:**

- The Christian community wants a realistic station they can relate to.
- A range of support offered by a group of committed sponsors.
- Proven income able to be generated from sponsorship.

### **Threats:**

- Existing radio stations including Internet Radio.
- New Christian radio stations broadcasting into our listening area.
- Lack of support from the Christian community.
- Meeting conditions for renewal of permanent licence.

## **Programs**

98.5 The Light will air programs and music which is "Family Friendly" and promotes the Christian way of life. In doing this, it will recognize its obligation of ensuring that Australian artists and content is included.

## **Community Services**

The station offers to the Christian community a free "Events" announcement allowing events applicable to the Christian Community to be announced on-air.

Each quarter the "Word For Today" is produced in print form so that everybody can have an opportunity to be blessed by God's Word. 98.5 The light distributes this to the community each quarter for free.

## **Competition**

### **❖ Competitors**

Radio stations in the Albury/Wodonga area.

### **Competitive advantage**

The station plays current Christian 'music with a meaning'. As other stations have no focus towards the Christian market, 98.5 The Light holds an opportunity to take hold of this market and use it to grow a listener base.

## **Niche**

The Christian Community

## **Strategy**

### **❖ Action**

- Increase the employment FTE of the Station Managers position.
- Actively pressure the ACMA to approve our application to move our antenna's location from Carrols Lane to Huon Hill.
- Once approval from the ACMA is received, replace the ageing 200 watt transmitter with a 1000 watt transmitter (as approved by ACMA)
- Leverage relationships through churches and their congregations.
- Network with businesses.
- Present Christian perspectives in a meaningful and non-super-spiritual way.
- Promote Stability, Values, Family, Character, and Integrity.
- Bring "Music with meaning". Play clean music that's current allowing the public to relate to the station. Let every song count as a witness.
- Increase the number and quality of on-air broadcasters.
- Increase and better coordinate the volunteers within the station.
- Listen to our membership/listening community. Take their feedback and be able to adapt and cope with change.

### **❖ Promotion**

- Gain support from the Albury & Wodonga Ministers' Fraternal
- Visitation of local Christian churches.
- Specifically target Christian businesses as well as other businesses for sponsorship.
- Attend, and if possible broadcast from community events.
- Through "community announcements" advertise community events.
- Advertising on Air with improved "Station Branding".
- Advertise Online (search engines, website, business partner's websites).
- Produce and distribute promotional material including bumper stickers.

## ❖ Income

Income for the station is based on membership fees, sponsorship, and donations with sponsorship being the largest income source.

Due to restrictions with the station's broadcasting license the station is limited to 5 minutes of paid advertising per hour.

The station has the following income goals:

- To achieve having 30% of the days billable time which is 72 adverts paid for per day.
- To achieve this we require 20 business clients to be paying the station for an average of 26 adverts per week.
- Time not being used by paying sponsors would be given to advertising the station and airtime.

## Management and Organization

98.5 The Light is governed by Albury Wodonga Christian Broadcasters Inc (AWBC Inc).

The Committee of Management of AWBC Inc is elected by the members of the Association at the annual general meeting of the Association.

### Albury Wodonga Christian Broadcasters Inc. Organization Chart

