



## House of Representatives Standing Committee Communications and the Arts

**Inquiry into broadcasting, online content and live  
production to rural and regional Australia**

Submission by ACE Radio Broadcasters Pty Ltd

2 February 2016



## About ACE Radio Broadcasters Pty Ltd

### FAMILY OWNED NETWORK

Since 1984 ACE Radio Broadcasters (ACE Radio) has been at the forefront of regional Victorian radio. Jointly owned by the Paterson and Handbury families, who are themselves regionally based.

The company has grown over the years to include 13 radio stations, The Weekly Advertiser newspaper, Radio Training Institute, ACE Direct Sales and Regional Radio Sales Australia, employing over 170 people across Victoria and southern New South Wales

### ACE Radio Markets

- Colac – 53,857
- Gippsland – 140,486
- Hamilton – 47,549
- Swan Hill – 45,171
- Horsham – 65,133
- Warrnambool – 60,713
- Albury – 141,331

Potential Reach – 554,240<sup>1</sup>

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<sup>1</sup> Please refer to the ACE Radio Broadcasters company profile in Appendix A.



**Table of Contents**

1.	Recent emergency services communications (Broadcasting in floods/fires) .....	4
1.1	The Great Ocean Road – 19 December 2015 - Colac .....	4
	Summary of events .....	4
	Measurement of Broadcast reach.....	4
	The value of Streaming .....	4
	Community Feedback.....	4
1.2	Gippsland Fire Season 2015 -2016 .....	5
1.3	Gippsland Mining fire .....	5
1.4	Swan Hill Major Power outage and severe storms, January 2015.....	5
1.5	Hamilton, Current Fire Season.....	5
2.	Contribution to local economy through employment and training. ....	6
	Wimmera-Mallee .....	6
	Gippsland .....	6
	Warrnambool .....	6
	Swan Hill / Mallee.....	7
	Hamilton .....	7
	Albury.....	8
3.	Contribution and participation to local community, social inclusion and community events. ....	8
	Wimmera-Mallee .....	8
	Gippsland .....	8
	Warrnambool .....	9
	Swan Hill / Mallee.....	10
	Hamilton .....	10
	Albury.....	11
4.	Appendix A – Company Profile.....	14



## 1. Recent emergency services communications (Broadcasting in floods/fires)

### 1.1 The Great Ocean Road – 19 December 2015 - Colac

#### Summary of events

- On 19 December 2015 a lightning strike started a fire 8km from the township of Lorne on the Great Ocean Road.
- On 25 December 2015, Christmas Day, the hot weather and windy conditions led to the fire expanding, changing direction, and threatening communities.
- At 11:51 am on 25 December, 3CS and Mixx FM broadcast the first 'Watch & Act' message for the day, advising residents to activate their fire plans.
- Over the next 72 hours, we broadcast 106 updated warning messages issued by the CFA, including several recommendations to evacuate.
- The township of Lorne as advised to evacuate.
- The fire destroyed 118 homes in our broadcast area.
- As well as broadcasting all warnings issued by the CFA, we recorded 14 interviews with the CFA Incident Controller which aired on both our AM and FM stations, and were uploaded to our Soundcloud account, then subsequently shared on our Facebook page.

#### Measurement of Broadcast reach

In the 4 days from 25-28 December, these interviews were accessed by the community 7,002 times on our Soundcloud account.

Our Facebook page was also constantly updated with both updates from the CFA, our interviews with the CFA Incident Controller, and general news stories related to the fires.

One of the stories was about the owner of the Lorne Foodworks business, who gave the store keys to the fire brigade and told them to help themselves to whatever they needed.

This post had over 4,500 likes, and reached over 140,000 people, which is well above an average post on our page.

#### The value of Streaming

Given that a lot of the affected residents were away from their homes on Christmas Day, a lot of listeners streamed us online and via our mobile apps, which shows the importance of streaming and our updates being constant.

#### Community Feedback

The feedback from our listeners about the coverage of the fires has been positive. Some of the people affected who were listening to their radio have got in touch to thank us for keeping them informed.





Our station, network and listeners feel that we provided exceptional coverage throughout the course of the bushfire emergency, and have once again met our purpose as an 'official emergency broadcaster'.

### 1.2 Gippsland Fire Season 2015 -2016

ACE Gippsland has been involved in the broadcast of four 'Watch & Act' messages this fire season so far.

- 18 November 2015 - Devon North
- 19 December 2015 - Cape Paterson
- 31 December 2015 - Hazelwood North
- 1 January 2016 - Glengarry

However there have been approximately 20 days since November 2015 where there has been a need for severe weather warnings to be broadcast. This year has been the most violent in recent years for extreme storm activity in Gippsland.

### 1.3 Gippsland Mining fire



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### 1.4 Swan Hill Major Power outage and severe storms, January 2015

Due to severe storms, power poles and cars were overturned and many people's lives were put at risk. We were on hand covering the crisis for the region 24 hours a day providing critical information as it happened. Over 10,000 power customers were without power for 28 hours in Swan Hill and surrounding towns. We had hourly interviews with Powercor and the local authorities to ensure everyone was provided with up to date and relevant information as required.

### 1.5 Hamilton, Current Fire Season

Extremely dry and very warm conditions across the region has created an environment extremely susceptible to lightning causing fire, as was seen with the below fire events. Around a dozen Severe Weather Warnings have been broadcast since the start of the Bushfire Season.

- Broadcast of four Watch & Act messages so far this Fire Season.

Yambuck & Port Fairy	December 31
Mortlake	January 13
Nelson, Wade Junction & Wanwin	January 13
Mt Richmond & Kentbruck	January 13
- Over these two days of dangerous fire conditions, a number of Advice messages were also broadcast.

Kirkstall, Toolong, Tarrone	December 31
Drumborg, Lyons, West Sinclair	December 31
Lyons, Lower Crawford, West Sinclair,	December 31
Hotspur, Drumborg	December 31



Strathdownie, Mumbannar	January 13
West Sinclair, Drumborg, Heywood	January 13
Wade Junction, Kentbruck	January 13
Lyons, Drumborg	January 13
Ardno, Puralka, Strathdownie	January 13
Dartmoor, Drik Drik, Greenwald, Mumbannar, Winnap	January 13

## 2. Contribution to local economy through employment and training.

### Wimmera-Mallee

Commercial Radio is an employer and training ground in what is often rare in regional communities – the Arts. We concentrate on training and employing people within our community.

Announcers, Copy-writers, Sales Representatives, Technicians and Management and Administration staff and their families add considerable weight to the economic make-up of regional centres. In the Wimmera, this covers an area from Central Highlands to the Mallee and Western District.

Without commercial radio services, regional Victoria would be much the poorer, denying communities a sense of choice in media and something that draws everyone together and provides a sense of connectedness.

### Gippsland

The Gippsland Radio stations employs approximately 40 people in both full and part time positions.

From a sporting perspective TRFM is the naming rights sponsor of the major local football, The Gippsland League.

Donations and support to the following sporting clubs;

- o Traralgon Harriers Athletics Club
- o Traralgon Olympians Soccer Club
- o Traralgon Redsox Baseball Club
- o Southside Junior Football Club
- o Morwell Falcons Soccer Club
- o Traralgon Tennis Club
- o Bairnsdale Football Club
- o Sale Greyhound Club

An additional \$250,000 per year in in-kind sponsorships with business groups and various chambers of commerce across Gippsland.

### Warrnambool

- *Club Wednesday*  
Club Wednesday is a monthly gathering of business people. It is an open invitation meeting to a particular venue each month that might be a business showing off a



new office, showing off what they do at their business or showing the guests what their business does for the community. Each month we have guest speakers. These speakers could be from community groups or representatives from community events that are given an opportunity to address the local business community.

- **100 Jobs in 100 days**

Local employment agency Westvic Staffing Solutions came up with the challenge to sign up 100 apprentices or trainees to local businesses in South West Victoria in 100 days.

With an Outside Broadcast and a series of commercials we encouraged all businesses that could to hire an apprentice or trainee. Not only to meet your business needs, but you'll also be contributing to the life of our youth in our region.

- *I Love Liebig*

Liebig Street is the main street in Warrnambool. We devised a campaign to encourage people to keep shopping locally and keep money in the local community. We have around 70 participating businesses in the I Love Liebig Campaign. We have set up a series of promotions over the last few months and the upcoming months to drive customers into our local businesses. The campaigns include giving away a new car at Christmas time, a market day promotion, an Easter hamper promotion and a \$5000 shopping spree competition.

- *Monaghan's Pharmacy Volunteer of the Month*

The Customer Service Awards are in conjunction with the Warrnambool City Council and South West TAFE. We have a series of commercials on air encouraging people to download a nomination form and fill it out to give someone in the customer service industry recognition for the great job they do and the positive experience they have given to the customer.

Our involvement is assisting with judging the monthly finalists, hosting and Master of Ceremonies duties of the monthly customer service awards as well as a presentation towards the end of the year for the Customer Service of the Year award.

