



Travellers Information Radio

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March 15, 2001

The Committee Secretary
House of Representatives Communications Committee
Parliament House
Canberra ACT 2600

Dear Sir/Madam

Following discussions between Carl Barrett of the Gascoyne Development Commission at a recent public meeting in Geraldton with representatives of the House Committee on Communications, Transport and The Arts we have been approached by the Gascoyne Development Commission to submit our proposal to your office for consideration.

This concept was devised as a result of the aftermath of cyclone Vance in Exmouth and opened our eyes to the fact that, within the constraints of our licensing requirements, we could expand our services beyond tourism information to a greater variety of community and travel needs. This could include updated information about road conditions, flooding, other localised matters and health messages, utilizing a unique round-the-clock and round-the-year broadcasting formula available only through our services and at a highly competitive and comfortably affordable cost to those concerned.

Following the Exmouth cyclone the State Emergency Service approached Travellers Information Radio 88FM to use our network to regularly update local people on the restoration of power, water, other services and general information to their community. We were contacted at 1.30pm and by 10.30pm that night the necessary equipment was in Exmouth. They were able to phone our equipment, record a message and have it transmitted within 5 minutes enabling all information broadcast to residents and tourists to be kept up-to-date.

We have also been advised that if the system had been in place in 2000 it would have been an invaluable tool in the distribution of information during the Carnarvon floods of April 2000.

To install a system on a permanent basis would cost about \$13,000 per location and we believe that with the expected increase in commercial usage we would be able to reduce the cost to the local community or government to \$6,380.00 plus the cost of a phone connection. Yearly maintenance costs would also need to be taken into consideration.



House of Representatives Standing Committee on Communications, Transport and the Arts	
Submission No:	281
Date Received:	16/3/01
Secretary:	

The system has the facility that should a emergency situation develop in a particular transmission area it can be immediately converted for use by the State Emergency Service to provide continuous up to the minute information for the community.

I have enclosed a copy of our original proposal and a copy of a letter received from the State Emergency Service after Exmouth was devastated by cyclone Vance. Should you have any questions or need any aspect clarified please do not hesitate to contact us.

Yours sincerely

A handwritten signature in black ink, appearing to read "Paul Davison". The signature is fluid and cursive, with a large initial "P" and "D".

Jerry Zbyrko and Paul Davison
Proprietors

PROFESSIONAL CONSULTING SERVICES (WA) PTY LTD

A.C.N. 071 316 866

Trading As

TRAVELLERS INFORMATION RADIO 88FM

THE PROVISION OF RADIO BROADCAST FACILITIES

TO

THE TRAVELLING PUBLIC , LOCAL COMMUNITIES

AND

INCORPORATING EMERGENCY BROADCASTS

MARCH 2001

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TECHNOLOGY SERVICING TOURISM AND LOCAL COMMUNITIES

Travellers Information Radio 88FM**INTRODUCTION**

Today, towns all over Australia have Tourist Radio stations broadcasting information of interest to tourists, travellers and visitors - 24 hours a day, 365 days a year. Content is generally split along the lines of 50% public service information, including general information and history of the area and 50% is paid advertisements from the business community and government departments. Some of the departments currently utilising Tourist Radio in our network are Fisheries WA, Agriculture WA, Department of Conservation and Land Management and Customs Frontline.

Travellers Information Radio 88FM is currently proposing to modify the format to allow sponsors/advertisers to upgrade messages when it is required, daily if necessary and would suit messages such as road safety, road closures, driver coffee break campaigns and coastal weather forecasts for boating safety. It would also be used by the Western Australian Police Service and State Emergency Service in the case of emergencies or local disasters.

Motorists are alerted to the fact that they are entering a TOURIST RADIO transmission zone by distinctive roadside signs approved by the Main Roads WA and erected with shire council co-operation. These signs are in common use throughout the eastern states of Australia, where Tourist Radio is an established medium.

