

# 4ZZZ (Creative Broadcasters Ltd):

## Accessibility Strategy – Creating an Accessible Zed

### 1. Introduction

#### 1.1 Acknowledgment of Country

We acknowledge the First Nations history and sovereignty of the Country we work, gather and create upon. We acknowledge the Jagera, Yuggera and Turrbal people, and pay our respect to their Elders, past and present. We understand that all of our activity takes place on unceded sovereign land amongst ongoing colonisation, and that our station is built upon this history.

We acknowledge that, for many of our community, concepts of safety and freedom from oppression are ideals rather than realities, and that no space is entirely safe for everyone when our activities occur within a colonial framework.

#### 1.2 4ZZZ's mission

Connecting and amplifying the voices of our local communities.

#### 1.3 Purpose of Strategy

The purpose of the 4ZZZ Accessibility Strategy (the Strategy) is to guide us in creating accessible and inclusive community radio station.

The AIS aligns with the mission and will support 4ZZZ in achieving our vision to create a community radio which is accessible and inclusive to everyone - **Accessible Zed**.

As a volunteer community organisation and employer, 4ZZZ is obligated to comply with all disability, anti-discrimination and the 4ZZZ Rights Framework.

As organisation, 4ZZZ is committed to better understanding the expectations and needs of our community, our people<sup>1</sup> and our partners<sup>2</sup>.

#### 1.4 Definition

Accessibility means being able to participate in the full range of 4ZZZ activities be it on-site or remotely utilising technologies or other facilities.

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<sup>1</sup> Our people include employed staff of 4ZZZ and volunteers

<sup>2</sup> Partners include sponsors and business who are connected, collaborate or are engaged by 4ZZZ

## 1.5 Strategic Alignment

Creating an accessible and inclusive radio station, is a key initiative in the 4ZZZ Strategic Plan 2021-2024, including:

### 1.5.1 Our Values

- Respect, Independence, Diversity and Creativity.

### 1.5.2 Who we exist for

- People who don't have a voice and who are misrepresented in the mainstream media
- Subscribers and listeners
- The local music community, music nerds and
- The local arts and cultural community
- Brisbane and South-east Queensland communities
- People wanting to participate in media platforms or related fields.

## 1.6 Community Broadcaster Requirements

As a community broadcaster, 4ZZZ is guided by Community Broadcasting Association of Australia (CBAA) *Community Radio Broadcasting Codes of Practice (23 October 2008)*, in particular the following guiding principles of:

- Principle 1. Promote harmony and diversity and contribute to an inclusive, cohesive and culturally diverse Australian community
- Principle 2. Pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media
- Principle 3. Increase community involvement in broadcasting.

## 2. Strategic Focus Areas

### 2.1 Engagement and broadcasting. Connect with people who need Zed but do not know they do

Deliver an Outreach Strategy that encompasses both marketing and volunteering engagement plans.

## 2.2 Organisational capacity. Rethink the Zed physical space to reflect core values and culture

Building related projects and minor facility upgrades focused on improving accessibility.

Identify all available grant opportunities.

## 2.3 Key Performance Indicators

The progress of implementing the Strategy will be measured by the following Key Performance Indicators (KPIs):

- **Participation.** 20% of 4ZZZ program (FM and digital) include at least one person who identifies as having a disability.
- **Facilities.** 50% of station amenities, work and production space are accessible:
  - **Notes.** The target is the aggregate of compliant facilities:
  - 25% - Reception Level (accessible entry - 5%; recording booths - 5% each; reception area/desk - 5%; merch office/storeroom - 5%; training room - 10%)
  - 10% - Accessible and ambulant toilets in carpark
  - 5% - Accessible kitchen facilities
  - 15% - Accessible studio and production
  - 10% - Studio level access
  - 5% - Carpark
  - 30% - Admin level.
- **Content.**
  - 5% of content broadcasted by 4ZZZ includes artists or is relevant to people who have a disability.
  - 100% of 4ZZZ events are conducted at accessible venues.
- **Awareness.**
  - 100% of current 4ZZZ announcers and volunteers are aware of the Strategy and how to seek support at the station.
  - 100% of current 4ZZZ subscriber/sponsor businesses are aware of the Strategy.

# 3. Roadmap

## 3.1 Themes

### 3.1.1 Open and respectful environment

- Increase the diversity of representation in our staff people, artists, content and creators.

- Champion local music, safe spaces and musical diversity.

### **3.1.2 Accessible and easy to read information**

- Accessible websites.
- Information available in alternative formats.

### **3.1.3 Disability awareness**

- Improve awareness, understanding of people with disability.
- Increase confidence among staff in how to provide support to people with disability.
- Improve visibility of creatives / artist / performers / musicians with disability.

### **3.1.4 Supportive and friendly attitude**

- Increase engagement with people with disability.
- Build and maintain relationships with people with disability.
- Monitor, track and seek out feedback.

### **3.1.5 Accessible physical design and environment**

- Improve access to the station.
- Ensure events are accessible and accommodate the needs of people with disability.

## **3.2 Phases**

### **3.2.1 Initiate change**

- Prioritise the areas of greatest community and our people need and establish the foundation for change.

### **3.2.2 Embed our guiding principles**

- Develop the cultural attitudes and capabilities needed to make 4ZZZ an accessible workplace and begin transformation of our services.

### **3.2.3 Grow our reach**

- Embed attitudes and capabilities which will be continuously refined and enhanced as the station grows its reach.