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The Customer Service Awards are in conjunction with the Warrnambool City Council South West TAFE. We have a series of commercials on air encouraging people to download a nomination form and fill it out to give someone in the customer service industry recognition for the great job they do and the positive experience they have given to the customer.

### **Swan Hill / Mallee**

- Business awards. We are major sponsors of all 3 local shire business awards.

### **Hamilton**



The Hamilton Radio stations employs approximately 14 people in full time positions from the local area. As a business, we source our own supplies, equipment and training providers from the local area.

### **Albury**

#### **December/January Bushfires**

Recently we found ourselves in a SEWS emergency situation with an out of control bushfire burning in the heart of our listening area in Barnawartha. Our resources were put to the test with live coverage of the fires on-air. The station received very positive feedback.

### **3. Contribution and participation to local community, social inclusion and community events.**

#### **Wimmera-Mallee**

Commercial Radio Broadcasting services in Victoria's Wimmera-Mallee has continually evolved and is firmly entrenched as an integral part of the region's cultural fabric. Radio stations 3WM and MIXXFM are intrinsically connected to their regional listening audience. It's about being local, breeding and fostering a sense of regional community and connectivity.

While it is easy to recognise the value in providing a free medium to rural and regional communities, the benefits go far beyond the simple dollar and entertainment. We provide a commercial conduit for economic growth through advertising, especially for small business. 3WM /MIXXFM operating costs are over 4 million dollars which is spent locally, with a weekly wages bill of over \$30,000 we remain one of the larger employers in town. ACE Radio, continues to repay the community through continuous support and benevolence.

An example of which is the recently held day-long telethon. ACE Radio's Horsham station helped lead a campaign to raise money for a regional cancer centre, giving up lucrative air time and providing these integral services free of charge.

We also play a connective role in community and sporting events, activities and projects, regularly and freely giving time, effort and money to ensure community success. Community support also goes well and truly beyond business in times of emergency. The Horsham station and its staff have been among the first when responding to times of emergency.

One of the greatest examples was the 2011 floods when, with floodwater from a swollen Wimmera River all but lapping at the front door of the studio, announcers manned the microphones to provide continual updates in desperate efforts to keep people safe. Similar responses occur in response to bushfires in 2013 and 2014. Again, local knowledge and sensibilities came to the fore.

#### **Gippsland**

The Gippsland Radio stations employs approximately 40 people in both full and part time positions.



Socially, ACE Gippsland participates in a variety of community events and committees. Including:

- o Life Education Victoria
- o The running of the Latrobe Regional Hospital Annual Ball
- o Rotary Centenary House fundraising.
- o Fundraising for Barrier Breakers adult mental health support facility.
- o Big Blokes BBQ fundraiser in Bairnsdale and Morwell.

### **Warrnambool**

- *Hole in One Competition*  
The Hole in One Competition runs over the summer on the Warrnambool golf course. With maximum radio support and exposure and a generously donated car from a local dealer. The East Warrnambool Rotary Club raises nearly \$30,000 for charity. The East Warrnambool Rotary Club also uses the first Club Wednesday of each year to talk about how this money is used.
- *Leila Rose All Stars Game*  
In excess of \$80,000 was been raised from the Leila Rose All Stars football fundraiser in Warrnambool. Between 4 and 5 thousand packed the South Warrnambool Football Ground to watch 2 teams made up of local 'Identities' & Captained by The Coast FM Breakfast hosts Matt Monk & Matt Stewart.

The day exceeded all expectations, AFL Legend Mick Malthouse & Hawthorn 4 time premiership player Jordan Lewis Coached the sides.

- *Ice Bucket Challenge*  
The Coast FM Breakfast Show & the Promotions Department coordinated a massive Ice Bucket Challenge along the Warrnambool Foreshore. There were close to 1000 people to brave the icy Warrnambool sea water & raised nearly \$7000 to help eradicate Motor Neurone Disease (MND).
- *Foodshare*  
Foodshare helped fill a gap that was missing for the underprivileged people of Warrnambool. Foodshare was a community initiative that got off the ground with our support. Based on food and monetary donations from people and local supermarkets and business, Foodshare provides food hampers for people in need & also for the organizations that help the people in need. Our contribution was through a series of commercial campaigns, promotions & broadcasts from the Foodshare Depot that has let people know how, where & what to donate. In addition our breakfast show hosts took one of the donation bins around to the primary schools to collect donations.
- *Schools Triathlon*  
Our involvement was a series of commercials letting listeners know about the day and a broadcast from Lake Pertobe on the day and assisting with MC duties.

The Warrnambool Schools Triathlon was held at Lake Pertobe in Warrnambool. It involved all the Primary Schools in the Warrnambool and surrounding areas. Children from grade 3 onwards were able to participate in a swim, bike & running section. It was a great opportunity for children to get out and support their classmates as well as encouraging them to keep fit.



- *Fun for Kids*  
Fun for Kids is a yearly event held during the July school holidays. It is Australia's largest indoor children's event. It is all held indoors in a huge temporary marquee set up in the middle of Warrnambool. It brings a large amount of money to the local community with vendors able to set up inside the week-long event & also the nearby cafes, restaurants & accommodation are usually the other main businesses to benefit from Fun for Kids. We contribute with commercials for the event as well as interviews with organizers of the event & we have held broadcasts from Fun for Kids and also held one of the aforementioned Club Wednesday meetings from the Fun for Kids venue as well.

### **Swan Hill / Mallee**

3SH and MixxFM have continued to be the voice and personality of our region. Providing critical emergency information as required, acting as the conduit in day to day life for those in our community for them to access critical and local information daily.

Full time local news supported by national product ensures our listeners are fully informed, most importantly in times of emergency.

There was no better example of the critical role we play than during the floods in 2011 when we were the critical partner of choice for the SES as the conduit to the people in the region.

- Last year we donated \$200,000 in airtime to assist local charities, business groups and the local chamber of commerce.
- We are major naming rights sponsor of the Local Football and Netball League that engages over 2,200 participants. Sport in the rural areas provides a healthy social network for people and we recognise and support its role.
- Australia Day Breakfast. We are the major sponsor of the breakfast which recognises public contributions by members of our community. Normally about 2,500 attend the breakfast and awards ceremony.
- Meals on wheels.  
We advertise for participants as well as provide all of our staff to actively engage in the service.
- Anzac Day Dawn Service Coverage. We cover live our local service to ensure that the people that cannot attend have the opportunity to take part in such a significant day.
- Ganawarra, Swan Hill and Wakool shire all receive our financial support as well as on air support.

### **Hamilton**

We are supporters of our local charity and not for profit groups and we are sponsors or supporters of the following:



- Make A Wish Ball Portland
- Hamilton Harness Racing Club
- Hamilton Kangaroos Football Netball Club
- Oz Act
- Branxholme Rodeo
- Farm to Pub Charity
- Western District Health Service Drive In night
- Hamilton Cricket Club
- Carols by Candlelight Hamilton
- Promenade of Sacred Music Hamilton
- Hamilton Eisteddfod
- Hamilton North Rotary Club Antique Fair
- Serra Terror
- WLBN & FC
- Wheelchair Rugby
- Mother's Day Classic
- Grampians Golf Club
- Rotary Club Hamilton North Art Show
- Hamilton and District Indoor Bowls Association
- Coleraine Pedal Car Grand Prix
- Vitality Fun Run
- Harrow Bush Nursing
- Anti-Bullying Seminar
- Hamilton Country Fire Authority
- Dunkeld Primary School
- Cavendish Football Club
- Penshurst Football Club
- Western District Health Service Dinner – Mischief With Marney
- Hamilton Sportswomen of the Year
- Party with the Ponies for disability services
- Vitality Fun Run - Western District Health Service Fund Raiser
- Southwest Games
- Ignite the Spirit of Christmas Hamilton
- Dunkeld Races
- Hamilton Races.

## **Albury**

### **MAMA – Murray Art Museum Albury**

The Murray Art Museum in Albury has recently undergone a multi-million dollar redevelopment in which ACE Radio 2AY donated \$50,000 to the trust fund. The funds will support the local arts and cultural scene and has been a key role in fostering relationships with individuals and businesses to leave a legacy for future generations. We had a number of staff members represent the station for the grand opening in October 2015.

### **Upper Murray Family Care**

In November 2015 our owners Rowly & Judy Patterson along with ACE Radio CEO Mark Taylor were proud to donate \$10,000 to Upper Murray Family Care in Wodonga. A local charity with the primary goal of strengthening, nurturing and caring for children and families throughout North East Victoria and the Upper Murray. The organisation offers a range of services that are responsive to the varying needs of the local community.





### **Ronald McDonald Ride for Sick Kids**

2AY was involved with the promotion of the 2015 Ronald McDonald Ride for Sick Kids during its visit to the Border. The station assisted with the organisation of a charity auction for the event where we donated various items and raised \$22,000. The ride itself raised over \$500,000, with additional funds being raised to help the Wodonga family room to continue its service for Border families with sick children. 2AY also reported on the progress of the ride during its visit to the area.