AREA

Currently we have transmitters servicing the following areas:

Dongara	Greenough	Geraldton	Northampton
Ajana/Kalbarri T/O	Kalbarri	Overlander	Denham
Monkey Mia	Carnarvon	Minilya	Exmouth
Karratha South	Karratha	Port Hedland	Broome

We also have licenses to transmit at:

Coral Bay	South Karratha (Shell R/H)
Dampier	Roebuck Plains R/H (Junction of Derby/Broome Turnoff)
Kununurra	Willare Bridge R/H (Derby Turnoff)

and are researching the availability of licences on our common frequency at the following sites:

Muchea	Lancelin	Cervantes	Jurien
Green Head	Leeman	Eneabba	Nanutarra R/H
Onslow	Sandfire R/H	Derby	Fitzroy Crossing
Halls Creek	Wyndham		

DEPARTMENT OF TRANSPORT

The following is a list of what we believe to be the key areas for messages on behalf of Transport that would be broadcast to tourists, travellers and the community alike.

- Road Safety Promotion in conjunction with Roadwise (Permanent Messages)

Message to complement the current focus of Road Safety.

- Boating Safety - Weather (Change Daily)

Localised weather updates provided each day to all coastal communities broadcasting "todays" and "tomorrows" boating forecasts.

- Boating Safety - Safety regulations (Permanent message)

Advising the requirements pertaining to boat ownership and safety within Western Australia.

- Boating Safety - Sea Search and Rescue (Permanent message)

This message would incorporate the frequencies utilised by local Sea Search and Rescue groups and their hours of radio monitoring.

- Roadtrains (Permanent message)

A message aimed at drivers in country areas who are unfamiliar with the extra safety requirements needed when passing or approaching roadtrains.

Utilising our existing network and allowing 30 seconds for each "Permanent Message", plus 30 seconds for Boating Safety-Weather, would provide the Department of Transport with 1,168,000 messages per annum. This equates to over 9,700 hours of air time per year.

CURRENT AUDIENCE

As Tourist Radio's primary target to date has been mainly tourists we have listed below statistics gathered from currently available Western Australian Tourism Commission Research Briefs relating to visitors into the following regions.

1.	Mid West	437,000 visitors	79% by Private Vehicle
2.	Gascoyne	161,000 visitors	69% by Private Vehicle
3.	Pilbara	223,000 visitors	57% by Private Vehicle
4.	Kimberley	260,000 visitors	54% by Private Vehicle

The same statistics also indicate that on average better than 50% of travellers use their motor vehicles to visit sightseeing destinations once they are in a particular region.

Statistics from Main Roads Western Australia permanent traffic counter sites in our current broadcasting areas reveals that in excess of 2.5 million vehicles passed our sites in the year ending June 1998.

A recent survey carried out by us involved the distribution of 2500 reply paid cards from Tourist Bureau's and Roadhouses within our transmission areas. A return rate of 21% indicated that slightly over 70% of respondents listened to Tourist Radio where it is available. A small sample distributed by Agriculture WA at the Western Australian - Northern Territory border to vehicles entering Western Australia reflected that 49% of respondents were aware of, and listened, to Tourist Radio. It reflects that the number increased as travellers became more aware of our signs and transmissions.

These figures are also supported by a survey carried out by Capital Media in Canberra into the impact of Tourist Radio. Capital Media and Info Radio, which is affiliated with ACT-FM88 Canberra, specifically surveyed 7,450 vehicles entering the National Capital. Their survey yielded a non-solicited 12% survey form return rate. The results concluded that of the 1.5 million annual travellers into the area, 70% of respondents said that Info Radio provided them with new information on the region or information on attractions, activities or services of which they are otherwise unaware and 95% of respondents said they would re-use Info Radio again on their next visit.

Whilst there are no detailed statistics available across Western Australia for the number of tourists who listen to Tourist Radio, on information provided above, we believe that Tourist Radio is utilised by 60% of all self drive travellers along road corridors throughout Australia. This is a conservative estimate as our survey showed that more people are tuning to Tourist Radio in areas that are broadcasting and where the Tourist Radio signs are visible on our roads.

ADDITIONAL SERVICES

Travellers Information Radio 88FM intends to increase our service to tourists and local communities by broadening our format to include urgent and changeable community announcements. With the proposed changes we expect that local community residents would also tune in if they knew that they were able to receive up-to-date road and weather conditions, especially boating weather forecasts.

