



PURPOSE (why we exist)

Make Australia a better more inclusive place to live by providing a multi-media platform and enabler for positive change

VISION (what we would like to become)

Provide the diverse LGBTI+ communities a voice whilst educating, informing, entertaining & engaging with all sectors of society

VALUES (behavioural compass)

- **Joyous**
A celebration of diversity, talent, music and entertainment
- **Inclusive**
A safe and supportive environment for all members of the LGBTI community
- **Courageous**
A way to change lives by speaking out, sharing stories and challenging boundaries

STRATEGY (what we will do to realise our purpose and achieve our vision)

Pivot Towards Content (advocate)	Diversify funding and delivery channels (broaden reach)	Grow demand and audience engagement (expand relevance)
<ul style="list-style-type: none"> • Create and curate new, unique, quality content • Find and create amazing talent • Generate points of view on LGBTI topics 	<ul style="list-style-type: none"> • Establish national reach, international coverage • Build partnerships for funding and content creation and distribution • Develop new multi-channel and digital capabilities 	<ul style="list-style-type: none"> • Drive community engagement • Strive for social impact • Listen, learn and act on listener feedback

OPERATING MODEL (how we will deliver our strategy)

Governance and Operations	Infrastructure & Enabling Technology	Funding	Marketing & Comms
<ul style="list-style-type: none"> • Build a culture defined by our values • Create a dynamic, efficient and sustainable resourcing model • Professional and respected for purpose organisation 	<ul style="list-style-type: none"> • Trial new technologies to reach new audiences • Leverage partnerships / outsourcing opportunities • Minimise cost of ownership, obsolescence and risk of failure 	<ul style="list-style-type: none"> • Defined target segments with resources/effort aligned to deliver impact • Supporter engagement strategy • Robust commercial management 	<ul style="list-style-type: none"> • Clear brand identity and value proposition • Active and diverse listener engagement channels • Creative use of partners, channels and supporters to deliver message