### **MND Fundraiser – Ice Bucket Challenge**

In 2014 we organised a combined city Ice Bucket Challenge. In partnership with the Border Mail (local newspaper) we raised vital funds of \$5,000 for MND with hundreds braving the cold Winter conditions to be dunked in ice cold water. In 2015, 2AY were also involved with promoting the Neil Daniher Drive with Albury being one of the stop over points. We had the privilege of featuring Neil on our local sports show prior to the ride which raised over \$1 million in donations. The Daniher's being local to the area, it was an event we were honoured to support.

### **Jesse Featonby – Bike Ride**

In November 2015 local cycling star Jesse Featonby rode Albury's Monument Hill 112 times (the equivalent of Mount Everest) to raise funds for the Movember Foundation. Our local sports show 'The Critic' presented a live broadcast of the first stage of the event which raised over \$15,000. The event attracted national media attention.

### **James McQuillan**

Nearly two years ago local Albury Tiger footballer James McQuillan was made a quadriplegic after a horrific on field incident during a local football game. Since then the local community has banded together to provide ongoing support for James to ensure he gets the rehabilitation that he needs. A series of fundraisers have been organised along the way in which we have had a heavy involvement coinciding with our local football coverage. Hundreds of thousands of dollars has been raised over the last two years for the James McQuillan Future Fund including a cash donation from 2AY of \$5,000.

### **Norske Skog Young Achiever**

The Norske Skog Young Achiever of the Year Award has been running for a number of years in which 2AY has had a good association. Our Sports Editor Simon Corr assists with the running of the event with MC duties, along with on-air promotion. The event celebrates the sporting achievements of young talent on the Border and features a number of high profile sports people.

### **Albury Wodonga Big Splash**

The Albury Wodonga Big Splash is a community event organised to raise awareness for mental health. The Big Splash is held every year coordinated by Albury Tigers Water Polo Club in memory of local girl Mary Baker who tragically took her life in March 2011. We have been a proud media supporter of this event, with on-air promotion, news coverage and a broadcast at the event where we enter a team of local staff members to participate in the relay alongside other local businesses. The splash has raised vital funds for the Headspace foundation and continues to grow each year.

### **Albury & Wodonga Carols**

2AY is the official media partner of the Albury & Wodonga Carols each year. We broadcast the carols through our online stream to the world, and assist with the overall promotion of the event. Our breakfast announcer Sandra Moon MC's Wodonga's





carols each year with money raised from candle sales going to Albury Wodonga Health and 2AY also donates \$2,500 for purchase of their candles for sale.

**Lake Hume Cycle Challenge**

2AY has this year jumped on board to support the Lake Hume Cycle Challenge. This event attracts cyclists from near and far to raise money to provide local supportive care for people living with cancer. We are in the process of organising a team to participate in the event.



#### 4. Appendix A – Company Profile



**ACE RADIO**

# FAMILY OWNED NETWORK

**COMPANY PROFILE**  
INCLUDING SURVEY RESULTS



# ACE RADIO

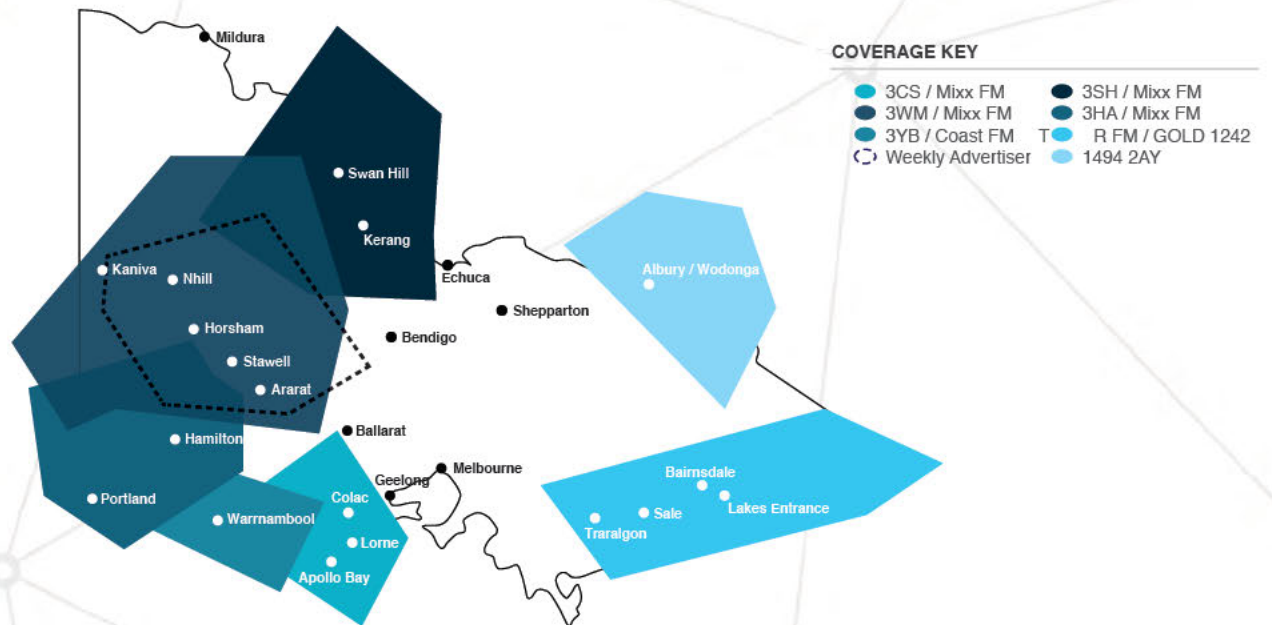
Since 1984 ACE Radio Broadcasters have been at the forefront of regional Victorian radio. Jointly owned by the Paterson and Handbury families, who are themselves regionally based.

The company has grown over the years to include 13 radio stations, The Weekly Advertiser newspaper, Radio Training Institute, ACE Direct Sales and Regional Radio Sales Australia, employing over 170 people across Victoria and Southern New South Wales.

## QUICK STATS

### ACE Radio Markets

<i>COLAC:</i>	53,857 people
<i>GIPPSLAND:</i>	140,486 people
<i>HAMILTON:</i>	47,549 people
<i>SWAN HILL:</i>	45,171 people
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<i>WARRNAMBOOL:</i>	60,713 people
<i>ALBURY:</i>	141,331 people
<b>TOTAL:</b>	<b>554,240 people</b>



## AM PROGRAM HIGHLIGHTS

ACE Radio broadcasts through seven AM stations, which are talk driven, complimented with classic hit music. Each station has a strong commitment to local and national news and sport, and a heavy community involvement.

## FM PROGRAM HIGHLIGHTS

ACE Radio broadcasts through six FM stations, which are music based stations targeting people in the 18–39 age group. The format is Hot Adult Contemporary, playing a mix of pop, rock and dance from the 90's and today.

