

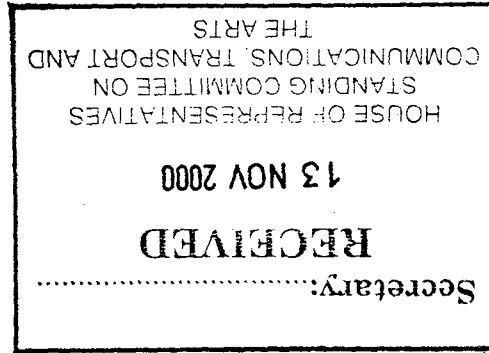
# Grant Broadcasters Pty Ltd

ACN 000 667 470

63 Minimbah Road, Northbridge NSW 2063  
Tel (02) 9958 7301 Fax (02) 9958 6906

10<sup>th</sup> November 2000

The Committee Secretary  
House Communications Committee  
Parliament House  
CANBERRA ACT 2600



Dear Sir/Madam,

Enclosed is a submission on the Radio Industry Inquiry from Grant Broadcasters Pty Ltd.

I thank you for the extension of time in which to make this submission.

Yours sincerely

*Janet Cameron*  
Janet Cameron  
Managing Director

House of Representatives Standing Committee on Communications, Transport and the Arts	
Submission No: .....	184
Date Received: .....	13/11/00
Secretary: .....	<i>Janet Holmes</i>

# *Grant Broadcasters Pty Ltd*

ACN 000 667 470

65 Minimbah Road, Northbridge NSW 2063

Tel (02) 9958 7301 Fax (02) 9958 6906

## **RADIO INDUSTRY INQUIRY**

### **Submission to the House Committee on Communications and the Arts**

Grant Broadcasters operates 15 radio stations in 8 regional markets in Australia. The stations are a mix of AM and FM and we operate two services in all markets except Wollongong where we have only 1 FM licence.

The stations and markets are -

2NM/Power FM based in Muswellbrook, covering the Upper Hunter Valley including the centres of Singleton, Scone and Merriwa.

Wave FM based in Wollongong. Wollongong has a second commercial licence owned by WINTV. I believe this is now the only market in Australia where this is the case as it has been grandfathered since changes to cross media ownership were made.

2ST/Power FM based in Nowra, covering 56 small villages and towns in the Shoalhaven and Southern Highlands areas. The area is quite large geographically and requires 2 translators of the AM service to give adequate coverage of the area. Only 1 transmission point is required for the FM to fully cover the area. We also maintain offices in both Ulladulla and Bowral.

2EC/Power FM based in Bega covering many towns from Mallacoota in the south to Batemans Bay in the north. Again it is necessary to have translators to cover the AM service area. We also maintain studios and offices in Batemans Bay and broadcast our morning program Monday to Friday from there.

K-RockFM and Bay FM based in Geelong.

3BAFM /Power FM based in Ballarat.

5MU/PowerFM based in Murray Bridge and also covering the communities of Mt. Barker and Victor Harbour. An office is also maintained in Mt. Barker. We have applied to the ABA for translators in Mt Barker and Victor Harbour.

8HOTFM/MIXFM based in Darwin with a translator in Katherine.

Apart from the local commercial radio and TV services all markets have many choices of media, local newspapers, several ABC services and there are ever increasing numbers of community and narrowcast licences. It seems to me that the original purpose for community licences has been lost in some cases. Many are now taking a network program via satellite, and other programs that are heard on commercial radio e.g. John Laws that seem at variance to the original concept. Unfortunately there are also some community and narrowcast operators who seem to mimic commercial broadcasters and thus add little to diversity.

Grant Broadcasters also owns a number of low powered narrowcast licences in regional markets. These broadcast tourist information and are generally supported by the local tourist organisation and businesses involved in the tourist industry. They generate small revenues, sufficient to cover the cost of the operation given that these costs can be kept low because they are an add-on to the main operation of the stations. They do serve a purpose but that purpose should not be overestimated.

Grant Broadcasters is a family owned Australian Company. The Managing Director, Janet Cameron has been involved in regional radio all her life having been raised in Dubbo where her father owned the radio station. In recent years Janet has been joined by her family (making the business now third generation) and acquired more licences – the most recent purchase being Hot FM and Mix FM in Darwin in August 2000. Janet has also been involved in the industry association as a Board Member of FARB for some years and President for 2 years. She has also been an executive committee member of IRB and President of this organisation during the past year.

While Grant broadcasts in a number of markets it does not network any programs from one group station to another. There are arguments both for and against networking but at this point in time and as long as we remain viable we will continue to operate this way. We would not want to see any legislative change that resulted in some form of program regulation because while we believe this was the case before the Broadcasting Services Act 1992 was passed by the parliament it would now be totally inappropriate and in some markets perhaps unachievable

I say this because the new Act is predicated on the removal of regulation and the introduction of additional services. The theory at the time was more is better. FARB and individuals argued that this was not necessarily the case as without commercial viability the service commercial broadcasters can deliver is restricted. These arguments were rejected and we have subsequently seen an enormous growth in the number of services, ABC, community, narrowcast and commercial, in the latter case either through new licence grants or the commencement of S.39 licences. Pay TV is a growing alternative and aggregated T.V has made it possible to sell television locally at very low cost. All of these services compete for audience and some for advertising revenue. Having chosen this path in 1992 it is simply not reasonable to expect that the commercial radio industry can return to a regulated industry.

Just this week I attended a Melbourne Cup function in Wollongong to raise funds for the Shepherd Foundation which Wave FM supported. Many of the Wave staff attended and Wave 's breakfast co-announcer compered the event. The Wave Manager will spend Friday, Saturday & Sunday in a fun car rally, driving via Lithgow and Cowra before returning to Wollongong on Sunday afternoon again in support of a major fund raising activity. The following Sunday, my son Grant, the director responsible for Wave will ride a bike from Sydney to Wollongong in the annual Sydney to the Gong bike ride to raise funds and awareness for the MS Society.

As a family owned company we have a lot of contact with the stations. One member of the family would have contact with at least one member of staff almost daily, and visit the market on a regular basis, at least once per month. We do have some common goals and philosophies, however each station is encouraged to achieve the desired outcomes with flexibility and creativity. While we do not network programs from one station to another there are a number of areas where the group is able to assist each other e.g. technical discussion, staffing, sales promotions and advertising copy that have been beneficial in other markets.

While we do not network programs we do take some programs from outside sources – syndicated programs. To differentiate, a syndicated program is one produced by an external studio and offered for sale to a number of stations. Our station managers and program managers review these programs as they become available and determine which they think are suitable for their market. Generally they are short segments, or music countdowns. The only common syndicated program we take on all but two stations is a national news service, and the John Laws program in most markets on the AM service. In some markets we take John Laws for 1 hour and in others 3 hours. As all our music is digitally stored we are also able to automate our program. Our mid-night to dawn programs are automated, although if an emergency arises we go to live broadcasting.

### **Recommendations**

- 1. Recognise that there are more services in the regional areas and that does reduce the ability to operate as has been past practice. Therefore no action should be taken in regard to existing stations.**
- 2. To protect the loss of localism in the future, recognise that commercial viability needs to be restored to the Act as a consideration in the grant of future licences.**
- 3. To prevent those community broadcasters and narrowcasters who do not comply with the intent of the operation – clearer definitions and closer monitoring of the role of community broadcasters and narrowcasters are needed. Amendments to the BSA should be made which will allow the ABA to act effectively against, in particular, narrowcasters who are found in breach of the Act.**
- 4. Assist regional broadcasters make the transition to digital broadcasting by giving them this right and secondly by assisting them with capital costs, as has been done in the case of regional TV. A submission from FARB has recently been lodged with the Minister on this matter.**



PARLIAMENT OF AUSTRALIA  
HOUSE OF REPRESENTATIVES

## **Joel Fitzgibbon M.P.**

**Federal Member For Hunter  
Shadow Minister for  
Small Business and Tourism**



Mr Chris Coleman  
Program Manager  
Radio Hunter Valley  
100 Bridge Street  
Muswellbrook NSW 2333

1 November 2000

### **Inquiry into the Radio Industry**

Dear Mr Coleman

I am writing to encourage you and your network to make a submission to the Federal Inquiry into the Radio Industry. You may be aware the House of Representatives Standing Committee on Communications, Transport and the Arts has been asked by Senator Alston to inquire into and report on the adequacy of radio services in non-metropolitan Australia.

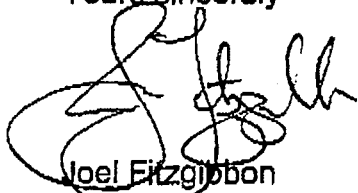
There are many community-based advantages in 2NM and Power FM retaining their local flavour, rather than moving toward networked programming. Through the operation of the local newsroom, the stations provide vital coverage of regional stories and issues that might not be relevant as part of the coverage of a larger network. The timeliness and accuracy with which these reports are compiled, and your capacity to respond to community broadcasting needs are testimony to this.

The station also provides an invaluable public service in the Hunter Valley region—promoting public debate and examining topical issues—something that is attributable to your local journalist and newsroom. As the local Federal Member, I am well aware of 2NM/Power FM's importance as vehicles for awareness raising in the community. My regular appearances on the morning show and the relevance of material is only possible because of the locally-based, professional news department.

I would not like to see Radio Hunter Valley go the way of many other rural and regional community services—such as banks—under threat because rationalisation and profits are more important than the quality of community life. The fact that current services provided by our country's public broadcaster are likely to be cut, is all the more reason to ensure diversity and "regionalism" through networks such as Radio Hunter Valley.

I will follow the deliberations of the Inquiry over the coming weeks and hope you will consider a submission to the Committee.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Joel Fitzgibbon', written over a circular stamp or seal.

Joel Fitzgibbon  
Federal Member for Hunter



31<sup>st</sup> October 2000

Mr Chris Coleman  
Program Director  
2NM / Power FM  
P O Box 600  
MUSWELLBROOK NSW 2333

**Re: Inquiry Into The Adequacy Of Radio Services In Non-Metropolitan Australia**

Dear Mr Coleman,

As the State Member for the Upper Hunter, I write to express my support for the radio service provided by 2NM Muswellbrook / Power FM.

I make regular appearances on 2NM's "Hunter Valley Life" Morning Program and have found it an excellent avenue to communicate with the electorate's residents.

I find the station's local news service to be an invaluable source of information.


Local media is a vital aspect of community life. The importance of access to local information, particularly during times of emergencies, cannot be understated.

In a world of increasing centralisation and syndication of media outlets, I feel it is important to maintain media diversity and local content.

Centralisation of media services results in increasing remoteness and irrelevance.

I am proud that the service provided by 2NM / Power FM is overwhelmingly local and of great relevance to the listeners to which it broadcasts.

Your sincerely,



**GEORGE SOURIS, MP**  
Member for the Hunter Upper



AUSTRALIAN SENATE



**SENATOR JOHN TIERNEY**  
Liberal Senator for New South Wales

Chair of the Senate Standing  
Committee on Employment,  
Workplace Relations, Small  
Business and Education

Deputy Chair of the Senate  
Standing Committee on  
Communications, Information  
Technology, the Arts and  
Environment

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Newcastle NSW 2300  
Telephone: (02) 4929 2855  
Facsimile: (02) 4929 3595  
Toll free: 1800 042 126

Parliament House  
Canberra ACT 2600  
Telephone: (02) 6277 3345  
Facsimile: (02) 6277 3351  
Email: senator.tierney@sph.gov.au

jt:af

31<sup>st</sup> October 2000

Chris Coleman  
Program Director  
2NM & Power FM

Dear Mr Coleman,

I am happy to be able to write about the news services that 2NM and Power FM provide to regional listeners in the Hunter Valley.

2NM and Power FM provide a regional news service that is very important for several reasons. The most important aspect is that listeners to the stations in the Upper Hunter are given the latest news of what is happening in their area, by people who are based locally.

I have been interviewed several times by journalists in the newsroom. One case in point involved the coverage of the Kosovars who stayed at the Singleton Army Barracks. This was a story of national importance and 2NM/Power FM's advantage, was that they were a local station reporting back to local people on this story. The community of Singleton and surrounding areas played a large part in hosting the Kosovars in Australia, either financially, through donations or volunteering their services.

