

CMTO Strategic Plan 2018-2021

Our Vision

The Community Media Training Organisation's mission is "Media Skills for ALL".

Our Strategic Direction:

- Demonstrate leadership, vision and innovation in community media training
- Drive high quality media training that influences the Australian media environment.
- Activate communities with skills to increase media participation and social inclusion
- Deliver training which embraces the values, the Community Radio Broadcasting Codes of Practice and the needs of community media.

Our Strategic Objectives

1. Promote, plan and deliver high quality training.
2. Consult and collaborate with the community media sector (including organisations, stations and broadcasters) in the provision of training.
3. Develop, recognise and promote leadership, innovation and best practice in the community media sector.

Organisational Profile

The CMTO was established in September 2010 and became a registered training organisation in January 2011.

Following on from its establishment phase, the CMTO has now entered a period of consolidation of its position as a sector RTO.

It delivers both accredited and non-accredited (pathways) training in a range of skills to community broadcasters and community media organisations.

The CMTO has a board of directors and staff of three equivalent full-time workers, along with an extensive network of contracted trainers and coaches. The organisation has developed all of its own learning and assessment resources including e-learning resources delivered through its online school.

The CMTO receives funding support from the Community Broadcasting Foundation for the management of the National Training Project and associated activities to deliver, support and build capacity for training in the community media sector.

Key Stakeholders

Organisations and individuals perceived to have an interest in the organisation's work are:

- Community broadcasting organisations, including peak bodies and sector RTOs
- Community Radio and Television Stations
- Community broadcasters
- Trainers
- Community media content creators

Objectives and Strategies

1. Promote, Plan and Deliver high quality training

- 1.1. Deliver high quality pathways and accredited courses
- 1.2. Develop new courses according to stations identified needs and training package updates
- 1.3. Ensure trainers, coaches and mentors have multiple opportunities for professional development
- 1.4. Maintain a system of continuous improvement to ensure quality control and compliance
- 1.5. Ensure NTP Targets¹ are met.
- 1.6. Promote training to the sector
- 1.7. Increase investment in training and work towards diversifying income streams

2. Consult and Collaborate with the community media sector (including organisations, stations and broadcasters) in the provision of training

The CMTO strives to meet the community media sector's training needs. These needs are varied, so the CMTO prioritises the groups identified by the Federal Government as priorities for training.

- 2.1. Develop projects with sector organisations
- 2.2. Attend and present at a range of national and regional conferences every year.
- 2.3. Collect feedback and suggestions from stakeholders about the impact, quality and outcome of services provided
- 2.4. Include industry representatives in continuous improvement processes
- 2.5. Build on the RTO network and national network of trainers.
- 2.6. Consult with the wider training industry to ensure the sector's training needs are addressed

3. Develop, Recognise and Promote leadership, innovation and best practice in the community broadcasting sector

- 3.1. Create opportunities for sector discussion and debate about innovation and initiate projects that promote innovation in the sector
- 3.2. Collaborate with other sector projects to increase accessibility, formal and social learning opportunities.
- 3.3. Develop and deliver a program of activity, deliverable with additional funding, that focuses on the development of leadership, governance and social enterprise skills
- 3.4. Strive for best practice in governance

¹ *NTP Priorities: The bulk of the training places to be directed to community radio stations in regional, rural and remote areas. Funding will also be directed to the special training needs of radio for the print handicapped, Indigenous and ethnic broadcasting. In relation to ethnic training, ethnic youth, new and emerging ethnic groups and new language groups will be targeted for training.