### AM HIGHLIGHTS

***THE MORNING RUSH***

Weekdays with Jon & Maria

***NEIL MITCHELL***

Weekdays

***AFL LIVE***

During the AFL Footy Season

***TOM ELLIOTT***

Weekdays

***STEVE PRICE***

Weekdays

### FM HIGHLIGHTS

***MIXX BREKKY***

Weekdays from 6am

***FITZY & WIPPA***

Weekdays

***THE DROP ZONE***

Weeknights

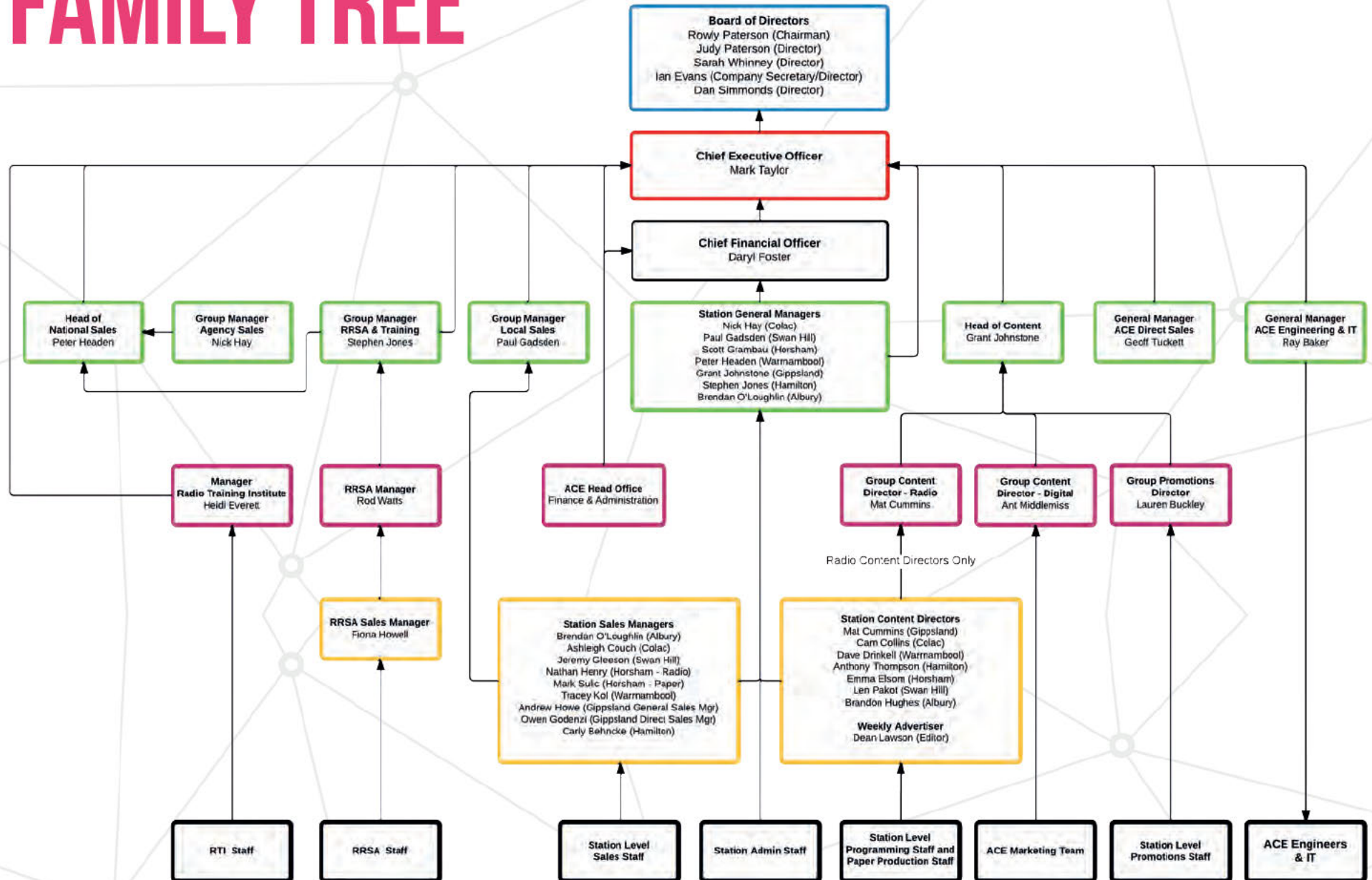
***TAKE 40 AUSTRALIA***

Saturdays

***THE HOT HITS***

Sundays

# FAMILY TREE





# COLAC

Based in Colac, 3CS and MIXX FM cover the heart of South Western Victoria, and the world famous Great Ocean Road. The city of Colac is located 75 kilometres west of Geelong. The surf coast tourist area attracts in excess of 1.1 million visitors annually.

The stations large coverage area extends north towards Ballarat and also takes in the towns of Skipton and Lismore. Other south-western Victorian commerce centres such as Camperdown, Cobden and Port Campbell are also covered by the stations. MIXX FM also has FM transmitters located in Lorne and Apollo Bay which improve reception into the coastal towns of Lorne, Anglesea, Airey's Inlet and Apollo Bay.

3CS is our AM station, targeting people aged 35-60 with an adult contemporary format featuring classic hits from the 70s and 80s and with a strong commitment to local and national news and the very latest information.

MIXX FM primarily targets an audience of 18-35 and features today's best music from the 80s, 90s and today. Also with a strong commitment to local and national news.

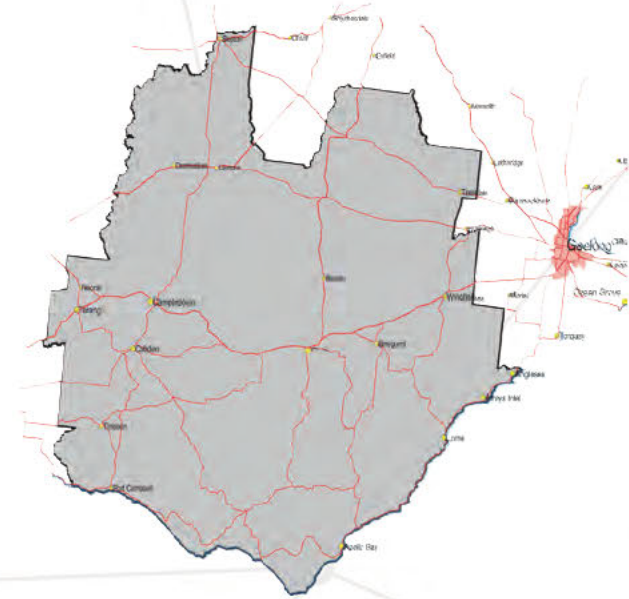
Colac has a very strong dairy cattle industry. It is principally and agricultural centre. Over a quarter of the workforce is on the land. The area also has a strong timber industry with a number of large timber mills operating in the area. Colac is also the home of Regal Creams (Bulla Dairy Foods) and the Australian Lamb Company.

All major banks, car dealers, insurance, finance companies, fast-food restaurants and an extensive selection of national retail, chain and independent stores are located in the region.

Station Contact:

Nick Hay (General Manager)  
Ph: (03) 5231 5388 M: 0409 219 151  
E: nickh@team.aceradio.com.au

241 Murray St / PO Box 63  
Colac Vic 3250



## QUICK STATS

### 1134 BCS

<b>LOCATED:</b>	Colac and surrounding area
<b>FREQUENCY:</b>	1134 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.3cs.com.au">www.3cs.com.au</a>

### MIXX FM

<b>LOCATED:</b>	Colac and surrounding area
<b>FREQUENCY:</b>	92.7 FM, 95.9 FM and 106.3 FM
<b>FORMAT:</b>	Hit music, news
<b>WEBSITE:</b>	<a href="http://www.mixx1063.com.au">www.mixx1063.com.au</a>
<b>POPULATION:</b>	53,857

**1134 3CS MIXX FM**

# LOCAL RADIO A WINNER IN THE GREAT SOUTH WEST

## ACE RADIO COLAC REACHES 29,500 PEOPLE PER WEEK AGED 10+

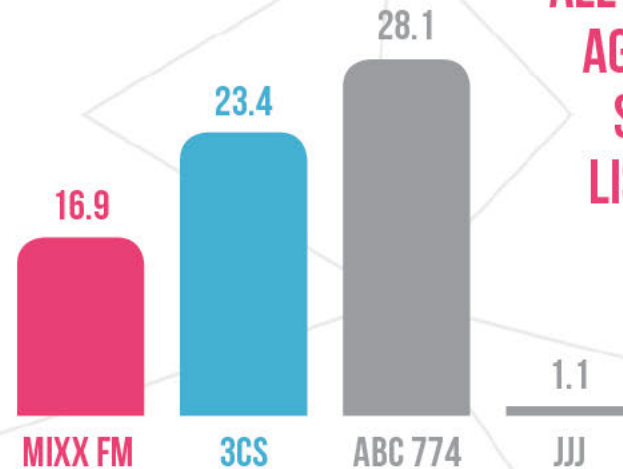
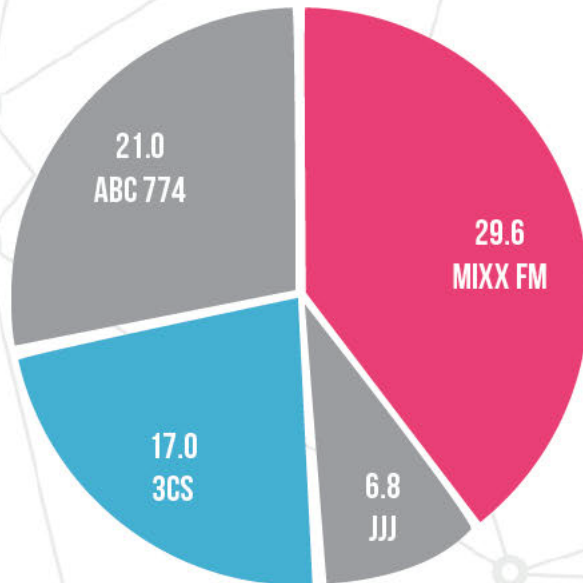
SOURCE: XTRA RESEARCH COLAC REGIONAL SURVEY 1, 2014. STATION LISTENED TO MOST.

**57%**  
OF THE  
MARKET

### SURVEY RESULTS

**ALL PEOPLE AGED  
10+ BREAKFAST  
STATION LISTENED  
TO MOST**

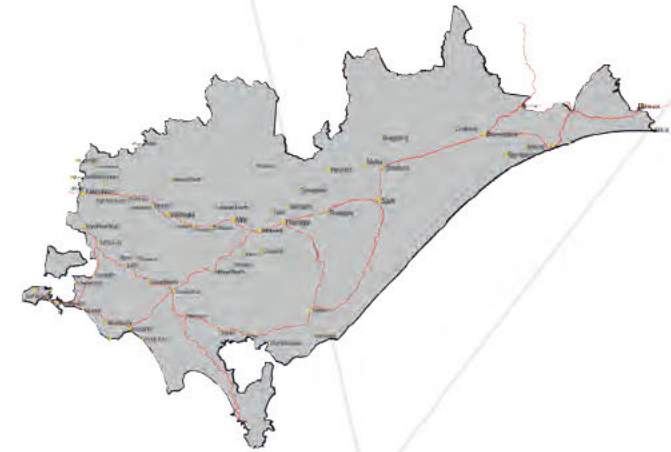
BREAKFAST IS DOMINATED IN THE  
MORNINGS BY MIXX FM.