During the recent cyclone devastation at Exmouth, Tourist Radio was utilised by the State Emergency Service for about 4 weeks after the cyclone, to broadcast messages and update information to the local community at least twice daily. Local communities were kept informed on the progress of the restoration of essential services and the details of meetings and events. The attached letter from the State Emergency Service testifies to the effectiveness of our service.

We received the request at about 1.30PM from the State Emergency Service in Exmouth and were able to arrange for new equipment to be delivered to them that night. We plan to make this type of facility permanently available, over the next 30 months, at all of our transmission points.

We believe that all the departments would benefit from this new service and would welcome the opportunity to discuss our unique format and favourable costings. You will find our costs are dramatically cheaper than all other forms of telecommunications media.

MAIN ROADS WESTERN AUSTRALIA

The following is a list of what we believe to be the key areas for messages on behalf of Main Roads that would be broadcast to tourists, travellers and the community alike.

- **Future Planning (Permanent Message)**

Keeping the travelling public informed about the future road upgrades or development within each region.

- **Major Road Works (Change As Required)**

Reminding drivers to be aware that major road works are being carried out, that there may be delays, and to be patient and take care.

- **Road Closures – Flooding (Permanent Message – Change As Required)**

Messages confirming that all roads are open or that some are closed

- **Road Maintenance (Change As Required)**

Reminding drivers to be aware that there is a road maintenance crew working on a certain road and to take care

- **Heavy Haulage Movements - Extra wide or Long Loads (Messages as required)**

Message aimed at advising road users that an escorted overlength or overwidth vehicle is travelling between towns and to exercise caution.

Utilising our existing network and allowing 30 seconds for each "Permanent Message" would provide Main Roads Western Australia with 934,400 messages per annum, plus the Heavy Haulage Movements advice's. This equates to over 7,700 hours of air time per year.

WESTERN AUSTRALIAN POLICE SERVICE

The following is a list of what we believe to be the key areas for messages on behalf of the Western Australian Police Service that would be broadcast to tourists, travellers and the community alike.

- **Look, Lock and Leave (Permanent Message)**

In conjunction with the Look, Lock and Leave promotion but primarily aimed at tourists utilising remote car parks.

- **Crime Watch (Permanent Message)**

In conjunction with the current crime watch promotion.

- **Driver Reviver (As Required)**

Advise drivers where free mobile coffee stops are available during long weekends and other holiday periods.

- **Locate Travellers (As Required)**

Assist in locating tourists and other travellers who are required to contact the Police.

- **Emergencies (As Required)**

The transmitters in the relevant areas would be handed over to the Police and the State Emergency Service for their sole use in times of emergencies or natural disasters (e.g. Moora floods and the cyclones at Onslow and Exmouth) to help relay important messages to locals and tourists.

Utilising our existing network and allowing 30 seconds for each "Permanent Message" would provide the Western Australian Police Service with 467,200 messages per annum plus messages relating to Driver/Reviver, locating tourists or emergency situations. This equates to over 3,800 hours of air time per year.

STATE EMERGENCY SERVICE

The following is a list of what we believe to be the key areas for messages on behalf of the State Emergency Service that would be broadcast to tourists, travellers and the community alike.

- General Cyclone Reminder (Permanent Message)

Broadcast through those transmitters in cyclone prone areas reminding people to be aware and what steps should be taken at each stage of an alert.

- Emergencies (As Required)

The station/s in the relevant areas would be handed over to the Police and the State Emergency Service for their sole use in times of emergencies or natural disasters to help relay important messages to locals and tourists as happened in Exmouth during the aftermath of cyclone Vance. (Refer the attached letter from the State Emergency Service)

AGRICULTURE W.A.

The following is a list of what we believe to be the key areas for messages on behalf of Agriculture WA that would be broadcast to tourists, travellers and the community alike.

- Quarantine at Kununurra and Carnarvon (permanent message)

With many agricultural areas of Western Australia free from disease it is necessary to keep it that way to protect the reputation and livelihood of local producers and as more people travel around Australia better understanding of our quarantine requirements is becoming more important.