This is just one example that comes to mind on the importance of regional radio servicing their local community. It is not always an easy task to produce local radio, given that resources are usually quite small. But I see it as a vital service to the community, which binds the community together and gives the region a clear identity.

I look forward to my ongoing association with 2NM and Power FM and listening to their coverage of local stories and issues that matter to the people of the Upper Hunter.

Yours Sincerely,

Senator John Tierney  
Hunter based Liberal Senator for NSW





# Kerry Hickey MP

State Member for the Electorate of Cessnock



PARLIAMENT OF NEW SOUTH WALES  
LEGISLATIVE ASSEMBLY

Parliament of Australia  
Federal House Committee  
Communication, Transport and the Arts

31<sup>st</sup> October 2000

### Re: Radio Industry Inquiry

The Chair of the Committee

As the Member for Cessnock and one of 2NM (Hunter Area) radio service area's local State Members of Parliament, I would like to express my gratitude that 2NM and Power FM have remained as local services and have not embraced networked programming.

I believe that network programming has had a devastating effect on employment within the radio industry across the State, this concerns me as the Hunter Region has sustained job losses in many industry sectors.

I am contacted regularly by 2NM's morning show presenter to provide listeners with information updates on issues that may effect the communities in the Mid to Upper Hunter, I also provide regular State Government reports.

Dealing directly with the newsroom at 2NM is appropriate, as the journalist is actually in the area he's writing about, not hundreds of kilometres away. This ensures that local events and issues receive the coverage that is expected by the local communities

It has also come to my attention that the ABA has determined that Sydney (with an advertising revenue base of \$200 million plus) will only be able to support 2 additional radio services in the next two years, while regional markets that may scrape for turnover of \$3 million can accommodate one additional licence. This is somewhat inconsistent by my understanding of the industry.

This situation will also have potential impacts on local programming in rural and regional areas as larger media players move into these markets.

I believe that local content on regional and rural radio programming is of paramount importance to local communities. Local radio is often the sole means for communities to access timely, relevant, accurate, local information.

All measures must be taken to ensure that local content is retained if not, increased in all areas across the State.

I trust that your office will give the above points due consideration in its deliberations regarding the future of radio Programming across Australia.

Yours sincerely,

KERRY HICKEY, MP  
Member for Cessnock

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# NSW POLICE SERVICE

## Hunter Valley Local Area Command.

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**Local Area Commander**  
Command Office  
26 William Street,  
MUSWELLBROOK NSW 2333  
t: 6542 1303  
E/n: 61303  
Fax: 6542 1307 / 61307

01 November 2000

Mr. Chris COLEMAN,  
Radio Station 2NM.

RE: Radio Industry Inquiry.

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Just to confirm the invaluable service afforded to the communities that comprise the Hunter Valley Police Local Area Command by the local radio station, 2NM.

I see the locally managed radio station as an important asset to the community and to the Police Service based on the following facts:

**PUBLIC AWARENESS** – The Police Service utilises the services of the local radio station to communicate to the community a wide range of issues that directly relate to their safety and well being. Issues ranging from personal/property safety, road closures, accident sites, traffic detours to criminal activities are frequently broadcast.

Due to the very isolation of rural communities, they are often the victim of multiple crimes that can be attributed to one particular criminal or criminal group. These crimes can go relatively unchecked unless Police are able to identify these activities and through the local radio station, broadcast intelligence to the communities, alerting them to the crime trends, criminal's modus operandi and necessary precautions to take.

**EMERGENCY MANAGEMENT** – The Hunter Valley Local Area Command comprises five Local Government Areas. Under State legislation this means five separate Local Emergency Management Districts, each with unique circumstances that affect emergency services in their area from major roads that could be the subject of collisions involving heavy vehicles (and/or chemicals), floods, missing person/s, stock disease outbreaks, air crashes to bush fires.

As the Local Emergency Operations Controller for this Command, I am cognisant of the need for prompt communication in the event of an incident or emergency occurring that may entail road closures, traffic diversion, restricted air traffic zones or evacuations.

Page No.1

In this regard I find the local radio stations to be a major asset in communicating such incidents and activities to the community in an effort to reduce their fear and ensure their safety and well being.

I believe any restriction in the services of the locally run radio station can have a detrimental effect on rural communities and adversely affect the Police role of preventing crime and protecting the community.

Yours sincerely,



D. E. Swilks,  
A/Commander.

Page No. 2



**MUSWELLBROOK**  
**LOCAL COMMUNITY WORK GROUP**  
for the  
**Sydney 2000 Olympic Torch Relay**

PO Box 122  
MUSWELLBROOK NSW 2333

Phone: 02 65493700  
Fax: 02 65493701  
Email: [council@muswellbrook.nsw.gov.au](mailto:council@muswellbrook.nsw.gov.au)

7 August, 2000

Mr Chris Coleman  
Radio 2NM  
106 Bridge Street  
MUSWELLBROOK NSW 2333

Dear Chris,

What a great night we all had last Friday. Your purpose was to raise money and you were spectacularly successful in attaining that objective; however, it was the obvious spirit of fun and good humour which made it such a wonderful "night out".

We are all appreciative, not only of the massive organisational effort which you made to ensure everything ran so smoothly but also for the energy and drive you exhibited while orchestrating the flow of activity – in fact I felt weary for you!!

Please convey to all who helped you in any way my appreciation. To you I say on behalf of the Community "thanks for a mighty effort and outstanding result".

Sincerely

John Colvin AM, RFD, ED  
MAYOR & CHAIRMAN

(lpf.msh)

Ph.: (065) 43 1525

"Lindeman"  
7 George Street,  
Muswellbrook. 2333  
29.5.00.

Dear Chris,

Just a quick little note to say a ~~very~~ big thank you for all the support and assistance you gave to me in regard to the Critterford.

In a way, the job made me feel very alone - I'd send information away and never or seldom received any acknowledgement - not exactly an encouraging situation.

Then you came on the scene and you seemed genuinely interested, which of course fired my enthusiasm which, in turn, made sense of all the extra work I was doing with ~~no~~ rewards. Thank you for your courtesy towards me.

It was a pleasure to do the interviews with you and I feel confident, that <sup>the people of</sup> ~~the~~ <sup>Muswellbrook &</sup> District are now aware that the <sup>Escorted</sup> ~~Escorted~~ is alive and well & worthy of their support, such is the power of the radio.

Once again, thank you and I'll look forward to catching up with you again.

kindest regards  
June David

P.S. This is just from me to you. The committee will probably direct a letter to Tony expressing our thanks.

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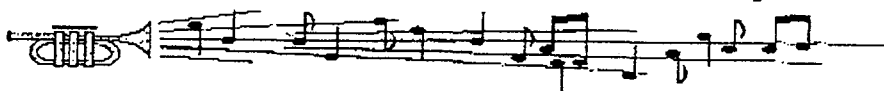


## Singleton Theatrical Society inc

PO Box 518 Singleton 2330

PRESIDENT  
SECRETARY  
TREASURER

J Doughty  
D Walker  
A Urpeth



8 June 2000

Mr Tony Bidstrup  
Station Manager  
Radio Hunter Valley Pty Ltd.  
PO Box 600  
MUSWELLBROOK NSW 2333

Dear Mr Bidstrup,

Singleton Theatrical Society members and the cast and crew of "The King and I" thank you for your Station's support of our recent production. We were delighted with the success of "The King and I". Over the six performances we had over 1200 people see the show. Your sponsorship and support helped us to afford to put this production on.

As you are aware we are an amateur group and as such aim to present a show that is of the highest standard we can reach so that the audiences will enjoy themselves. Musical productions such as this year's "The King and I" and last year's "Oliver" cost us over \$10,000 to put on. Without support from organisations and businesses such as yours we would not be able to continue to put on productions of the quality of "The King & I".

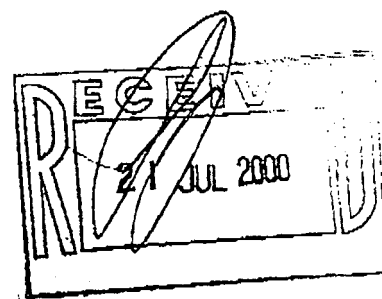
We hope that the audiences who attended performance enjoyed the show as much as we did putting it on. Over 80 people were involved in the cast and crew of this production. In some cases we had whole families involved. All members of the production put in over four months of rehearsals for the show and to have such a wonderful response to the production was very gratifying.

Thank you again for helping us make it all happen.

Yours sincerely,

*Alexis Urpeth*

Alexis Urpeth  
Production Manager



*Outstanding Business Awards*  
*Singleton Chamber of Commerce and Industry Inc*



P O Box 298  
SINGLETON  
NSW 2330

19 June 2000

Mr. Tony Bidstup  
Power FM  
Rose Point Cinema Complex  
Ryan Ave  
SINGLETON NSW 2330

Dear Tony,

**2000 OUTSTANDING BUSINESS AWARDS**

We would like to take this opportunity to thank you for your generous support for the above event. We couldn't have done it without your commitment.

What a wonderful night! The response we have had and the opportunities that have been forthcoming are incredible. We couldn't have done it without your commitment.

Many thanks and we hope we have your continued support in 2001. We enclose a Certificate of Appreciation as a token of our gratitude.

We also enclose a complimentary photo with guest speaker, Ita Buttrose.

Yours in business,

Louise Jamieson  
PRESIDENT



## **RADIO 2ST/ POWER FM.....LOCALISM**

South Coast and Tablelands Broadcasting Pty Ltd is probably one of few regional radio operators to provide extensive local news and current affairs coverage. This includes attendance by a journalist each week at Local Council Meetings in both the Shoalhaven and Wingecarribee. Every morning following the Council meetings we are able to report directly on the local issues involved.

Two journalists are employed to provide local news bulletins six days a week from 5.30am to 5.30pm Monday to Friday and from 5.30am to Midday on Saturday. Each local news bulletin also includes a segment on local sport.

At 6.30am, 7.30am, and 8.30am Monday to Friday, separate news bulletins are broadcast on the Coast and Highlands with the bulletin being "tailored" to be relevant to the two different markets.

2ST's Morning program between 10am and midday Monday to Friday also has a high content of local issues. Local Federal and State members as well as local Mayors are regular guests on the program.

2ST broadcasts a local sports program "Sports Saturday" every Saturday morning between 6am and 9am. The segments of this program cover many varied sports at both adult and junior levels. Local sporting identities are interviewed during the program.

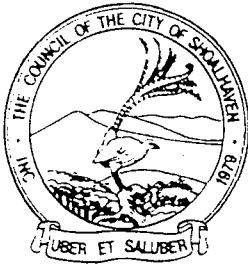
A local gardening program is also broadcast on 2ST every Sunday morning with a local gardening expert taking calls from listeners and answering their questions about plants, landscaping and gardening

2ST and Power FM has provided Community Service airtime to the value of \$312,000 over the past twelve months, and have been involved in fundraising activities for local charities that have raised approximately \$140,000.

The stations cover many local events and festivals during the year including local agricultural shows, the annual Ulladulla Blessing of the Fleet Festival, Bowral's Tulip Time, the Shoalhaven Spring Festival, Milton Settlers Fair and Berry Garden Festival.

In the past twelve months, local community support has also been provided for the Children's Ward Appeal for Shoalhaven District Hospital, support of the Shoalhaven MS Society Ball, support for the Shoalhaven Kidney Dialysis Appeal and live broadcasts from Anzac Day Services. The stations provided extensive coverage of the Olympic Torch Relay as it passed through the Highlands and Coast with over twelve staff members covering the relay.

The stations regularly accommodate local students on Work Experience programs as well as conduct station tours for Scouts, school groups and TAFE students.



Office of the Mayor  
City Administrative Centre  
PO Box 42, Nowra 2541  
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Office Fax: (02) 4423 2704  
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Phone AN: (02) 4447 6484  
Fax: (02) 4447 6131

2 November, 2000

Mr. John Summerton,  
General Manager,  
2ST & Power FM Radio Stations,  
McMahons Road,  
NORTH NOWRA. 2541

Dear John,

It is my pleasure to write this letter in support of commercial radio Stations 2ST and Power FM. These two local radio stations have become an integral part of the Shoalhaven community and are listened to by a very large proportion of our population.

