

DM Inc. STRATEGIC PLAN 2008-2011

VALUES:

- **Diversity** – embracing difference, range of opportunities, we value
- **Excellence** – quality of work, professional, business operation
- **Creativity** – unique vision, programming

VISION:

A media environment that is inclusive, innovative and meaningful.

MISSION:

We are people with disabilities creating cutting edge work that empowers, enlightens and entertains audiences. Creating opportunities within, and influencing media, through partnership and example to accurately reflect diversity in society.

STRATEGIC GOALS

Programme Delivery

GOAL 1- to deliver a broad range of media product

Strategies:

1. To broaden projects delivered by Grit Media
2. To professionalise No Limits
3. To create TV pilots for trial broadcast
4. To build and establish skills and production quality of current radio show:
5. To create web media product that creates discussion, informs, entertains around disability culture
6. To create a zine or e-zine (mini-mag) about disability culture:
7. To actively seek corporate gigs in each media area:

GOAL 2 - to establish partnerships with other media organisations to create opportunities for people with disabilities

Strategies:

1. To create a partnership with The Age to implement a regular article around disability as a human rights issue
2. To create a partnership with peak media bodies to increase numbers of trainees with disabilities
3. To establish a database of people with disabilities skilled in media creation for public access and for Grit Media to promote
4. To create partnerships to support co-productions

GOAL 3 - Finding, training and mentoring people with disabilities to be skilled in media creation

Strategies:

1. Tapping into existing media education to provide expertise in representation
2. Create opportunities for training in TV, Radio, Ezines:
3. Investigate training options (internal, partnered delivery, subsidised places in current courses, mentoring):
4. Create mentoring opportunities within each project

Marketing

GOAL 1 - to actively promote Grit Media

Strategies:

1. To create partnerships with industry associations to promote Grit Media via varied networks
2. Complete the marketing plan
3. To actively pursue every opportunity to broadcast our brand.
4. To actively market our skills and products to disability organisations

Governance and Management

GOAL 1: to improve the effectiveness of the Committee

Strategies:

1. Develop Committee member roles and responsibilities
2. Provide professional development opportunities to ensure a skilled Board
3. Establish sub committees/business units
4. Improve communication between Committee members
5. Recruit Committee members with specialized skills

GOAL 2: To maintain sound planning processes

Strategies:

1. Understand all legal obligations
2. Review and evaluate progress of the strategic plan
3. Appoint, review the performance of and provide professional development for the Executive Director
4. Review current business location and if required, develop a relocation plan
5. Increase membership

Financial

GOAL 1: To ensure the financial viability of the organisation

Strategies:

1. Recruit a Committee/sub-committee member with accounting expertise
2. Contract an accountant to review current systems and provide advice
3. Source on going revenue to ensure sustainability

Human Resources

GOAL 1: To attract and retain a talented workforce

Strategies:

1. Develop position descriptions for paid and volunteer staff
2. Provide professional development opportunities for paid staff and volunteers
3. Provide an accessible workplace