Utilising our existing network would provide Agriculture W.A. with 233,600 messages per annum. This equates to about 2,000 hours of air time per year.

FISHERIES W.A.

The following is a list of what we believe to be the key areas for messages on behalf of Fisheries WA that would be broadcast to tourists, travellers and the community alike.

- **Fishing Regulations (Permanent Message)**

Travellers Information Radio is currently utilised by Fisheries WA in 4 towns but we believe that it could have a much larger impact by being used in all coastal communities and in conjunction with an update of boating weather and safety information would prove valuable to both residents and tourists alike, especially with visitors to the state who may be unsure of Western Australia's regulations and safety requirements.

Utilising our existing network would provide Fisheries W.A. with 233,600 messages per annum. This equates to about 2,000 hours of air time per year.

WESTERN AUSTRALIAN TOURISM COMMISSION

The following is a list of what we believe to be the key areas for messages on behalf of the Western Australian Tourism Commission that would be broadcast to tourists, travellers and the community alike.

- **Local Tourist Bureaus**

Approximately 2 minutes would be put aside for weekly or fortnightly updates of coming events for each area to enable the promotion of upcoming local events such as race rounds and local festivals, e.g. Shinju Matsuri in Broome, the Fenacling Festival in Karratha and the Boab Festival in Derby. The event would be featured on the transmission in it's own town plus those of the surrounding area.

- **Major Tourism Promotions**

Promote major tourism events within all areas of Western Australia utilising our network and also advising travellers of forthcoming major attractions i.e. Rally Australia, Hyundai Hopman Cup, ITU Triathlon World Championships and the Festival of Perth. Also special promotions such as the current focus on Exmouth.

- **Western Australia Passport**

Promotion of the Western Australian Passport to assist local tourist bureaus and the notification of weekly winners.

Utilising our existing network and allowing 120 seconds for each section would provide the Western Australian Tourism Commission with 233,600 messages per annum. This equates to over 7,700 hours of air time per year.

TRAVELLERS INFORMATION RADIO 88FM is a Brand WA supporter.

CONSERVATION AND LAND MANAGEMENT

The following is a list of what we believe to be the key areas for messages on behalf of Conservation and Land Management that would be broadcast to tourists, travellers and the community alike.

- Advertising the Various Parks (Permanent Message)

Tourist Radio is an ideal to promote the safe use of National Parks and World Heritage Area's administered by CALM as tourists and travellers are becoming more used to the availability of broadcast sites and the content included on them. It would be expected that the length of these messages would go for longer than the standard 30 seconds each be part of the "anchor" section of each broadcast.

- Camping and Fire Restrictions (Permanent Message)

Reminders of camping, fire and road conditions as well as 4WD, gun and animal regulations need to be passed on to the travelling public.

- Park Passes (Permanent Message)

Reminder that park passes are required and where they may be purchased.

- Road Closures & Maintenance (As Required)

Advice of road closures and maintenance so that travellers are aware of them and know if an area will be out of reach prior to arrival at that park.

Utilising our existing network and allowing 30 seconds for each "Permanent Message" would provide Conservation and Land Management with 467,200 messages, plus 1,168,000 minutes within the main content of each broadcast, per annum. On top of this are the messages relating to road closures and maintenance. This all equates to in excess of 23,300 hours of air time per year.

KEEP AUSTRALIA BEAUTIFUL COUNCIL (WA)

The following is a list of what we believe to be the key areas for messages on behalf of Keep Australia Beautiful Council (WA) that would be broadcast to tourists, travellers and the community alike.

- Tidy Towns
- Keep Australia Beautiful

Promoting a clean, litter free environment to the travelling public.

Utilising our existing network would provide Keep Australia Beautiful Council (WA) with 233,600 messages per annum. This equates to about 2,000 hours of air time per year.

HEALTHWAY

The following is a list of what we believe to be the key areas for messages on behalf of Healthway that would be broadcast to tourists, travellers and the community alike.