The community is very appreciative of the localism of the radio stations who are always ready and available to assist by broadcasting from festivals, local shows, local businesses, allowing Politicians to go on air and assisting with fundraising activities.

They provide the people of Shoalhaven with news and information as well as conducting community service projects. Some of the projects that come to mind are the Jobs Drive campaign which brought employers and employees together via radio creating over \$3,000,000 work of casual and full-time positions, raising funds for the Shoalhaven Kidney Dialysis Appeal for the local hospital, broadcasting live to keep people informed on any major issues such as bush fires, flooding, car accidents to name a few.

These 2 radio stations have always been on hand to assist the local community whenever the need has arisen and I have every confidence that this outstanding service will continue.

Best regards

Greg Watson  
Mayor



November 1, 2000  
JG/LM

To Whom It May Concern

This letter of support is provided in the knowledge that it will be used by South Coast & Tablelands Broadcasting Pty Ltd to demonstrate the breadth and depth of local community involvement by 2ST and POWER FM Radio stations.

As a resident of the Southern Highlands for the last 50 years, a Councillor in local government for 5 years and the Federal Member for four years, I have been able to watch the creation, development and growth of Radio 2ST and to listen in to its sister station POWER FM during my travels north towards and beyond Kiama.

From their inception, the proactive stance taken by staff and management in the local communities – not just the larger towns, has ensured the community has access to all information and points of view in a balanced way.

Several current and recent examples of this involvement would include:

- support of Children's Ward Appeal, Shoalhaven Hospital;
- support of Shoalhaven MS Society Balls;
- support of Dialysis Ward Appeal;
- extensive coverage of Olympic and Paralympic Torch relays;
- live broadcasts from local shows and festivals and Anzac Day services;
- providing tours and experiential opportunities for media and other students
- daily talkback programs addressing local issues
- provision of reasonable and equal access to the station for members of federal, state and local governments.

JOANNA GASH MP  
Member of Parliament  
for Gilmore

Legislative Office  
11 Beard Street  
PO Box 1019  
Nowra NSW 2541

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Fax/Facsimile  
02 4423 1762

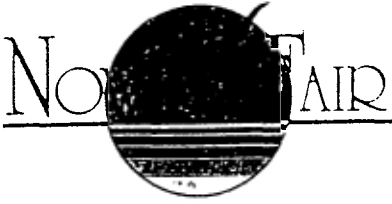


2ST's slogan is "Part of your Life" and indeed South Coast & Tablelands Broadcasting Pty Ltd through its stations truly has been a considerable part of my life. At all stages of my life, there have been relevant programs, a constant stream of local interest content and a compassionate response to local crises.

It is an honour for me to support this company. Should you require any further evidence or documents, then I would be only too happy to appear personally or provide extra evidence.

A handwritten signature in black ink, appearing to read 'Joanna Gash', with a long horizontal flourish extending to the right.

Joanna Gash MP (Mrs)  
Federal Member for Gilmore



**Nowra Fair Shopping Centre**

30-60 East Street, Nowra NSW 2541  
T 66 4421 8100 F 66 4421 8340 E 66 4421 6160  
E nowrafair@shoalhaven.net.au

31 October 2000

Mr John Summerton  
General Manager  
Radio 2ST/Power FM  
McMahons Road  
NORTH NOWRA NSW 2541

Dear John

As we approach the end of another busy retailing year at Nowra Fair Shopping Centre, we would like to take this opportunity to thank you and your 2ST/Power FM teams for taking our retail and community messages so successfully to the people of the Shoalhaven, South Coast and Southern Highlands.

The magnificent support afforded to the Centres Shoalhaven Hospital Childrens Appeal is just one very important example of the stations commitment to the community it serves so well with donations currently totalling around \$30,000 and growing.

The fact that our region has a media group so pro-active in informing, entertaining and contributing to all aspects of life is a credit to you and your staff and something that should be recognised and encouraged without hesitation.

The Shoalhaven, South Coast and Southern Highlands regions are better places for having the sort of informed, local expertise and commitment offered by Radio 2ST/Power FM.

Keep up the good work and thank you again for the great support afforded to Nowra Fair Shopping Centre and the community in general.

Yours faithfully  
**BYVAN (NSW) PTY LIMITED**



**STEVE CALVERLEY**  
**CENTRE MANAGER - NOWRA FAIR SHOPPING CENTRE**

Alan & Helen Clark  
Phone: (02) 4421 7008  
Fax: (02) 4422 7765



Address all mail to:  
Secretary  
PO Box 494, Nowra NSW 2541

October 30<sup>th</sup>, 2000

Mr John Summerton  
Manager  
Radio 2ST/Power FM  
PO Box 540  
Nowra NSW 2541

Dear John,

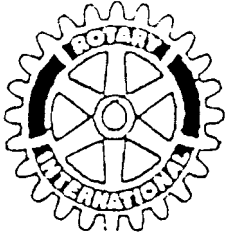
**RE Broadcasting at Nowra Show**

Our society is pleased to again have your support for the 2001 Nowra Show, and look forward to the association being to our mutual benefit.

We have set aside the same location in the Exhibition Hall for your station to broadcast from. And look forward to confirmation that it has been entered in you schedule of events.

Yours sincerely,

Alan Clark  
Secretary



# Rotary Club of Bomaderry Inc.

P O Box 56, BOMADERRY 2541

12 October 2000

The Manager  
Radio 2ST & Power FM  
PO Box 540  
NORTH NOWRA NSW 2541

Attention: Mr John Summerton

Dear Sir,

## STUDENT EXCHANGE – PAEROA & BOMADERRY ROTARY CLUBS VISIT TO RADIO 2ST & POWER FM

The Rotary Club of Bomaderry would like thank you for allowing us to bring our New Zealand exchange students from Paeroa to visit Radio 2ST on Tuesday, 26<sup>th</sup> September 2000.

In particular we would like to thank James for cheerfully and patiently explaining to the students the operation of the radio station.

Yours in Rotary Service,

A handwritten signature in cursive script that reads "Simon Apperley".

Simon Apperley  
Club Service Director  
Rotary Club of Bomaderry



**ILLAWARRA**  
INSTITUTE OF TECHNOLOGY

**NOWRA CAMPUS**

60 Beinda Street Bomaderry

PO Box 225

Nowra NSW 2541

Phone: (02) 4421 9555

Fax: (02) 4421 9804

<http://www.tafensw.edu.au>

18 August 2000

John Summerton  
The Manager  
Power FM/2ST  
119 McMahons Road  
NORTH NOWRA 2541

Dear John

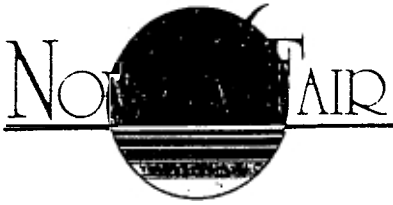
Thank you for your generous donation of time and expertise when conducting the station tour for Nowra TAFE Tertiary Preparation Certificate students last Tuesday.

The Film and Media group found the visit both interesting and informative. We highly value the learning opportunity you gave the students.

Yours sincerely

**Debra Evelyn**  
Teacher English/Communication





Nowra Fair Shopping Centre

32-60 East Street, Nowra NSW 2541

T 02 4421 5100 | T 02 4421 5340 | F 02 4421 6100

E [nowrafair@shop.net.au](mailto:nowrafair@shop.net.au)

25 May 2000

John Summerton  
Power FM  
McMahons Road  
North Nowra 2541

Dear John,

**RE NOWRA FAIR SHOALHAVEN HOSPITAL CHILDREN'S APPEAL**

The Nowra Fair Shoalhaven Hospital Children's Appeal Launch on Tuesday night successfully raised in excess of \$18,000.

I would like to take this opportunity to thank you for your contribution to the Appeal and being part of a wonderful evening.

Please forward my thanks to Barry Mack. We greatly appreciate the enormous effort he put in to host the Launch and his professionalism and support were wonderful.

Regards

**BYVAN (NSW) PTY LIMITED**

**LISA TIERNEY**  
**MARKETING MANAGER – NOWRA FAIR SHOPPING CENTRE**



ILLAWARRA  
Credit Union  
*leading the way*

The Illawarra Credit Union Limited  
ACN 087 650 771  
38-40 Young Street Wollongong NSW 2500  
Telephone: 13 22 49 Fax: (02) 4226 1030  
Telephone: (02) 4252 1200  
Correspondence:  
Locked Bag 29 Wollongong NSW 2501  
DX No: 5227  
Email: enquiries@illawarra.cu.com.au

John Summerton  
General Manager  
POWER FM  
119 McMahons Road  
NORTH NOWRA NSW 2541

19<sup>TH</sup> May 2000

Dear John

This letter is to express thanks for the advertising POWER FM provided for the 17<sup>th</sup> Illawarra Credit Union Careers Market.

This year we believe we had an estimated 5,000 students attend the Careers Market from approximately 23 schools located between Woonona and Nowra.

The coverage received was fantastic, all the careers advisors commented on the amount of advertising it received and believed it was one of the best years they've had. The support that POWER FM gave contributed to the one of the largest responses to the public session since its inception.

Please accept this gift as a thank you from the Illawarra Credit Union for your participation and support of the Illawarra Credit Union Careers Market.

Yours truly,

Colleen Butfield  
Marketing Co-ordinator  
Illawarra Credit Union

Ph: 02-42521344  
Mob: 0417458657



## Nowra – Greenwell Point R.S.L. Sub Branch

PO Box 369, Nowra, NSW, 2541

Phone & Facsimile 44236335

18 May 2000

The Manager  
Radio 2ST  
McMahons Road  
NORTH NOWRA NSW 2541

Dear Sir

The President, Committee and members of the Nowra-Greenwell Point RSL Sub Branch wish to thank you for your assistance in broadcasting a request for donations of flowers to be laid at the Nowra War Cemetery on ANZAC Day.

The masses of fresh flowers received, no doubt as a result of the broadcast, were a tribute to your listeners and our thanks also go to those involved.

Yours faithfully

H. Molyneux  
Honorary Secretary

Shoalhaven Co-ordination Committee

Secretariat  
PO Box 42, Nowra  
Phone 4429 3362  
Fax 4422 1816  
Email year2000@shoalhaven.nsw.gov.au

12<sup>th</sup> April, 2000.

Mr. J. Summerton,  
General Manager,  
Radio Station 2S.T.,  
Post Office Box 540,  
NOWRA, N.S.W. 2541

Dear John,

**Olympic Torch Relay Test Event – Saturday, 8<sup>th</sup> April, 2000**

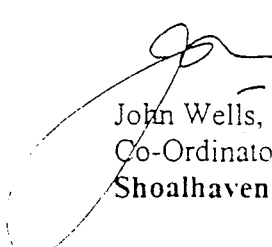
Please accept my appreciation for your Station's contribution to ensuring the resounding success of the Olympic Torch Relay Test Event held last Saturday, 8<sup>th</sup> April, 2000. The publicity/promotion afforded this activity prior to, during and after the Event resulted in the public being well-informed of what was happening, particularly with regard to traffic management and did much to engender the community spirit that was obvious on the day.

Many people were involved in ensuring the outstanding success of the Test Event – Police, Roads and Traffic Authority, State Emergency Services, Rural Fire Services and Council without whom an event of this magnitude could not happen and feedback from all authorities involved has been extremely positive.

It was great to see so many of our residents lining the streets to cheer the Torchbearers and Escort Runners and it also gave them the opportunity to share in the spirit of the Games. The organisation of the Test Event and the community spirit and enthusiasm shown by so many augurs well for the 'Real Thing' on Sunday, 10<sup>th</sup> September, 2000.

Thank you again and I look forward to liaising with you further in the lead-up to the Big Event.

Yours sincerely,

  
John Wells,  
Co-Ordinator,  
Shoalhaven 2000 Co-Ordination Committee.

*'Sharing the Olympic Flame  
with our Community'* 



# BOMADERRY HIGH SCHOOL

Cambewarra Road  
(PO Box 146)  
BOMADERRY NSW 2541

Phone: (02) 4421 0699

Fax: (02) 4423 2732

POWERFM/2ST

Dear Julie,

I am writing to thank you for giving me the opportunity to do work experience with PowerFM/2ST.

