OUR VISION

High quality, independent media
made by a diverse local community
through a commitment to access and education
OUR OBJECTIVES

BUILD OUR AUDIENCE AND COMMUNITY
Increase awareness of Radio Adelaide, so more people and communities engage with our content, contract our services, contribute to and subscribe to our station.

DYNAMIC CONTENT
Develop content across a range of platforms that is engaging and intellectually stimulating for both listeners and content-makers, broadening the range of voices contributing in the public sphere.

A DIVERSE RANGE OF Viable INCOME SOURCES
Increase and diversify net income, to maximise the contribution Radio Adelaide makes to the broader community.

A VALUED CONTRIBUTION TO THE UNIVERSITY OF ADELAIDE
Increase awareness of the contribution Radio Adelaide makes to the University through our unique content, teaching and learning, high quality services and by bringing new and diverse audiences to the University.
A PLACE OF CULTURAL DIVERSITY AND UNDERSTANDING
Develop systems and processes so that all station activities – including programs, roles and structures – support our commitment to cultural diversity and inclusion.

EFFECTIVE ENGAGEMENT WITH TECHNOLOGY
Generate the income and whole-of-station skills and awareness needed to meet the challenges of a constantly changing technological environment. Improve efficiency without restricting access.

DEVELOP PEOPLE, KNOWLEDGE AND SKILLS
Ensure all Radio Adelaide people have opportunities for development that enhances the station and their capacity to make a contribution. Use our training expertise to build new partnerships and provide a training ground in support of future independent media.

AN ACCESSIBLE, HEALTHY, HAPPY AND PRODUCTIVE ENVIRONMENT
Further develop a working environment that values people, maximises connections, ensures collaboration and contributes to an ecologically sustainable world.
Radio Adelaide is a licensed community radio station, broadcasting on 101.5fm, on digital radio, as well as providing content via live streaming, on-demand streams and podcast.

Founded by the University of Adelaide in 1972, Radio Adelaide is Australia’s first community radio station and a global innovator in education media.

It has pioneered and defined methods of effective community access to media, and runs today thanks to a powerful combination of community and University support, with a small staff and many forms of community participation.

Radio Adelaide is educational in the broadest sense, recognising learning as a lifetime activity and providing voices, sounds and viewpoints not heard in commercial and mainstream media.

Radio Adelaide is a Registered Training Organisation and provides media training in community, vocational and tertiary settings.