**ALL PEOPLE  
AGED 40+  
STATION  
LISTENED  
MOST**



# GIPPSLAND



The GOLD 1242 and TRFM service area stretches across the coastal plain between the highlands of the Great Dividing Range and Bass Strait, and extends 400 kilometres from the Western edge of the Latrobe Valley through to the New South Wales border.

The market includes the important industrial region of the Latrobe Valley, only 90 minutes from Melbourne's CBD. The primary industry in "The Valley" is power, with over 85% of Victoria's power generated in Gippsland.

One of the other major industries is tourism, with the pristine beauty of the 90 Mile Beach and the Gippsland Lakes tourist region in East Gippsland.

The Gippsland market is unique in Australia as it has five major population centres spread over a large geographic area.

The heaviest concentration of population is in the Latrobe Valley, which consists of the three major cities of Moe, Morwell and Traralgon. Other major centres in the service area include Sale, Bairnsdale and Lakes Entrance.

Station Contact:

Grant Johnstone (General Manager)  
PH: (03) 5173 1000 M: 0429 386 990  
E: grantj@team.aceradio.com.au

11 Coonoc Road / PO Box 1242  
Traralgon Vic 3844

## QUICK STATS

### GOLD 1242

<i>LOCATED:</i>	Gippsland and surrounding
<i>FREQUENCY:</i>	1242 AM
<i>FORMAT:</i>	News, sport, talk back, music
<i>WEBSITE:</i>	<a href="http://www.gold1242.com.au">www.gold1242.com.au</a>

### TRFM

<i>LOCATED:</i>	Gippsland and surrounding
<i>FREQUENCY:</i>	99.5 FM and 99.9 FM
<i>FORMAT:</i>	Hit music, news
<i>WEBSITE:</i>	<a href="http://www.trfm.com.au">www.trfm.com.au</a>
<i>POPULATION:</i>	140,486



# LOCAL RADIO A WINNER IN GIPPSLAND

## ACE RADIO GIPPSLAND A VITAL PART OF THE REGION

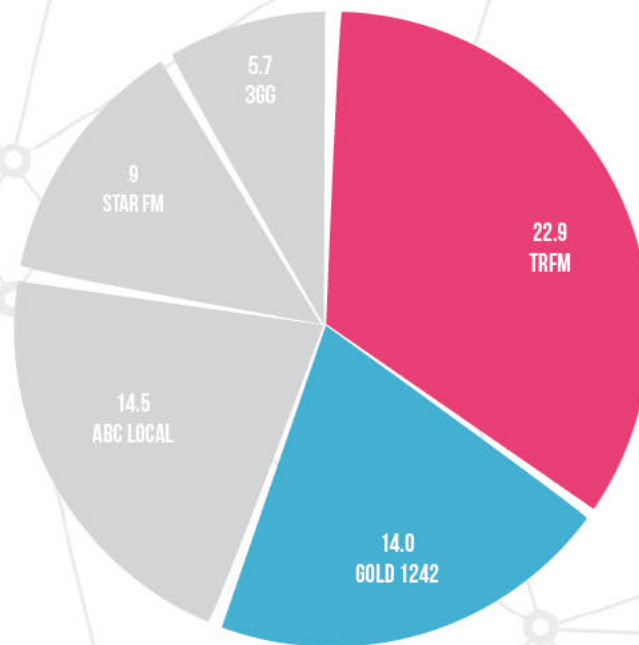
SOURCE: NIELSEN MEDIA, SURVEY 1, 2011 LATROBE VALLEY.



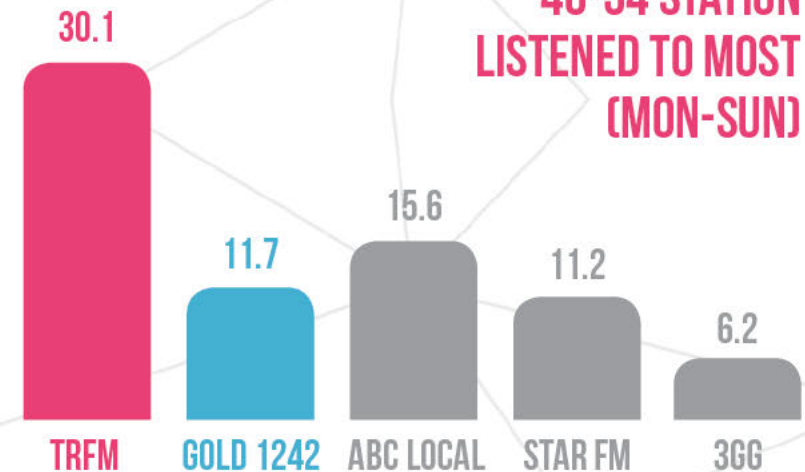
### SURVEY RESULTS

ALL PEOPLE AGED  
10+ MORNING  
LISTENED TO MOST  
(MON-FRI)

TRFM WINS MORNINGS  
WITH A DOMINANT RESULT.



ALL PEOPLE AGED  
40-54 STATION  
LISTENED TO MOST  
(MON-SUN)





# HAMILTON

Based in Hamilton, our two stations cover Western Victoria, which has an approximate service area of 47,549.

3HA is our AM station, targeting people aged 35-60 with an adult contemporary format featuring classic hits from the 70s and 80s and with a strong commitment to local and national news and the very latest information. Rural information is broadcast each morning between 6:30am and 7:00am and again at lunchtime between 12pm and 1pm. Programming features include Neil Mitchell, many local sponsorable programs and local and AFL football.

MIXX FM primarily targets an audience of 18-35 and features today's best music from the 80s, 90s and today. Also with a strong commitment to local and national news the format includes popular segments. Similar to 3HA, MIXX FM offers many opportunities for sponsorships.

Please note: MIXX FM also reaches Portland, which has helped us to gain the majority share of FM listeners from our area.

Station Contact:

Stephen Jones (General Manager)  
Ph: (03) 5571 9981 M: 0418 523 891  
E: [stephenj@team.aceradio.com.au](mailto:stephenj@team.aceradio.com.au)

61 Brown St / PO Box 414  
Hamilton Vic 3300



## QUICK STATS

### 981 3HA

<b>LOCATED:</b>	Hamilton and surrounding area
<b>FREQUENCY:</b>	981 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.3ha.com.au">www.3ha.com.au</a>

### MIXX FM

<b>LOCATED:</b>	Hamilton and surrounding area
<b>FREQUENCY:</b>	88.9 FM and 93.7 FM
<b>FORMAT:</b>	Hit music, news
<b>WEBSITE:</b>	<a href="http://www.mixx889.com.au">www.mixx889.com.au</a>
<b>POPULATION:</b>	47,549



# LOCAL RADIO A WINNER IN THE WESTERN DISTRICT

## ACE RADIO HAMILTON REACHES 29,500 PEOPLE PER WEEK AGED 10+

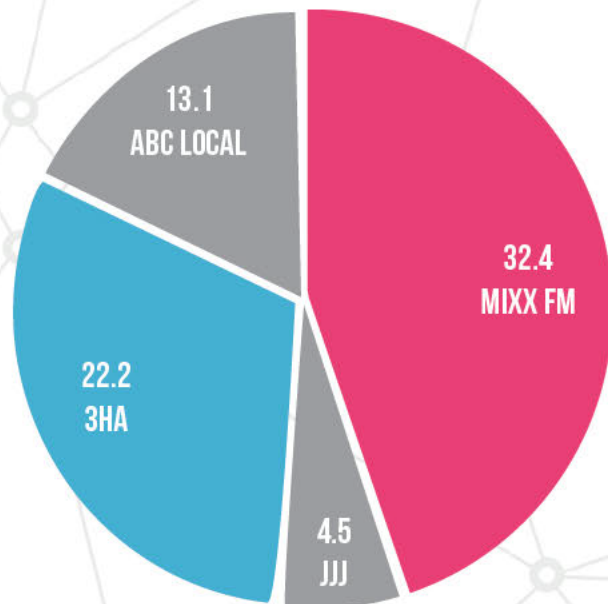
SOURCE: XTRA RESEARCH HAMILTON REGIONAL SURVEY 1, 2014. STATION LISTENED TO MOST.