I really appreciated to see what goes on behind the scenes in the radio industry. I didn't know there was that much involved.

Thank you to all the staff and a special thank you to Steve Nassi (THE MAN?) for being very informal on the production side of the radio.

Finally I would like to thank you on behalf of the school for giving me the opportunity to experience something I would like to do in the future.

Yours sincerely,

Tim Hutchinson

TIM HUTCHINSON



## EAST COAST RADIO PTY LTD

ACN 001766341  
a member of the GRANT BROADCASTERS group of companies

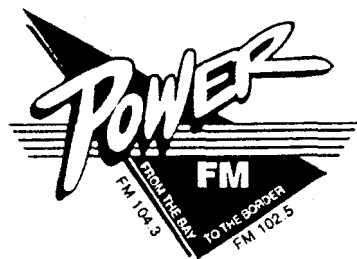
### Head Office Bega:

ph: 02-64921633  
fax: 02-64922614  
PO Box 471, 119 Gipps Street  
BEGA NSW 2550

### Batemans Bay Office:

ph: 02-44724888  
fax: 02-44726885  
PO Box 524, Orient Street  
BATEMANS BAY 2536

e-mail: 2ecradio@acr.net.au powerfm@acr.net.au



3<sup>rd</sup> November 2000

FAX TO Janet Cameron

FROM Ray Kerr

RE: Regional Radio Inquiry.

Our journalist supplies local news bulletins on a daily basis, which are supplemented by regular sporting news supplied by two casual sports reporters. Each Saturday a one hour sporting news up-date program is broadcast which frequently has local guest participants.

Local weather and temperature are broadcast on an hourly basis and sporting cancellation notices are regularly required because of weather conditions. Power supply interruptions notices are also broadcast on a regular basis.

As not all areas have a daily local newspaper we also broadcast funeral announcements. Similarly lost and found notices are important for the local community.

With such a long coastline fishing, surf and beach reports are also broadcast.

All of these elements give an essential local feel to the stations.

Local community groups and charitable organisations are also supported with community service announcements and other publicity such as ticket give-aways on air to functions.

The biggest single fund raising project is the annual appeal for Camp Quality. In September this year \$54,000 was raised over a weekend. This involves all members of staff who give up their weekend time to take phone calls pledging donations and auctioning donated items. A lot of preparation goes into holding a successful event such as this. Last year many of the staff, including the Manager took a challenge to shave their heads in order to encourage listeners to donate to this worthy cause.

There are other smaller needs for assistance the stations are happy to respond to. Such as support for the appeal for McDonalds House in Batemans Bay which the station assisted with publicity and provided the compere for the dinner. Recently assistance was required for a child suffering from cancer who needed to be transported back to his home on the South Coast. An appeal conducted that morning

resulted in \$2,400 being raised, which resulted in an up-grade of the family car and therefore suitable transport.

2EC was the official Olympic station and in addition to giving full coverage of the Olympic and Paralympic games the staff gave a big commitment to cover the arrival of the Olympic torch as it went through the towns in our local area with live crosses.

The stations are responsive to local emergencies. In April local flooding cut the Princes Highway and the stations stayed live on air overnight to monitor the situation and broadcast police messages. Only last night severe weather conditions caused us to put staff on standby if conditions worsened.



**EUROBODALLA SHIRE COUNCIL**

*Good Government, better living*

In Reply Please  
Quote Reference: 00.4001

27 October 2000

Mr Ray Kerr  
Manager  
East Coast Radio 2EC  
PO Box 491  
BEGA NSW 2550

Dear Mr Kerr

I understand that there is an inquiry being held at the moment regarding the radio media in rural areas.

The great asset that is country radio in Australia has a long and powerful history.

Land of  
many waters

Country radio has a proven record as the training ground for many radio personalities who have become "by-words" in the radio medium. People like John Laws, Bob Rogers, the late John Pearce, Phil Haldeman who have all made huge careers in radio received their training in the country.

Any suggestion that country radio should be regionalised and centred from one or two areas under the control and management of one or two major conglomerates is NOT acceptable to country people.

Rural listeners want LOCALISED programs with local information about local happenings, local sport, local stores. They do not want sanitised broadcasting from some central point - computerised, homogenised or whatever.

Great radio traditions MUST be maintained. East Coast Radio 2EC has provided good local broadcasting in our area for decades. We want it to stay that way.

Please feel free to use this letter as you see fit to ensure we keep our local radio station free from regionalisation and continuing to serve local needs.

Yours faithfully

C.P. VARDON  
MAYOR

Mayor's Office  
Council Chambers  
PO Box 99  
Moruya  
NSW 2537

Telephone:  
(02) 4474 1301

Facsimile:  
(02) 4474 1364

Fax: 4873

RECEIVED  
DATE  
TIME  
FAXED



Memo to: Janet Cameron  
From: Dane Hansen  
Subject: K-Rock & Bay FM local contribution  
Date: 10/11/00

Dear Janet

This is an overview of some of the major local events that we get ourselves involved with. I have now established a "brag book" of letters of recognition and thanks that we receive. Copies of some of the more recent acknowledgments are herewith.

**The Rip Curl Classic – Bells Beach, Easter long weekend.**

One of the more recognized and prestigious events on the world's professional surfing circuit. K-Rock is the exclusive radio supporter and earned this right after their Melbourne station consistently let them down.

**The Rip Curl Grom Search – Torquay, September**

"Gromits" are kids that surf and K-Rock backs Rip Curl's endeavors to foster young talent in the sport.

**United Way**

United Way is the fundraising arm responsible of many of Geelong's most worthy causes. Both K-Rock & Bay FM support their initiatives through events sponsorship and participation.

**Geelong Football Club**

For many years K-Rock has been a major financial sponsor of the GFC and an enthusiastic supporter of their initiatives and progress through the AFL season. What is good for the GFC is good for the community.

**Geelong Supercats**

The local basketball team is a leading team in the Australian Basketball Association competition. K-Rock has been a major sponsor for over 10 years.

**The Olympic Torch Relay**

Bay FM was the official Geelong Radio supporter, but we also through K-Rock behind the event as well.

**The Geelong Boulevard Project**

An initiative to raise money for the beautification of the entrance into the city. Bay FM provided the promotion and personalities for the launch.

**The 2000 Rock Eisteddfod**

Brings together thousands of kids from around the region as part of a national talent challenge. K-Rock is a major supporter of the local initiative.

**The Geelong Waterfront Festival**

One of the premier community events in the region. 3 days of food, fun, music and festivities capped off by the annual pyrotechnics spectacular, the K-Rock Starshow.

**The Queenscliff Music Festival**

A major cultural, music and cultural event held every year on the Bellerine Peninsula. Every year BayFM broadcasts live from the event providing support for local artists that feature at the festival.

*Future associations include...***Geelong Performing Arts**

In recognition of the diverse range of local talent, Bay FM is in the early stages of discussing with various community bodies on how to further enhance the support for local arts projects.

**Geelong Arts Society**

Consistent with our support of the Performing Arts, The Geelong Arts Society have been approached with a view to providing assistance in furthering their recognition in the local community and beyond.

Dane Hansen



# Elsworthy's

TOP BRANDS COST LESS

A.C.N. 050 144 280

395 MOORABOOL STREET  
GEELONG VIC. 3220

Telephone: (03) 5222 1533 (03) 5229 5371  
Fax: (03) 5222 1732

Mr Dane Hansen  
General Manager  
K-Rock/Bay Fm  
Level 3, 83 Moorabool Street  
Geelong VIC 3220

28<sup>th</sup> January 2000

Dear Dane,

As one of Geelong's larger advertisers, Elsworthy's Retravision is reliant on an effective local media to communicate to our customers.

The local media consists of a number of local papers and the two local radio stations, K-Rock & Bay FM. All of the local media owners compete with the Melbourne media for readers or listeners. This competition ensures that the local media have to produce the best product they can.

Local businesses cannot easily use the Melbourne media. They do not have local content and have little interest in Geelong. Their advertising rates are also much higher making them cost prohibitive.

K-Rock and BayFM provide promotional services in addition to the provision of commercial airtime. Having local stations that have the resources to conduct outside broadcasts and promotions at a store, while having the number of listeners to generate a result is important to the local economy.

I would not be in favour of a new commercial station based in Geelong. The overall advertising market is already well catered for and any additional station can only divide the existing local advertising market into more players. Any reduction in revenue to the existing stations will simply mean a reduction in the services that they provide local advertisers. Within the limited market that is Geelong, K-Rock and Bay FM provide the local community with a standard of radio that is not too distant from what Melbourne enjoys.

From a listener's point of view, we already have plenty of choice. From a local advertiser's point of view, we cannot use Melbourne radio and would prefer K-Rock and Bay FM not be forced to cost cut costs and to remain operating to the high standard that they do.

Geelong does not need another commercial radio station. Please pass on my comments to the Australian Broadcasting Commission.

Yours Sincerely,

Trevor Elsworthy



## ATTACHMENT C2



PO Box 4033  
Geelong 3220  
Telephone 5221 8122

My name is Rick Porteous and I am the District Manager, Country West Victoria for GIO AUSTRALIA. My team and I are based in Geelong and, as such, fairly well placed to comment on the Australian Broadcasting Association's decision to "open up" Geelong to additional radio signals.

As an advertiser I believe that the introduction of another radio signal into Geelong would have a detrimental effect on the messages that GIO AUSTRALIA are attempting to communicate to the Geelong market. I understand that Geelong already receives in excess of 20 signals from the Melbourne stations and some provincial centres and believe that the introduction of additional signals will dilute the effectiveness of these messages.

I am also concerned that the introduction of another competitor in the Geelong market will lead to a "price war" which can only lead to a diminished service. K Rock and Bay FM are significant contributors to the local community and culture in Geelong and I suspect that any reduction in their advertising revenues will result in a decline in their contribution.

Geelong needs a strong K Rock and Bay FM to ensure that the standard of local events, news and entertainment remains strong. I hope that the ABA considers the impact on Geelong and the surrounding districts if these vital components were compromised.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rick Porteous'.

Rick Porteous  
GIO AUSTRALIA

# Bender Group of Companies



January 19 2000

Mr Dane Hanson  
General Manager  
Bay FM/K Rock Geelong  
Level 3, 83 Moorabool Street  
GEELONG 3220

Dear Dane

The Geelong region knows what competition is about and has the ability to excel, look at our achievements in medical research, education, technology and modern manufacturing. We also know the negative side to oversupply and the impact on the community and the economic development.

Our print and electronic communication suppliers are closely linked to the business sector and the community, they too know what competition is all about and have made a conscious decision to be part of the region with local, national and international news and sport. Bay FM/K Rock directly compete with Melbourne stations for listeners and commercial dollars, the ABA should not group Geelong into Melbourne when surveying the needs of this region.

Promotional support in this region does not come from Melbourne radio stations, they expect and refer people back to our local stations for outdoor events, sponsorship, regional and national sport including the Geelong Football Club and Supercats Basketball. Both stations are seen and known as community supporters, added to this, staff from the stations are active in the business sector and well represented on various committees and part of advancement in the region.

The Geelong radio market does not have the need, nor will it be able to support another commercial station. Another station would divide the revenue by three or even greater, some people may decide to spend their advertising dollars in some other marketing way because their listening audience will also be reduced.

Currently Bay FM/K Rock are able to compete with the larger stations because they provide a good level of service to the region, they know their markets require more than just music and commercials, they do deliver well above this.

Take time to know our market and our needs, also look at void areas not well serviced areas.

Should you require any additional support in your submission please telephone me, I am only too pleased to assist.

Yours sincerely  
**BENDER GROUP of COMPANIES**

A handwritten signature in black ink that reads 'Helene F. Bender'.

Helene F Bender  
**DIRECTOR/COMPANY SECRETARY**

**Bender Group represents :**

Allabout Tours & Travel, Benders Busways Pty. Ltd., Benders Coach Travel, I.J. Cook & Son Pty. Ltd.

Winner of 1993 Geelong Business Excellence Award for SERVICE.

