

# Our Strategy

Our strategy places broadcasters at the centre of everything we do. It determines our purpose, to fund a thriving and resilient future for community broadcasting.

In addition to funding, we engage and listen, build capacity, collaborate and advocate.

Our outcomes	Priorities			
<b>1. Capability and viability</b> Securing a sustainable and long-term future.	Strategic and long-term thinking	We fund and support long-term thinking to address the big issues facing the sector and realise opportunities through strategic investment and longer term granting.		
	Resilient sector	We fund the sector to develop, test and embed key principles of resilience for long-term viability.		
	Sector capability and capacity	We work to identify, invest and build relevant capability and capacity to help community broadcasting stations to thrive.		
	Strong governance and practice	We encourage grantees to develop and embed good governance practices that strengthen inclusivity, accessibility, accountability, process and decision-making.		
<b>2 Participation and voice</b> Creating connection and belonging through our diverse community.	Granting for positive impact	Our grants take into account the diversity and inequities across the sector – we fund on the basis of creating positive impact, ensuring communities and their stories are heard and valued.		
	Representative and inclusive community media	We support community media organisations to be engaged with, connected to, and reflective of their community.		
	Community participation	We support diverse communities' access to information, cultural and local content that enables active participation in community life.		
<b>3 Partner and influence</b> Champions for community broadcasting.	Build awareness	We work together to better articulate community broadcasting's value and impact, and to build broader awareness and understanding of the community broadcasting story.		
	Partnerships	We collaborate purposefully with sector peaks and other key stakeholders to deliver positive and meaningful change.		
	Sector advocacy and influence	We use our unique position, experience and knowledge to champion the community broadcasting sector to influence and inform future investment and policy.		
	Demonstrable impact	We capture, understand and communicate the value and positive impact community broadcasting creates.		
<b>Our strong foundations</b> - helping us deliver on our commitments				
Nurture and build trusted relationships	Objectivity and independence	Embed research and insights	Invest in skills and experience	Strong governance and practice
We nurture and build trusted relationships that deliver clear and demonstrated value and support collective outcomes.	We strive for objectivity and maintain our independence through every decision and action.	We use research and insights to inform our decisions.	We value, nurture and invest in the skills, knowledge and experience of CBF staff and volunteers.	We embed robust governance and practice in everything we do.