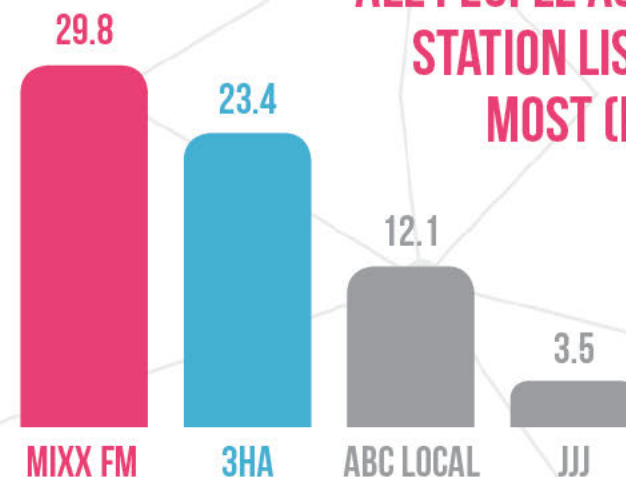
### SURVEY RESULTS

### ALL PEOPLE AGED 10+ BREAKFAST STATION LISTENED TO MOST (MON-FRI)

BREAKFAST IS DOMINATED IN THE  
MORNINGS BY MIXX FM AND 3HA.



### ALL PEOPLE AGED 40-54 STATION LISTENED TO MOST (MON-SUN)





# SWAN HILL

Based in Swan Hill, 3SH and MIXX FM cover the eastern edge of the Mallee area in the northwest of Victoria. Located on the Murray River, Swan Hill is a picturesque tourist destination with a strong farming district. Tourism in the region is a \$55 million industry with over 235,000 visitors annually.

The stations large coverage area extends north west to Balranald, west towards Ouyen and Hopetoun, and to the South takes in the towns of Sea Lake and Birchip. The station's coverage area also includes the towns of Kerang, Cohuna, Koondrook and Barham to the east of Swan Hill.

3SH is our AM station, targeting people aged 35- 60 with an adult contemporary format featuring classic hits from the 70s and 80s and with a strong commitment to local and national news and the very latest information.

MIXX FM primarily targets an audience of 18-35 and features the best music from the 80s, 90s and today. It also has a strong commitment to local and national news.

The famous Murray River, the beautiful lakes district of Lake Boga and the regions year round near perfect weather make the area an ideal holiday location and like Mildura, the region supplies much of Victoria's fresh fruit.

The Swan Hill and Kerang area has a large amount of irrigation farmland, this supports a number of orchards near the river and a strong dairy cattle industry. It also produces large quantities of wheat and canola, whilst the Kerang & Cohuna area has a large dairy industry and produces lucerne, grain and vegetable crops.

Station Contact:

Paul Gadsden (General Manager)  
Ph: (03) 5032 9400 M: 0419 347 713  
E: paulg@team.aceradio.com.au

77 McCallum St / PO Box 504  
Swan Hill Vic 3585



## QUICK STATS

### 1332 3SH

<b>LOCATED:</b>	Swan Hill and surrounding area
<b>FREQUENCY:</b>	1332 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.3sh.com.au">www.3sh.com.au</a>

### MIXXFM

<b>LOCATED:</b>	Swan Hill and surrounding area
<b>FREQUENCY:</b>	107.7 FM and 98.7 FM
<b>FORMAT:</b>	Hit music, news
<b>WEBSITE:</b>	<a href="http://www.mixx1077.com.au">www.mixx1077.com.au</a>
<b>POPULATION:</b>	45,171



# LOCAL RADIO A WINNER IN THE MALLEE

## ACE RADIO SWAN HILL REACHES 30,800 PEOPLE PER WEEK AGED 10+

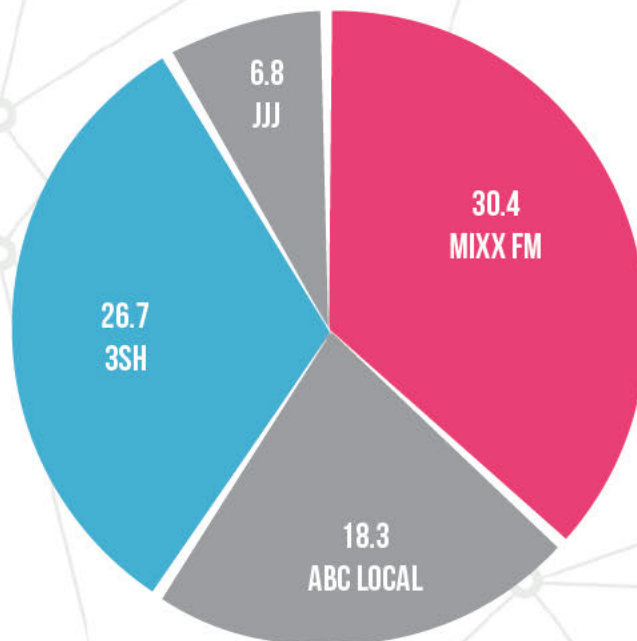
SOURCE: XTRA RESEARCH SWAN HILL REGIONAL SURVEY 1, 2014. STATION LISTENED TO MOST.



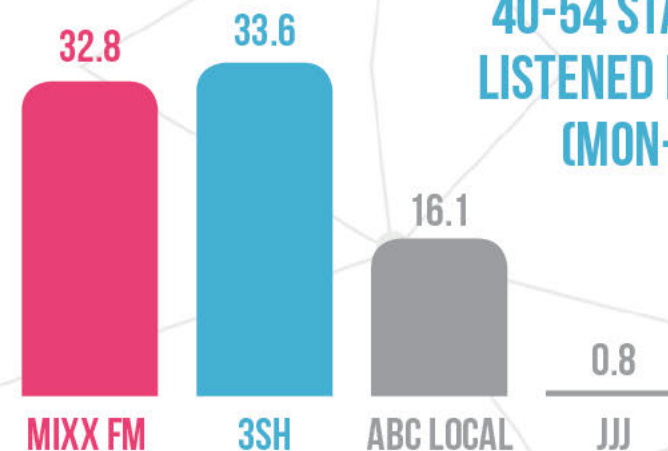
### SURVEY RESULTS

## ALL PEOPLE AGED 10+ STATION LISTENED MOST

MIXX FM IS THE DOMINANT RADIO STATION FOR PEOPLE AGED UNDER 40, 3SH IS CHOSEN BY THE MOST LISTENERS AGED OVER 40 AS THE STATION THEY LISTEN TO MOST.



## ALL PEOPLE AGED 40-54 STATION LISTENED MOST (MON-SUN)





# HORSHAM

Horsham is the major commerce centre for the Wimmera/Mallee region, which includes such centres as Nhill, Halls Gap, Kaniva, Warracknabeal, Stawell and Ararat. Over a million tourists visit the area each year to see Halls Gap and the majestic Grampians National Park. The region is extremely popular with fishing, boating, swimming and water enthusiasts.

Horsham lies in the far west of the state approximately 140 kilometers from the South Australian border. Horsham is the halfway point between Adelaide and Melbourne on the busy Western Highway. It is estimated that over 1,500 semi trailers pass through this region each day. Over a million tourists also visit the region each year to visit the majestic Grampians National Park. Established as a National Park in 1984 it is Victoria's largest national park, occupying an area of 1,670 square kilometers.

The station also produces a colour weekly newspaper, The Weekly Advertiser, which is circulated free to over 22,000 homes, business and RMB deliveries in the Wimmera Mallee. The Weekly Advertiser is a unique way to add additional reach to your radio campaign with special incentive being offered to advertisers that run on both stations and in the newspaper. Since it's introduction in 1998, The Weekly Advertiser has revitalised the local newspaper scene.

All major banks and credit unions, car dealers, insurance/finance organizations, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

Station Contact: \_\_\_\_\_

Scott Grambau (General Manager)  
Ph: (03) 5382 1351 M: 0409 953 283  
E: scottg@team.aceradio.com.au

2 Stawell Rd / PO Box 606  
Horsham Vic 3400



## QUICK STATS

### 1089 3WM

<b>LOCATED:</b>	Horsham and surrounding area
<b>FREQUENCY:</b>	1089 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.3wm.com.au">www.3wm.com.au</a>

### MIXX FM

<b>LOCATED:</b>	Horsham and surrounding area
<b>FREQUENCY:</b>	94.5 FM, 98.5 FM and 101.3 FM
<b>FORMAT:</b>	Hit music, news
<b>WEBSITE:</b>	<a href="http://www.mixx1013.com.au">www.mixx1013.com.au</a>
<b>POPULATION:</b>	65,133