Winner of 1994 National Energy Award for TRANSPORT.

EST. GEELONG 1926

# ATTACHMENT C4



*employment*  
NATIONAL

Mr Dane Hansen  
Geelong Broadcasters Pty Ltd  
K Rock – Bay FM  
PO Box 9550  
GEELONG 3220

Dear Dane,

As you are aware during May and June 1999, Employment National Geelong conducted a very successful job campaign aimed at creating new employment opportunities in the region. During the eight week campaign we achieved more than double our original target and placed more than 200 local people in ongoing, permanent employment. The campaign was supported by local media including K-Rock and Bay FM and the City of Greater Geelong through its major "Smart Move" campaign.

I consider the key to this success was our positive partnership with K-Rock/Bay FM. As a national company we were able to build a stronger identity at a regional level and demonstrate our joint commitment to the issue of unemployment at a local level. This fact was acknowledged by the Mayor for the City of Greater Geelong in his speech at the conclusion of the campaign.

The local listener identification with the station that announcers have built over many years, provided strong support for our aim to focus attention on local business employing local people in the lead up to the Year 2000.

A critical factor was our twice weekly live to air sessions promoted throughout the week by Bay FM. During these times, we were able to update the listening audience, make important announcements and respond to on air calls. Over the eight week period the business response to the campaign steadily increased and I attribute most of this growth in interest directly to the on air activity as it was on these days that enquiries markedly increased.

This inaugural job campaign was designed to be an annual event with a theme chosen, "Employing for 2000" to enable its continuation in to the Year 2000. With this in mind we have commenced discussions on the timing and format for this year. This campaign represents a considerable investment in time and resources to both Employment National and Bay FM.

The "Job Spot" initiative commenced later in 1999 where on a weekly basis we have advertised local positions available. Over 50% of enquiries received on the day of going to air are a direct result of these announcements. These direct enquiries have also led to an increase in word of mouth "referrals" to our business.

Employment National Geelong's primary use of radio as a medium in Geelong is due to its local identification and capacity for instantaneous, live to air delivery. K-Rock and Bay FM provide a valuable service to the local community in providing a standard of radio station that is superior, in my experience, to that of many other regional areas.

The introduction of a third commercial broadcast license will no doubt result in cost cutting which would include a reduction in the level of live and local content K-Rock and Bay FM currently provide.

Employment National in Geelong has demonstrated that an association with radio stations that have a strong local and community identity ultimately help us to place people in jobs. Any changes which would reduce the level of community support would have a negative impact on potential labour market and economic growth in the region.

I would not endorse any factor, new station or otherwise, that has a potential negative effect on the good work that is done by K-Rock and Bay FM in the local community and business environment.

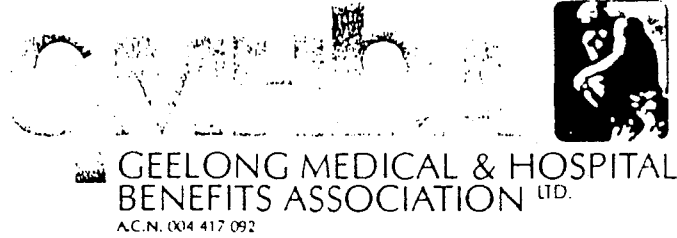
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Sherryl Anderson', written in a cursive style.

SHERRYL ANDERSON  
BUSINESS CENTRE MANAGER  
GEELONG

20 January 2000

# ATTACHMENT C5



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HEAD OFFICE: 60 - 68 Moorabool Street, Geelong. Telephone (03) 5225 3636. Fax (03) 5221 4582. P.O. Box 761, Geelong, 3220.  
A registered Health Benefits Organisation. P.R. Whelan, Chief Executive

---

1<sup>st</sup> February, 2000

Mr. Dane Hansen  
General Manager  
Geelong Broadcasters Pty. Ltd.  
Level 3  
83 Moorabool Street  
Geelong. Vic. 3220

Dear Dane,

GMHBA has had a long association with K-Rock and in more recent times, Bay FM. As the leading health fund in Geelong and the Western Districts we have built our business and maintained our position through being able to effectively communicate with the people in the region.

For us to be able to do this we have relied on the local media to be able to reach a substantial audience. In most areas that we do business we make good use of the local television, radio and press. In Geelong, where there is no local television, we are a little more reliant on radio to effectively reach the local population.

The Melbourne radio stations broadcast clearly into Geelong and compete against the local stations for listeners. Should the Australian Broadcasting Authority introduce a new commercial station into Geelong it would fragment Geelong's listeners - making it more difficult for advertisers to reach them. If Geelong's radio stations became ineffective through further audience fragmentation, we would have no choice but to cease using the medium.

Cont'd/...

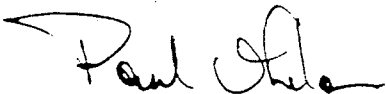


With the local advertising revenue divided between 3 stations it would be reasonable to expect K-Rock and Bay FM to reduce staff and overheads to maintain profitability. This would be unfortunate as the stations currently provide local advertisers with promotional facilities and expertise that is superior to that which is provided by many other country stations. The stations are particularly active in their support of major community events in the region and provide excellent local news and event coverage.

Should K-Rock & Bay FM be doing a poor job in communicating and entertaining the local community then perhaps another station may fix the problem. But as they have competition from Melbourne that provides a performance benchmark for their programming, this is not the case and the standard of product that they produce is quite high.

In view of the above we do not endorse the concept of an additional radio station in Geelong.

Yours sincerely,



Paul Whelan  
CHIEF EXECUTIVE

**GMHBA**



Geelong Football Club Ltd.

ACKNOWLEDGEMENT

Shell Stadium, Kardina Park,  
PO Box 461, Geelong 3220  
Tel (03) 5225 2300  
Fax: (03) 5221 8462  
Internet: www.gfc.com.au  
Email: info@gfc.com.au

ATTACHMENT C6



18 January 2000

Mr. D. Hansen  
General Manager  
FM 95.5 K-Rock  
Level 3, 3 Moorabool Street  
GEELONG 3220

Dear Dane,

With our first game of 2000 kicking off in just under two weeks, its timely that we acknowledge the valuable support that K-Rock provides us every season.

We enjoy a unique position in our community, with over half the population indicating that they are supporters of the club. This is due to the Geelong community being completely independent geographically and attitudinally of Melbourne hence the considerable support and patriotism shown towards their football team.

We are delighted to be once again associated with another Geelong icon, FM 95.5 K-Rock. The generation of goodwill toward the club and promotional support that K-Rock and staff give has been critical in us maintaining our enviable position in the Geelong community over the years.

I trust that the relationship between FM 95.5 K-Rock and the Geelong Football Club will once again provide the GFC supporters with news, entertainment and comprehensive coverage of their club's fortunes throughout the season. As our supporters are your listeners, I am confident that our relationship will continue to be as mutually rewarding this year as it has been in the past.

Yours sincerely,

Peter Jamieson  
General Manager - Marketing  
Geelong Football Club Ltd



Proudly sponsored by  
Ford since 1925

**ATTACHMENT C7**

GO

23 September 1999

The Station Manager  
K-Rock/Bay FM  
P.O. Box 9550  
Geelong 3220

**ASSISTANCE TO EMERGENCY SERVICES**

Dear sir/Madam,

This letter is to acknowledge the ongoing support provided by your radio station.

We use two radio mediums for emergencies:

- FM 88 which allows for a continuous recorded message.
- Commercial radio which allows interviews and constant updates.

Over the years we have encouraged the public to turn to their local radio station when an emergency is imminent and during an emergency for updated advice and information. The natural choice for most people in the Geelong area is K-Rock and/or Bay FM.

We cannot put a dollar value on the property saved, injuries prevented and heartache avoided by the contribution of your station. We can only say that it is considerable. This was evidenced in 1995 when, at our request, you opened your station in the middle of the night and gave updated information on the condition of the levy bank at Barwon Heads every 20 minutes.

We know we can always ring Rod McClennan in the news room and be assured of an accurate account going to air.

The community content of your station is important to the community and us. Thank you for your ongoing support.

Yours Sincerely,

Allan Sullivan  
Regional Officer.



# THE UNITING CHURCH IN AUSTRALIA

Wesley and South Geelong Congregations

## ATTACHMENT C8

100 Yarra Street,  
Geelong, 3220  
Church Office:  
Phone: (03) 5229 8866  
Fax: (03) 5223 3094  
Email: wesley@ne.com.au

THE WESLEY CENTRE.

Wesley Centre:  
Phone: (03) 5229 0719  
Fax: (03) 5223 3094  
Email: wesley@ne.com.au

31st January, 2000.

To whom it may concern,

I write in relation to the inquiry into the granting of a third commercial radio licence in the Geelong region.

I am the Executive Director of a Church outreach agency, "The Wesley Centre" and in this capacity I have presented 30 second community service spots on Bay-FM and K-Rock for about the last three years.

My observation is that the current commercial radio stations serve the Geelong region very well and incorporate significant local content and community participation in their programming. Through my contacts with a range of local organisations, I believe that this perception is held by many in the community.

I would be deeply concerned by any changes which might decrease the regional flavour and community content that currently marks these stations. The Melbourne radio stations (and television stations) totally disregard events in Geelong. The three Community Radio Stations while offering good services tend to only be popular with small specific interest groups within the community. K-Rock and Bay-FM enjoy wide local support.

If a third commercial station came on stream I understand that this would lead because of commercial realities, to a decrease in local staffing and local content and hence community involvement. I would be deeply concerned (as many would be in the community) about such a turn of events and, therefore, I am not supportive any such move at the moment.

Yours sincerely,

(Rev) W. Paul D. Stephens, B.Sc., B.Th.  
Parish Minister/Executive Director of the Wesley Centre.



ATTACHMENT C9

Victorian Employers  
Chamber of Commerce  
and Industry

Geelong Office

Victorian Business Centre  
69-71 Moorabool Street  
Geelong, Victoria 3220  
Telephone (03) 5222 4666  
Facsimile (03) 5222 4845  
E-mail [geelong@vecci.org.au](mailto:geelong@vecci.org.au)  
Web [www.vecci.org.au](http://www.vecci.org.au)

January 18, 2000.

Mr. D. Hansen,  
Geelong Broadcasters,  
P.O. Box 4011,  
GEELONG, 3220.

Dear Dane,

It has come to the attention of VECCI Geelong that the Australian Broadcasting Authority are planning to issue another commercial broadcasting licence for the Geelong region.

I have chosen to write to you as I believe that there are several important reasons that this action not be taken, both for the good of the Geelong community and also for your organisation.

If Geelong were an isolated city, our reasoning may well be different, as we would not have the listening choice that is at present available to us. However, we are so close to Melbourne, that their numerous radio stations, together with Bay FM and K-Rock, give us a total and complete choice of every kind of listening that we could want.

From the business point of view, it is obvious that, even if there is another radio station in Geelong, the advertising dollar will not grow to cater for their advent into the market. As well as the two radio stations, there are also four newspapers, one business magazine and two cinema complexes that soak up considerable advertising money. I think you will agree that the competition for the advertising dollar is already extremely high.

Thus, if a third station was introduced, we would believe that your advertising income would be depleted. We would be concerned that the ensuing shortage of income would force you to reduce your very welcome community involvements in terms of your sponsorships of many local large and small organisations and events, and, as well, your live reporting of many of Geelong's major events would almost certainly suffer.

I would be pleased if you would pass this letter on to the ABA, to demonstrate that we are of the firm belief that another commercial broadcasting licence would be detrimental to the Geelong community, and would offer no listening advantage.

Yours sincerely,

GRAEME V. ESLER  
VECCI Manager,  
Geelong & South Western Region.

ATTACHMENT C10

ROYAL GEELONG  
YACHT CLUB Inc  
A152790  
Eastern Beach  
Geelong Victoria 3220



P.O. Box 156  
Geelong 3220  
Phone (03) 5220 3705  
Fax (03) 5223 2708  
www.rgvc.com.au

AUSTRALIA'S LARGEST KEEL BOAT REGATTA

Mr. Dane Hansen  
General Manager  
K-Rock & Bay FM  
Level 3, 83 Moorabool Street  
Geelong VIC 3220

25/1/2000

Dear Dane,

Apparently the Australian Broadcasting Authority intends on introducing a new commercial radio station to Geelong.

In Geelong we already enjoy a wide choice of stations and your stations certainly have competition to keep you honest. The Melbourne stations all broadcast into Geelong and are frequently seen in the market with their promotions vehicles.

The Geelong market cannot sustain more stations. A few years ago when K-Rock and Bay FM were competitors, Bay FM had a number of owners, some experienced operators, all of which consistently lost money with the station.

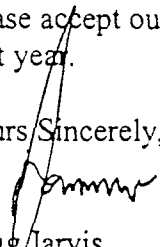
I am all for competition in business but I feel that an additional radio station will only contribute to a reduced local service and community support from your stations. It is that which the stations and staff do over and above simply playing music and commercials that is most at risk should you be forced to cut costs in response to a competitor. Up against your two stations I doubt that a new station would have the resources to contribute back to the community as you do.

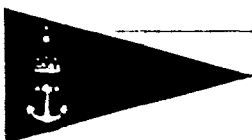
Consequently I see no benefit to Geelong in an additional station.

Once again, The Geelong Festival of Sail has surpassed all expectations. The contribution of K-Rock and Bay FM's on-air promotion and the work done by individual staff members of your stations was tremendous.

Please accept our sincere thanks for your assistance and we look forward to working with you again next year.

Yours Sincerely,

  
Doug Jarvis



EVENT MANAGEMENT  
R H U M B L I N E  
Marketing & Enquiries (03) 5220 9101



**GEELONG  
OTWAY  
TOURISM INC**

SUPPORT  
17 CHERINGHAM STREET  
GEELONG 3220  
VICTORIA AUSTRALIA  
TELEPHONE (03) 5223-2588  
FACSIMILE (03) 5223-2069  
INT: 61-3-5223-2588  
E-MAIL: got@geelongotway.org.au  
<http://www.geelongotway.org.au>  
A0000112

25 January, 2000

Mr Laurie Atlas,  
Geelong Broadcasters Pty Ltd,  
Level 3, 83 Moorabool Street,  
GEELONG VIC 3220

Dear Mr Atlas,

**SUPPORT FOR K-ROCK & BAY FM**

Geelong Otway Tourism supports Geelong Broadcasters and Bay FM in their endeavours to remain the only Geelong-based radio broadcasters operating in this region.

The introduction of a third broadcaster would mean a reduction in revenue for existing broadcasters and subsequent inability to financially support the local content and activity K-Rock and Bay FM presently provide. Hence Geelong Otway Tourism believes that the Geelong radio market cannot support another commercial radio station.

Both K-Rock and Bay FM provide an invaluable service to the local Geelong community and visitors alike, through their fully functional newsroom, which focuses on local events and issues. Any reduction in this service would therefore have broad ramifications for the region.

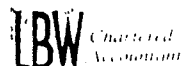
From a promotional viewpoint both stations are invaluable contributors to the local community, providing support to major events such as The Festival of Sail and countless other events.

We wish you well with your endeavours.

Yours sincerely,

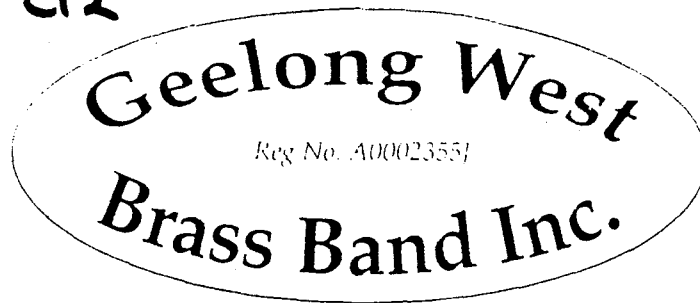
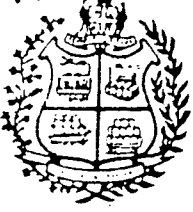
**ROGER J. GRANT**  
Executive Director

Supported by





ATTACHMENT C12



P.O. BOX 1126  
GEELONG 3213

29<sup>th</sup> December, 1999

The Program Manager  
Bay-FM 93.3  
Moorabool St.  
GEELONG 3220

Dear Sir,

On behalf of the Organising Committee of **Carols in West Memorial Park**, I sincerely wish to thank your company for its generous support of the event.

The Carols were well attended by the Geelong Community and all enjoyed an entertaining afternoon.

This year our organising committee decided that proceeds from the event would be donated to the Tim McCallum Trust Fund.

Through proceeds collected and with your support we are able to donate \$700.00 to Tim's Trust Fund.

We greatly appreciate your assistance and commitment to the Band and we look forward to your continuing support.

Yours faithfully

A handwritten signature in cursive script that reads "Danny O'Toole".

Danny O'Toole  
Carols Convenor



*Creating  
a safer  
community*

31 January, 2000

Mr. Dane Hansen  
General Manager  
K Rock/BayFM  
PO Box 9550  
GEELONG Vic 3220

Dear Mr. Hansen,

I am aware that the ABA will be granting new commercial broadcasting licences this year and understand that an additional commercial radio station is likely to be established in Geelong as a result.

Victoria is one of the three most bushfire prone areas in the world. Geelong and its surrounding areas have been victim of many bushfires including Ash Wednesday.

CFA has always relied heavily on local radio stations to play the key media role in keeping their community informed during a major bushfire or other emergencies like gas and chemical spills and rescues.

Today, CFA sees the local broadcasting station playing an even greater part in the fire service's over-all community information plan.

Modern fire services are placing more resources into fire prevention and risk management and local radio stations play an important role in carrying this message to the community.

Because of its increasing responsibilities, CFA needs the support of stations like K Rock and BayFM throughout the year. In 1999, for example, six people died during the start of the winter season.

**CFA recognizes media as an essential service** in all emergencies and **sees radio as the key media**. No other media has the flexibility to reach the local community as quickly as radio.

My concern is that if another broadcasting licence is granted in the Geelong area, how will it affect the current service provided by K Rock and BayFM? Will your station still guarantee the same level of service, particularly from your news staff?

CFA has already seen a major service reduction in Melbourne and country Victoria. Today only one broadcasting station provides 24 hour news coverage in Melbourne. A decade ago there were seven Melbourne radio stations giving this level of service.

In regional centres many radio stations are automated, networking out of Sydney or on relay from a central Victorian centre. CFA has serious problems getting its Rural Fire Ban information to these stations because they are no longer giving a local service. CFA needs the local radio station to announce this declaration because the community's failure to carry out this directive could result in a fine, jail or both.

#### BARWON CORANGAMITE AREA

##### REGION 6 HEADQUARTERS

Address 115B Bromfield Street, Colac  
Postal Address P.O. Box 298 Colac, 3250  
Telephone (03) 5232 1923  
Fax (03) 5231 1370

##### AREA REGION 7 HEADQUARTERS

Address 61 Separation Street, North Geelong  
Postal Address P.O. Box 586, North Geelong, 3215  
Telephone (03) 5277 1499  
Fax (03) 5277 1515

CFA is also committed to reaching the public, via the local radio station, with its 'stay and go information' which could mean the difference between life and death in a major bushfire.

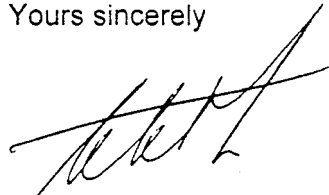
Realising that commercial radio stations are a business and will react to market forces, CFA is concerned that the essential service that K Rock and BayFM are currently providing could be eroded and have a detrimental effect on the local community.

In any submission that your company is making to the ABA in connection with an additional licence for the Geelong Area, I would appreciate that you make known CFA's concerns.

CFA has been well serviced historically in this area by 3GL and in more recent times by K Rock and BayFM. We consider the continuance of a local commercial radio newsroom and a live local program, essential to CFA's emergency plans.

Thanking you for your continuing co-operation.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lex de Man', written over a diagonal line that extends from the bottom left towards the top right.

**Lex de Man**  
**Area Manager**  
**Barwon/Corangamite Area**

# ATTACHMENT C14

LEGISLATIVE COUNCIL  
Parliament House  
Melbourne  
Vic 3002  
  
Telephone 03 9651 8911



ELECTORATE OFFICE  
La Cabine  
1 Yarra Street  
Geelong 3220  
Tel. (03) 5224 2088  
Fax (03) 5224 2386  
Email: [ian.cover@parliament.vic.gov.au](mailto:ian.cover@parliament.vic.gov.au)

## HON IAN COVER MLC

Member for Geelong Province  
Secretary, Parliamentary Liberal Party

21 January 1999

Mr Dane Hansen  
General Manager  
K Rock/Bay FM  
Level 3  
83 Moorabool Street  
GEELONG Vic 3220

Dear Dane

I was pleased to attend the recent meeting at which you provided information about the role of K Rock and Bay FM in the Geelong community.

Thank you for the opportunity to also learn about the Australian Broadcasting Authority's draft proposal for a third commercial radio licence in Geelong.

Apart from the strong music content, you are to be commended for the local news services presented on both stations and the extensive coverage given to Geelong Football Club matches.

In addition to these efforts, it was extremely worthwhile to hear about the other support and promotional activities K Rock and Bay FM give to Geelong organisations and events.

While congratulating you on serving the Geelong community, and urging you to continue to do so, I am now more appreciative of the challenges that you face in maintaining such a commitment.

I am certain your listeners in Geelong would be concerned if further competition in this market led to a loss of local content and a reduction in community involvement.

Please keep me informed of developments regarding this matter.

Yours sincerely

A handwritten signature in black ink that reads "Ian Cover". The signature is written in a cursive style and is followed by a long, diagonal line extending to the right.

IAN COVER MLC

C.C. Alister Paterson M.L.A.  
Garry Spry M.L.A.



ELECTORATE OFFICE  
112 HIGH STREET  
BELMONT 3216

TELEPHONE (03) 5244 2288  
FACSIMILE (03) 5244 2327  
EMAIL [alister.paterson@parliament.vic.gov.au](mailto:alister.paterson@parliament.vic.gov.au)

LEGISLATIVE ASSEMBLY  
PARLIAMENT HOUSE  
MELBOURNE VIC 3002  
TELEPHONE (03) 9651 8911

**ALISTER PATERSON MP**  
MEMBER FOR SOUTH BARWON

19 January 2000

Mr Dane Hansen  
General Manager  
K-Rock / Bay FM  
Level 3, 83 Moorabool Street  
GEELONG 3220

Dear Dane

Thankyou for briefing me and my parliamentary colleagues regarding the Australian Broadcasting Authority's draft proposal for a third commercial radio licence in Geelong.

K-Rock and Bay FM provide an excellent "local" service for the Geelong region and I would be concerned if further competition in this market led to a cutback in locally orientated information and involvement in local events and news.

Also, it would be extremely troubling if excessive attention to the "bottom line" led to a loss of employment in the region.

I accept the proposition that your stations already face significant competition from the Melbourne broadcasters.

Local content is vital for local communities and it must not be threatened.

I would be pleased to be kept up to date with this important matter.

Yours sincerely,

  
ALISTER PATERSON MP

copy Garry Spry MP  
Hon Ian Cover MLC



**GARRY SPRY, M.L.A.**  
MEMBER FOR BELLARINE

*GS.ml/gs*

20 January 2000

Mr Dane Hansen  
General Manager  
Bay FM / KRock  
Lvl 3 83 Moorabool Street  
GEELONG VIC 3220

Dear Sir

Further to our meeting of January 18, I wish to confirm my concern, on behalf of the constituents of my electorate and the broader region generally, that, on your advice, the issue of a further commercial radio licence in Geelong may have the potential to diminish current community services to the public.

I understand that these services are, to a degree, subject to commercial viability. I am also aware of the impact which the issue of a second licence some years ago had on the services being offered by what was then 3GL – the Geelong Advertiser station.

I trust that the ABA is aware of the potential dilution of broadcasting services to the Geelong region and that allocation of a further licence in this region may, as a consequence, inadvertently disadvantage the people in my electorate and the region generally.

With kind regards

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Garry Spry'.