1089 3WM MIXX FM

# LOCAL RADIO A WINNER

IN THE WIMMERA MALLEE

## ACE RADIO HORSHAM REACHES 42,000 PEOPLE PER WEEK AGED 10+

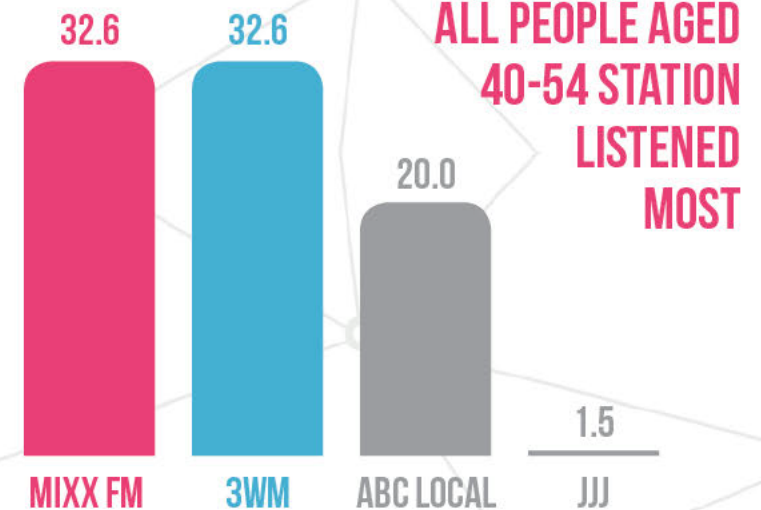
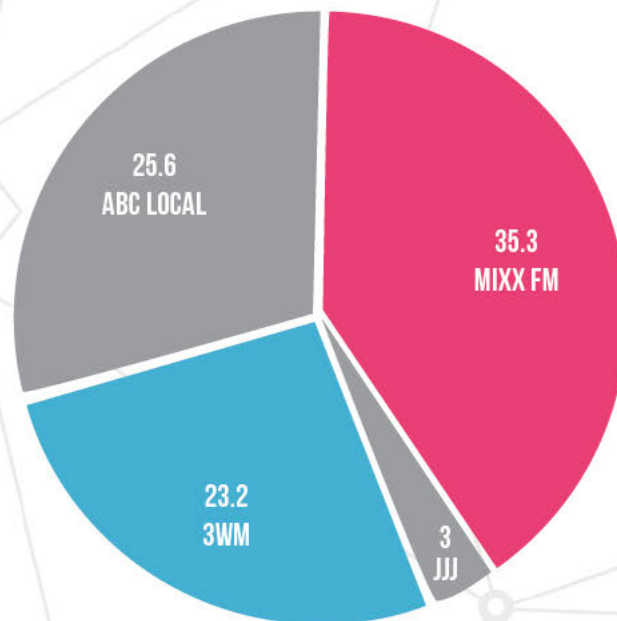
SOURCE: XTRA RESEARCH HORSHAM REGIONAL SURVEY 1, 2014. STATION LISTENED TO MOST.

68%  
OF THE  
MARKET

### SURVEY RESULTS

## ALL PEOPLE AGED 10+ STATION LISTENED MOST

MIXX FM IS THE DOMINANT  
RADIO STATION IN THE AREA.



ALL PEOPLE AGED  
40-54 STATION  
LISTENED  
MOST



# THE WEEKLY ADVERTISER

'The Wimmera's largest circulating newspaper'

The Weekly Advertiser is by far the most prolific and widely read newspaper in the Wimmera. In fact, based on individual editions, more people read or have access to The Weekly Advertiser than all other Wimmera newspapers combined.

Copies of the newspaper find their way to around 23,450 homes, farms and businesses across Western Victoria, most of them hand-delivered by a dedicated distribution team to household mail boxes.

Based in the heart of the Wimmera, The Weekly Advertiser is a free-of-charge community newspaper working alongside and in partnership with radio stations 3WM and MixxFM and a vibrant regional business community.

The Weekly Advertiser boasts an audited circulation of 23,450 copies each week, covering a regional population of over 60,000. The newspaper circulates through the Wimmera, Grampians and beyond, covering Horsham, Stawell, Ararat, Nhill, Dimboola, Warracknabeal, Kaniva, Balmoral, Dadswells Bridge, Edenhope, Goroke, Halls Gap, Harrow, Marnoo, Minyip, Natimuk, Rupanyup, Hopetoun, Willaura and Lake Bolac.

Major industries in The Weekly Advertiser's coverage area include many businesses, broadacre cereal, wheat and sheep farming, agricultural research, mining, tourism, food production and manufacturing.

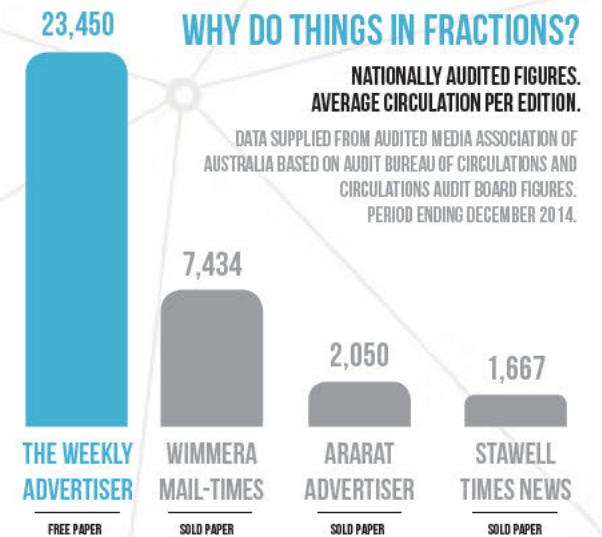
Station Contact:

Scott Grambau (General Manager)  
Ph: (03) 5382 1351 M: 0409 953 283  
E: [scottg@team.aceradio.com.au](mailto:scottg@team.aceradio.com.au)

2 Stawell Rd / PO Box 606  
Horsham Vic 3400

## LOCAL PAPER A WINNER IN THE WIMMERA MALLEE

THE WEEKLY ADVERTISER DISTRIBUTES MORE THAN  
**23,000 COPIES PER WEEK**



# WARRNAMBOOL

The 3YB and Coast FM service area stretches across the coastal plain high on Mount Warrnambool to Warrnambool and the Great South Coast of Victoria. Taking in such towns as Warrnambool, Terang, Mortlake, Koroit and Camperdown.

Warrnambool is a comprehensive regional service centre. Major industries and services include retail, tourism, education, health, dairy, meat processing, building and construction.

3YB has been broadcasting to Warrnambool and the Great South Coast for over 75 years.

Situated in Timor Street Warrnambool and enjoy a strong listenership across South West Victoria. Our target demographic is all people aged 40+ and our service population is 60,713.

Also situated in Timor Street Warrnambool Coast FM has been broadcasting since 2002 playing all of today's hits and a great mix from the 80's and 90's. We are your number 1 'Hit Music Station'.

Our target demographic is people aged between 18 and 39 and have a service population of 60,713.

Station Contact:

Peter Headen (General Manager)  
Ph: (03) 5564 3888 M: 0419 559 389  
E: peterh@team.aceradio.com.au

95 Timor St / PO Box 485  
Warrnambool Vic 3280



## QUICK STATS

<b>LOCATED:</b>	Warrnambool and surrounding
<b>FREQUENCY:</b>	882 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.3yb.com.au">www.3yb.com.au</a>

<b>LOCATED:</b>	Warrnambool and surrounding
<b>FREQUENCY:</b>	95.3 FM
<b>FORMAT:</b>	Hit music, news
<b>WEBSITE:</b>	<a href="http://www.coast.com.au">www.coast.com.au</a>
<b>POPULATION:</b>	60,713



882 **3YB** **COAST FM**

# LOCAL RADIO A WINNER

IN THE GREAT SOUTH COAST

## ACE RADIO WARRNAMBOOL REACHES 43,700 PEOPLE PER WEEK AGED 10+

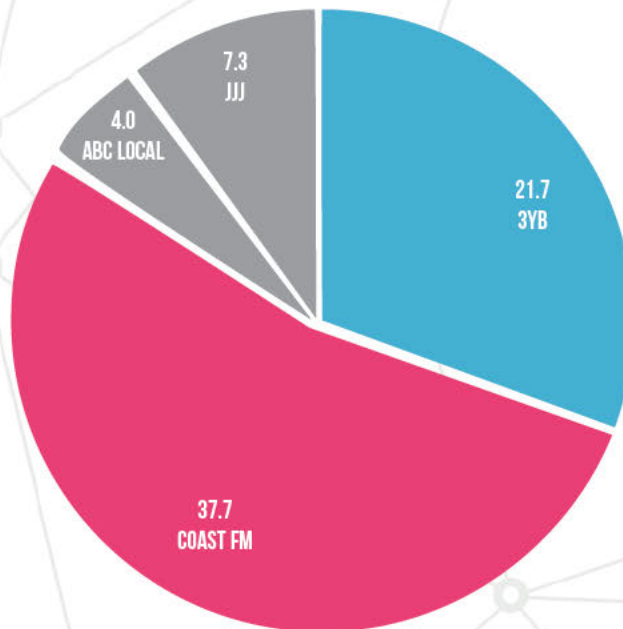
SOURCE: XTRA RESEARCH WARRNAMBOOL REGIONAL SURVEY 1, 2015. STATION LISTENED TO MOST.