**GARRY SPRY MLA**  
Member for Bellarine



*Cr Dr Srechko Kontelj*

DISTRICT COUNCILLOR

*Portfolio for Tourism  
& Major Events*

P O Box 104  
GEELONG VIC 3220

Ph/fax (03) 5221 7459

27 January, 2000

Attention: Dane Hansen  
General Manager  
Geelong Broadcasting  
Bay FM & K-Rock  
Level 3, 83 Moorabool Street  
GEELONG Vic 3220

Dear Dane,

It is my pleasure to assist you with your submission to the Australian Broadcasting Authority.

In my capacity as Councillor with the City of Greater Geelong responsible for Tourism and Major Events, I can vouch for the tremendous support your company and two Geelong based radio stations make to the community and major events held in Geelong such as the Waterfront Festival, Starshow, Seafood Festival, Pako Festa, Wallington Strawberry Fair, Ocean Grove Cup Carnival, Festival of Enlightenment, Alternative Farm Vision, Fishing Expo, Geelong Show, All Ford Day, Ford Speed Trials, St George Triathlon, Australian Road Racing Championships, Herald Sun Tour, Bellarine Show and Gala Day to name just a few that come to my mind.

The Council finds invaluable the professionalism of your newsroom disseminating information of a general interest nature but also on issue of health, safety and emergency management. The City receives regular positive feedback in relation to matters reported in your news programs.

Also, the live nature of you broadcasts and community service announcements are a tremendous resource to the City and of significant benefit to the region.

Your stations have a strong record of co-operation with the Council on matters of regional significance.

I hope your radio stations continue with the current format which I believe provides an excellent balance of news, music and information and provides ample opportunity

27 January 2000

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for the Council to disseminate information throughout the Greater Geelong region on all manner of issues of significance to our residence.

If you require any further assistance in relation to this matter, do not hesitate to contact me.

Yours faithfully,

CR DR. SRECHKO KONTELI

per:





# ATTACHMENT C18

Mr. Dane Hansen  
General Manager  
K-Rock & Bay FM  
P.O. Box 9550  
Geelong VIC 3220

January 28, 2000

Dear Dane,

As Mayor of the City of Greater Geelong from 1995 to 1997, I was frequently involved with major council projects and initiatives that enlisted the services of K-Rock & Bay FM.

We not only relied on the stations ability to effectively communicate with the broader population, also the stations physical resources and personnel were drawn upon to assist the council with its endeavors.

Geelong is a community that is independent of Melbourne and although the Melbourne radio stations enjoy a degree of listening from Geelong residents, unlike the local stations, the Melbourne stations do nothing to contribute back to the Geelong community.

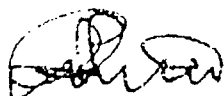
Outside the local press, Geelong is reliant on the radio stations for up to date immediate local news and information.

It is difficult to understand how the proposed introduction of another radio station is going to benefit the community. As K-Rock, Bay FM and the Melbourne stations provide a wide range of formats, listening variety is well catered for.

We are at risk of having another station that isn't really needed and through commercial competition, it causing the existing stations to reduce their current level activity and support in the community. This indeed would be unfortunate.

I trust that the Australian Broadcasting Authority will give careful consideration to the importance of Geelong maintaining it's own viable and locally active media. An increase in the number of local radio stations could very well result in a decrease in the quality of service and support that the community receives.

Yours Sincerely,



Gerry Smith  
Mayor (1995 - 1997)  
City of Greater Geelong

# **MEMO** *Radio Ballarat Pty Ltd*

---

Tuesday, 31 October 2000

To : Janet Cameron  
From : David Hoey  
Re : Community Involvement

---



Radio Ballarat through 3BA FM and Power FM commits hundreds of thousands of dollars in airtime and unpaid staff hours to community events every year.

Events such as compere of school fashion parades, community groups Trivia nights, speaking at educational school evenings, service group functions, involvement in business community groups, involvement with emergency service committees and sporting organisations. These all act as a link in the role the station plays with the community.

It means we are accessible.

Each year Radio Ballarat Pty Ltd raises around \$70,000 in cash and kind for the less fortunate with our Christmas appeal. Conducting with this event numerous fund raising activities ourselves and supporting many activities driven by the business and community sector with proceeds going towards the Christmas Appeal.

We conduct the Carols by Candlelight event and fund the major attraction at Ballarat's Australia Day Celebration activities.

Every week on 3BA FM we carry interview space for local government and a number of politicians including the Mayor of Ballarat, The Federal Member for Ballarat, Michael Ronaldson and the Premier of Victoria Steve Bracks.

We operate a local news service that interacts daily with Police, Ambulance, Fire Brigade, Water Authority, the courts, Local and State Government, Farming bodies, the business sector community groups.

We commit a 2 minute break, 24 hours a day, for community interest promotion which gives community groups ACCESS TO FREE PUBLICITY THEY DO NOT GET IN ANY OTHER MEDIA.

11 h  
1 APR 2000



# ST JOHN OF GOD

HEALTH CARE

Chief Executive's Office

BALLARAT

101 Drummond Street North  
Ballarat VIC 3350  
PO Box 20  
Ballarat VIC 3353  
Telephone 03-5331 6677  
Facsimile 03-5333 1682

7 April, 2000

Mr Mike Armstrong  
3BAFM/Power FM  
56 Lydiard Street Nth  
BALLARAT VIC 3350

Dear Mike,

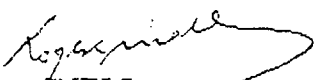
**Re: Medical Expo**

On behalf of the Sisters of St John of God and our staff we would like to thank you for your interest and time given to the Medical Expo held on Sunday 26<sup>th</sup> March. The presence of Power FM certainly added to the attraction on the day and no doubt was a contributing factor to the unexpected high attendance.

The Medical Expo was a huge success in terms of attendance, quality of information shared, presentation of each booth and the inter relationships and team building which occurred on the day

Again, we thank you and we are most grateful for your efforts and commitment.

Yours sincerely,

  
**R.A. SNELL**  
Chief Executive Officer

20<sup>th</sup> September, 1999

Mr. David Hoey  
General Manager  
Radio 3BA/Power FM  
Lydiard Street  
Ballarat, Vic 3350

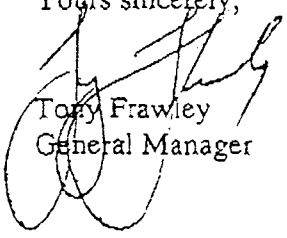
Dear David,

On behalf of the North Ballarat Football Club, I extend our heartfelt appreciation of the coverage provided by Radio 3BA/PowerFM during the season, in particular throughout our finals campaign.

It is support like this that has assisted the club in continuing to strive for its dream. Would you kindly express our gratitude to the team at Radio 3BA/PowerFM, in particular to Brett McDonald, Roger Le Grande, Andrew Guy and Frank Clark for their promotion of the game and the club.

We look forward to working with you in the revamped competition in season 2000.

Yours sincerely,

  
Tony Frawley  
General Manager



## **NORTH BALLARAT FOOTBALL CLUB**

Home of The Roosters

Northern Oval,  
Creswick Road, Ballarat.  
*Address all Correspondence to:*  
P.O. Box 61N,  
Ballarat North 3350.  
Phone: (03) 5333 4762  
Fax: (03) 5332 9538

*Email:* roosters@netconnect.com.au  
*Web Page:* roosters.ballarat.net.au



## **Peter Stevens Hyundai**

*"The drive behind the Roosters"*

21 000 4000



# John Mullen

MEDIA SERVICES

512 Doveton Street Nth, Ballarat Victoria 3350  
Phone (03) 5333 4788 Mobile 0409 954 755  
Facsimile (03) 5333 4282  
E-MAIL [jmmedia@netconnect.com.au](mailto:jmmedia@netconnect.com.au)

27th September 1999

Mr. David Hoey  
Managing Director  
Radio 3BA FM  
PO Box 360  
BALLARAT 3350

Dear David,

Just a short note to thank you for taking the time to talk to the students from the University of Ballarat's Sport and Human Movement course.

The information both you and Brett McDonald supplied to them was invaluable.

Being able to talk to you direct has given them a much stronger understanding of the strengths of radio and the advantages and benefits of using a radio campaign for promotion and advertising.

I certainly appreciate the effort you took in giving them a background of radio and an insight into the future direction it's heading.

Once again on behalf of all of the students many thanks and would you please pass on our appreciation and thanks to Brett.

Kindest regards

JOHN MULLEN

30 SEP 1999

- 7 MAR 2000  
F-1 MAR

## BALLARAT GRAMMAR SCHOOL

28 February, 2000

Mr D Hoey  
3BA  
PO Box 360  
BALLARAT 3350

Dear David,

I am writing to express our appreciation for the generous support which you have given to Ballarat Grammar School and, in particular, our recent event An Enchanted Evening. On behalf of the whole School community, and especially all those who were able to experience this wonderful event, I pass on our sincere thanks for ensuring that An Enchanted Evening was as great success. Without the financial and in-kind support of sponsors such as yourself this event would not have been possible.

On the night, close to six hundred people were able to enjoy a sumptuous gourmet meal accompanied by fine wines and then experienced a concert of the highest calibre, all presented in the beautiful gardens of Lal Lal Estate. I know that the organising committee were pleased to see the weather hold and that they are now being inundated in praise for their tremendous effort. The success of An Enchanted Evening is such that we are now being asked when the School will again repeat this event!

I again thank you for your support of An Enchanted Evening and trust that, in the future, we can again work together to continue to enhance Ballarat Grammar School.

Kind regards,

Stephen Higgs  
Headmaster



-4 FEB 2000

CITY OF  
BALLARAT

City of Ballarat

PO Box 655  
Ballarat Vic 3353  
AUSTRALIATelephone: 03 5320 5500  
Facsimile: 03 5332 8122AUSDOC DX 35030  
Ballarat Victoria

Date: 2 February, 2000

Our Ref: IE

Your Ref:

Enquiries: (03) 5320 5534

Writers  
Direct Fax: (03) 5331 2877Mr David Hoey  
General Manager  
Radio Ballarat Pty Ltd  
P O Box 360  
BALLARAT 3353

Dear David,

**AUSTRALIA DAY 2000 CELEBRATIONS**

On behalf of the Ballarat Australia Day Committee, I wish to thank Radio 3BA FM for the Australia Day advertising program proceeding the weeks of January 26, 2000, together with the organisation of the 3BA FM Skyworks Spectacular.

The success of the Celebrations was no doubt due to the excellent advertising program put to air by your Radio Station and Prime Television.

Please pass on our thanks to your Peter Calagari who has given a great deal of time to the Committee and the organisation of the Skyworks Spectacular. Peter will be sadly missed when retirement occurs, however well earned.

I trust that your Radio Station will continue to be highly involved in the organisation of future Australia Day Celebrations.

Yours sincerely

Ian Effret  
Civic Affairs Officer

Ballarat**Health**Services

Chief Executive Officer  
PO Box 577 East Ballarat VIC 3383

March 14, 2000

Mr David Hoey  
General Manager  
Radio 3BA  
PO Box 360  
BALLARAT 3353

Dear David,

I would like to thank you and your staff for all the support given to the "Kickstart Challenge".

As you realise it's a truly community promotion involving the community, with all members of the community benefiting from it.

More than 700 people have registered for the 'Challenge' and we are now in the process of finalising the assessments.

This means at least 140 teams will be taking part in the challenge attempting to change some aspect of their lifestyle between now and August.

Your support has made the promotion possible and I would once again like to thank you and hope you would also pass on my appreciation to all of your staff who assisted with the campaign.

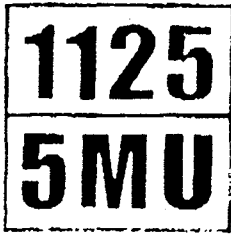
I look forward to continued co-operation.

Kindest regards



ALLAN D. HUGHES  
CHIEF EXECUTIVE OFFICER





## Radio Murray Bridge Pty Ltd

A.C.N 087 293 605      A.B.N 25 087 293 605

A Member of the GRANT BROADCASTERS  
group of companies

Phone (08) 8532 4455    Fax (08) 8532 3703

PO Box 470, 9 First Street  
MURRAY BRIDGE SA 5253



10 November 2000

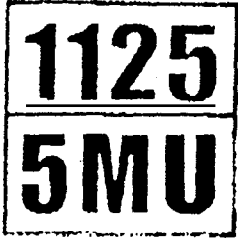
To Whom It May Concern:

I write to inform you of the local programming, and local opportunities 5MU and Power FM provide to support our local communities. 5MU and Power FM cover the Adelaide Hills, Murray Mallee, Fleurieu Peninsula, and surrounding areas. 5MU has been broadcasting to these local areas for the past 65 years, it has a very strong local, and loyal listener ship within these area's catering for the 35 plus audience. Power FM launched in May also has already established a good local identity targeting the 18 to 35's. Because of the demographics and industries within these areas, 5MU targets more towards the Murray Mallee area being rural, Fleurieu Peninsula, and surrounds. Power FM targets more towards the Murray Mallee, Adelaide Hills, and surrounds. We have offices and studios for both stations in Murray Bridge, and we have just recently opened an office in Mt. Barker to better serve our local communities.

We run 25 Local News Bulletins per week, within these local bulletins we cover news and sports from each region making sure that each region receives around 30 to 40 stories per week. We also run a 2-hour local sports show all year round every Saturday morning, and we're able to support those sporting clubs in the way of sponsorships. We run rural news segments 4 times per day on 5MU and feature a 25-minute rural land link every weekday from mid-day

We have live community announcements running on both stations at no cost to the community covering all regions. The announcements are read during all shifts every hour of every day, over 320 Live spots per week on both stations We have the announcers rotate the area's so that every area receives an equal amount. We also run 15 second recorded Community announcements run on 5MU in addition to our live announcements, and on Power FM we run a "What's on" recorded segment covering our local area's (Approx 260 spots per week)

We support our local community events and charities with either 5MU or Power FM staff presence. We also run on-air appeals for local communities when the need arises. Last Christmas we had the Christian outreach centre in Mt Barker burn down which contained gifts and food for the needy for Christmas, the appeal we ran had donations from our listeners which resulted the centre receiving more gifts and food than they previously had. This campaign also sparked statewide media awareness in radio, print, and TV, which resulted in national company donations. Another appeal recently was for a Murray Bridge family whose child was fighting cancer, his parents lived in a housing trust home and the hospital wouldn't release the child until the home was sufficiently up to a certain standard. Our campaign resulted in this family's home being totally restored carpets, air conditioning, washing machine, whitegoods bedding and many other items, and the child was returned home to his family.



## Radio Murray Bridge Pty Ltd

A.C.N 087 293 605      A.B.N 25 087 293 605

A Member of the GRANT BROADCASTERS  
group of companies

Phone (08) 8532 4455    Fax (08) 8532 3703

PO Box 470, 9 First Street  
MURRAY BRIDGE SA 5253



We also have promotional vehicles available for local events, which we regularly perform, live crosses back to the stations. This year we have also broadcasted live from events such as the Murray Bridge annual show, The Karoonda sheep fair, The Mt. Barker Country music festival, Medows country Fair, and the Jervois field days to name just a few.

In past and current years we have been extremely active in providing work experience to students from schools within our broadcast areas, we regularly perform school tours through both stations, we are very active in support of local Blue Light Disco's with our local law enforcement, and our announcers make themselves available at all times to speak at school career days and local business functions. This has resulted in positive feedback from the schools and students, plus a continued support of our stations community involvement.

I welcome personal discussion of this matter with you at any time. Please feel free to call me on (08) 8532 4455 or 041 787 5547 at any time.

Kind Regards

Dave Howard  
RMB General Manager



# THE RURAL CITY OF MURRAY BRIDGE

Local Government Centre,  
2 Seventh Street, Murray Bridge, South Australia, 5253  
(P.O. Box 421)

Telephone: (08) 8532 1288  
Facsimile: (08) 8532 2766

Please address all correspondence to:  
Chief Executive Officer

In reply please quote

AEA:JFD

9 November 2000

## **TO WHOM IT MAY CONCERN**

Radio stations 5MU and Power FM are important parts of the Murray Bridge community with wide listening audiences

This community and those in the Adelaide Hills benefit from the location of the stations in this region. These benefits include publicity for festivals, local shows and local businesses. The Council also benefits from our direct publicity through the stations support.

In addition the stations provide the people of the Rural City of Murray Bridge with news and information as well as conducting community service projects.

These stations are strong supporters of the local community and we trust that their significant community contributions will continue into the future.

Yours faithfully,

Allan Arbon  
MAYOR



PATRICK SECKER MP  
MEMBER FOR BARKER

**ELECTORATE OFFICE:**  
37 Adelaide Road  
MURRAY BRIDGE SA 5253  
TOLL FREE: 1800 182 328  
PHONE: (08) 8531 2466  
FAX: (08) 8531 2124

**MOUNT GAMBIER OFFICE**  
56 Commercial Street East  
MOUNT GAMBIER SA 5290  
PHONE: (08) 8725 8000  
Fax: (08) 8723 9380

9 November 2000

To Whom It May Concern:

I write in support of 5MU and Power FM, the two local radio stations for the Murray Mallee, Fleurieu Peninsula and Adelaide Hills regions.

These two stations are an integral part of the many communities in these three regions.

The importance of local radio to rural and regional communities in particular must not be underestimated. The management and staff are often local citizens with a good understanding of the issues and needs of their listeners.

5MU and Power FM provide an important forum for the discussion of local issues, for the support of local business and local community activities, and access to local, state and federal members of government. Significantly, local radio stations provide employment and work experience for people in rural and regional areas where opportunities are comparatively scarce.

I am honoured to support both 5MU and Power FM. Local radio stations in rural and regional Australia must be commended for their service to the community and supported in their activities.

I respectfully request that you give your careful consideration to the importance of these radio stations to the communities they serve.

Yours sincerely,

Patrick Secker MP  
Member for Barker



09/11/00

### **Radio Industry Inquiry**

#### **Supporting evidence of radios' local community involvement in the Darwin NT market.**

The following information gives some recent examples of the extent to which Mix 104.9 and Hot 100 are involved in the Darwin and surrounds communities. There are many more examples available should you require them.

#### **Olympic Support:**

During the lead up to the Sydney Olympics we supported fund raising efforts for athletes from our local communities in a variety of ways such as promoting fund raising efforts on air and donating a package of commercial air time to be auctioned at a gala evening

Mix 104.9 was the official Olympic station throughout the event and covered all aspects of our communities involvement in the games such as the torch relay which required us to work very closely with the Darwin City Council. We covered the welcome home parade and all other associated events for both the Olympics and Paralympics.

#### **Charities, community service and non-profit organisations:**

We have always supported locally based chapters of community service organisations that are dedicated to providing community support services. Organisations supported through free community service schedules on air and through direct involvement of our staff are;

Red Cross, SIDS, NT Association for Mental Health Incorporated, Community kindergartens, sporting clubs, Down Syndrome Association, Reading Writing Hotline, Young Australian of the year awards, local school groups, Heart Foundation and many, many more.

#### **News:**

Mix 104.9 also employs a local journalist to specifically cover local news and issues that effect local people. The local news service goes to air hourly in breakfast, Monday to Friday.

☉ Ph 08 8941 9999 Fax 08 8981 4299      ☉ Ph 08 8941 1049 Fax 08 8981 6475

NORTHERN TERRITORY BROADCASTERS PTY LTD Radio House 4 Peary Street Darwin NT 0800 GPO Box 1533 Darwin NT 0801

ABN 55 092 377 855



### Emergency Services:

Another important aspect of our programming is our close relationship with local emergency services. We are the media most listened to by the community when major emergency issues develop, due to our immediacy. The most important example of this is our cyclone readiness in the event of watch and warnings being issued by the Bureau of Meteorology. At cyclone warning stage we broadcast live 24 hours with "all hands on deck."

The above is only a brief precis of the depths of our localism. Please find attached various letters in evidence of that localism.

Sincerely

A handwritten signature in black ink, appearing to read 'Steve Walker', with a long horizontal line extending to the right.

Steve Walker  
General Manager  
Darwin NT.

○ Ph 08 8941 9999 Fax 08 8981 4299    (○) Ph 08 8941 1049 Fax 08 8981 6475

NORTHERN TERRITORY BROADCASTERS PTY LTD Radio House, 4 Peary Street Darwin NT 0800 GPO Box 1533 Darwin NT 0801

ABN 55 092 371 855




## CHIEF MINISTER

PARLIAMENT HOUSE  
DARWIN NT 0800  
TELEPHONE: (08) 8999 6222

GPO BOX 3146  
DARWIN NT 0801  
FACSIMILE (08) 8999 6670  
chief.minister@nt.gov.au

Mr Steve Walker  
General Manager  
Northern Territory Broadcasters Pty Ltd  
GPO Box 1533  
DARWIN NT 0801

10 NOV 2000

Dear Mr Walker 

The House of Representatives Communications Committee inquiry into the Radio Industry allows me the opportunity to express views on local commercial radio broadcasting.

Darwin offers the relaxed lifestyle we love in a virtually untouched natural landscape. The development of excellent services and infrastructure for residents and business operators plus the economic, social and cultural opportunities has given us a lifestyle to be valued and protected.

The role of the electronic media in this vibrant young society is vital to the continued growth of the community.

Over the last two years, your radio stations have supported all residents in a display of good corporate citizenship by providing generous support for local charities and the vast array of community events held in our city.

Apart from your commitment to local sport and local issues, your involvement with the Australian Armed Forces during the East Timor crisis was a successful morale booster for the families of our service men and women.

Localism is vital to the development of the personality of Darwin, Palmerston and the rural area and news stories that reflect what is happening here, today, are essential.

Your stations regularly provide information on traffic updates and weather conditions and valuable community information on the business of government and local commerce.

I know the principals of your company and the dedicated staff of both stations will not decrease the level of localism to the people of the Top End.

Yours sincerely

  
DENIS BURKE



**DARWIN CITY COUNCIL**

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**CIVIC CENTRE DARWIN NORTHERN TERRITORY**

Mr Steve Walker  
General Manager  
HOT 100  
GPO Box 1533  
DARWIN NT 0801

7 November 2000

Dear Mr Walker

On behalf of Darwin City Council I would like to commend HOT 100 on the amount of support that they offer to the community of Darwin, and the quality of service that is provided.

I have had the opportunity in the last few months to work closely with some of your staff as a part of the coordination of Council's major events, in particular the Olympic Torch Relay, the Paralympic Torch Relay and the Athlete Welcome Home Parades.

The support and assistance that I received from HOT 100 was most valuable and very appreciated. The events listed above were coordinated by Council, but relied heavily on community support and volunteers. The input by staff of HOT 100, and the agreement of in-kind support by the Station was a contributing factor to the enormous success of these unique community events.

I understand that a further letter of appreciation for your services and the acknowledgment of the high standing that your station holds in the Darwin community will be forthcoming from the Lord Mayor. This is my opportunity however, to express my gratitude for the helpful and positive approach that your Station takes towards Community activity.

Yours sincerely,

**Donna Quong**  
Manager, Protocol and Special Events



**NORTHERN TERRITORY ASSOCIATION FOR MENTAL HEALTH INC.**

GPO Box 1370, Darwin NT 0801

Telephone: (08) 8981 4128 Facsimile: (08) 8981 4933

Email: ntainh@taunet.net.au

**PATRONS**

His Honour Dr Neil Conn AO  
Administrator of the Northern Territory  
and Mrs Lesley Conn

3 November 2000

Caren Shaw  
MIX 104.9FM  
PO Box 1533  
DARWIN  
0801

Dear Caren,

On behalf of the Top End Association of Mental Health (T.E.A.M Health) I wish to express the Association's heartfelt thanks and appreciation for your support of Mental Health Week 2000.

Mental Health Week 2000 was a great success, in part due to the strong support of the business community. This support was much appreciated by all involved in organising this important annual event.

Your support has greatly assisted T.E.A.M Health in its' efforts to raise awareness of mental health issues within the community. In recognition of your support of our organisation enclosed is a Certificate of Appreciation for the sponsorship of Mental Health week and being MC's at the Wheelathon.

Once again thank you very much and I look forward to your continued support in the near future.

Kind Regards

Beth Walker  
Executive Officer