**71.5%**  
OF THE  
MARKET

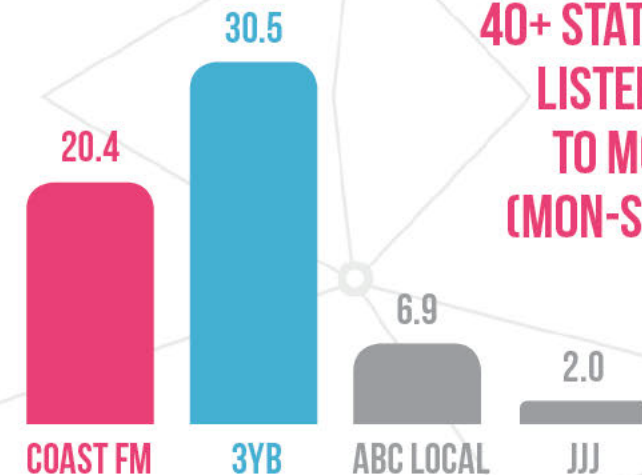
### SURVEY RESULTS

ALL PEOPLE AGED  
10+ STATION  
LISTENED MOST  
(MON-SUN)

COAST FM AND 3YB ARE THE  
DOMINANT RADIO STATIONS IN  
THE AREA.



ALL PEOPLE AGED  
40+ STATION  
LISTENED  
TO MOST  
(MON-SUN)



# ALBURY

Audience potential, approximately 140,000, including NSW Riverina/SW Slopes NE Victorian border towns of: Corowa, Rutherglen, Chiltern, Urana, Lockhart, Walbundrie, Brocklesby, Burrumbuttock, Walla Walla, Jindera, Henty, Culcairn, Holbrook, Ettamogah, Tallangatta, Beechworth, Yackandandah, Corryong, Jingellic, Walwa, Wangaratta, Yarrawonga and Mulwala.

Albury is the major retail, commercial, administrative and cultural centre for the greater Albury Wodonga region. Albury has a population of more than 50,000 people, while a further 36,000 reside in neighbouring Wodonga.

The Albury Wodonga economy is valued at approximately \$5.29billion (January 2011), and is dominated by the manufacturing, construction, retail, health and business & property services sectors.

2AY, Albury Wodonga's adult radio station, has been a vital part of the region for over 80 years and is the choice of station for people wanting to be informed and entertained. 2AY's format of News, Talk & Sport allows us the benefit of being able to cover all the major events, as they happen.

Station Contact:

Brendan O'Loughlin (General Manager)  
Ph: (02) 6023 4111 M: 0417 507 303  
E: brendano@team.aceradio.com.au

559 Hume St / PO Box 3393  
Albury NSW 2640



## QUICK STATS

2AY

<b>LOCATED:</b>	Albury Wodonga
<b>FREQUENCY:</b>	1494 AM
<b>FORMAT:</b>	News, sport, talk back, music
<b>WEBSITE:</b>	<a href="http://www.2ay.com.au">www.2ay.com.au</a>
<b>POPULATION:</b>	141,331

1494 2AY



# LOCAL RADIO A WINNER IN ALBURY WODONGA

## ACE RADIO ALBURY REACHES 30,688 PEOPLE PER WEEK AGED 10+

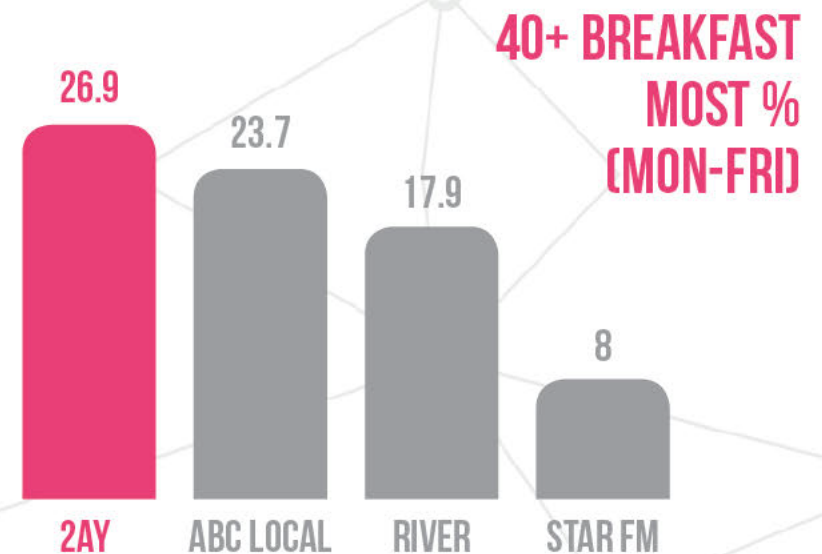
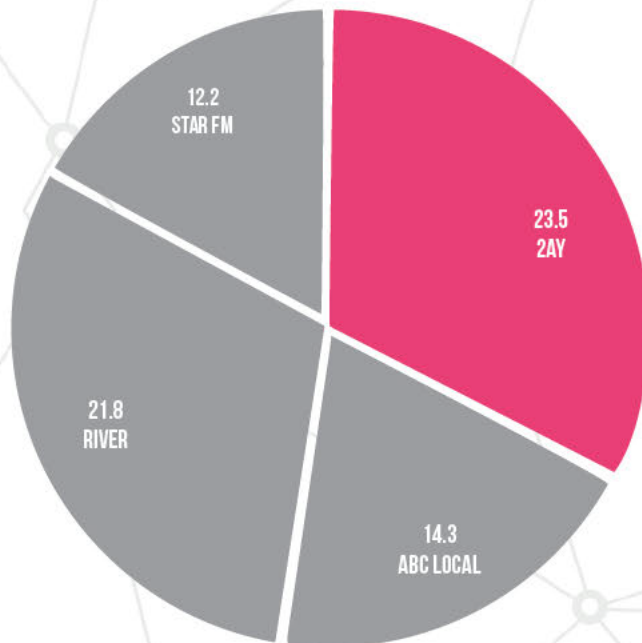
SOURCE: XTRA RESEARCH, ALBURY REGIONAL SURVEY 1, 2014. STATION LISTENED TO MOST.



### SURVEY RESULTS

### 10+ MORNING MOST % (MON-FRI)

NEIL MITCHELL WINS 10+  
MORNINGS WITH A DOMINANT  
RESULT.







# ACE DIRECT SALES

ACE Direct Sales was formed in 1994 to generate direct sales for the ACE Network outside its member stations' coverage areas.

Shortly after its inception, ACE Direct Sales extended its role to also place schedules on stations external to the ACE Network.

Through this process ACE Direct Sales has developed a knowledge of Australia's Radio markets and has formed a strong working relationship with their key personnel.

This gives ACE Direct Sales the capacity to efficiently place bookings across Australia on both Regional and Capital City stations.

Clients of ACE Direct Sales have warmed to the ease of placing their campaigns on multiple stations through one well-informed contact with the associated services of script development, commercial production and promotional concepts.

\_\_\_\_\_ Contact: \_\_\_\_\_

Geoff Tuckett (General Manager)

# RADIO TRAINING INSTITUTE

The MELBOURNE RADIO SCHOOL was established in 1984; with a formidable number of former students having gained employment at regional and metropolitan radio stations throughout Australia and other parts of the world as Announcers, Copywriters, News Readers, Sales Consultants, Promotions and Marketing personnel, Receptionists, Journalists, Music and Program Directors. Many of these people are also working within the Television and Advertising Industry.

In August 2014, the Melbourne Radio School re branded and became the Radio Training Institute (RTI), to better reflect its role in training talent for the radio industry.

The new name signals a wider industry focus for the institute, which wants to help Victorians build their skills and get good jobs in any radio network.

The Radio Training Institute is owned and operated as a division of ACE Radio Broadcasters, which makes it the only Broadcast institute in Australia directly connected to an active commercial radio network (which includes TRFM / GOLD 1242 Traralgon, 3CS / Mixx FM Colac, 3SH / Mixx FM Swan Hill, 3WM / Mixx FM Horsham, 3HA / Mixx FM Hamilton, 3YB / Coast FM Warrnambool and 1494 2AY) and all of it's up-to-date resources, expertise and personnel.

The Radio Training Institute is the only radio institute in Australia equipped to train on 'NEX GEN' - the computer technology that much of the Australian radio industry is using.

RTI Contact:

Heidi Everett (General Manager)  
Level 5  
20-22 Albert Road  
South Melbourne Vic 3205

[www.radiotraininginstitute.com.au](http://www.radiotraininginstitute.com.au)





# CONTACT - HEAD OFFICE



8C/18 Albert Road,  
South Melbourne  
VIC 3205

*Phone:* (03) 9928 4888  
*Fax:* (03) 9645 9866

*Email:* [headoffice@team.aceradio.com.au](mailto:headoffice@team.aceradio.com.au)  
*Web:* [www.aceradio.com.au](http://www.aceradio.com.au)