- **QUIT**

Promotion of the QUIT message to travellers who are in their cars pointing out the dangers of passive smoking to those around them especially when travelling in the same vehicle.

Utilising our existing network would provide Healthway with 233,600 messages per annum. This equates to about 2,000 hours of air time per year.

ROADWISE

The following is a list of what we believe to be the key areas for messages on behalf of Roadwise that would be broadcast to tourists, travellers and the community alike.

- Road Safety Promotion (Permanent Messages changed as required)

Message to complement the current focus of Road Safety targeted at country areas.

- Roadtrains (Permanent Message)

A message aimed at drivers in country areas who are unfamiliar with the extra safety requirements needed when passing or approaching roadtrains.

Utilising our existing network would provide Roadwise with 467,200 messages per annum. This equates to about 4,000 hours of air time per year.



WESTERN AUSTRALIAN
STATE EMERGENCY SERVICE

Mr Jerry Zbyrko
Travellers Information Radio 88FM
22/ 328 Albany Highway
VICTORIA PARK WA 6100

Dear Jerry,

I wish to thank you, your company, and associates for the assistance you gave me during the Tropical Cyclone Vance operation in Exmouth in March.

The use of the 88FM Travellers Information Radio system provided a valuable resource in such an area where communicating information to the public was essential.

Although the implementation of the system was somewhat adhoc, it was pleasing that your company was able to dispatch the required equipment to upgrade the system and able to talk me through the set-up. This quick action allowed Exmouth to have a 24 hour community service announcement providing vital information, and that we could update as required by telephone.

The system was operational for a period of 4 weeks and was updated daily. As a tool for Emergency Services operations, this system has proved to be very successful and I feel that many more applications could be found for the system in times of disaster.

Discussions with senior operational staff, found that we maybe able to utilise a service such as this for other areas as well. This could be used for alerts and warnings to selected areas, before an event. I hope that this is something that you may want to look at as part of your planning and development strategies for the future.

Jerry, I do not doubt the people of Exmouth thank you for your companies' assistance and dedication in providing the 88FM facilities.

Sincerely yours,

Rick Guy
A/Media and Public Affairs Officer
WESTERN AUSTRALIAN STATE EMERGENCY SERVICE

26 May 1999



A Division of the Fire & Emergency Services Authority
of Western Australia

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Tune in for...
Tourist Information

Local history
Tips on...
Good places to stay
Great places to eat
Interesting things to see & do
Travel tips
Road safety tips

What is Tourist Radio

In 1993 the Government introduced new "narrowcast" licenses into the broadcast spectrum to provide for specialist services such as Tourist Information Radio stations. Narrowcast stations are limited in certain ways so as not to interfere with other broadcasting services. They operate on low power which means the coverage area of each station is restricted to a radius of approximately 10-15 kms from the transmitter. Despite these limitations most narrowcast radio stations can be clearly heard throughout the communities they serve.

Today, towns all over Australia have their own Tourist Radio stations broadcasting information of interest to tourist, travellers and visitors - 24 hours everyday of the year. Tourist Radio is described as a 24 hour a day tourist brochure of the air.

Tourist Information Radio presently transmits from 15 stations in Western Australia north of Dongara. Most stations broadcast on the radio frequency 88FM. Each station is designed to inform and educate tourist, travellers and visitors about the town they pass through or visit. Our presenters, Gary Carvold and Jenny Seaton will tell you things to see and do, give you suggestions about where to stay and eat, tell you about local events, and let you in on a little history of each town. You'll find our stations interesting and quite enjoyable to listen to.

How do I pick up 88FM?

As you approach each town along your journey, those with Tourist Radio will display blue and white road signs on the approaches, usually 10 kms out. When you see these, select FM on your radio and tune to 88. The nearer you are to the centre of town the clearer your reception will be. For maximum reception extend your aerial to its full length, because Tourist Radio operates on low power, reception can fluctuate slightly from time to time. This should only occur for a moment or two so please persevere.

A TIP: Pre-set your car radio to 88FM before setting off on your travels.

Where will I find Tourist Radio?

Tourist Radio is broadcast from many communities all over Australia. Our company (Travellers Information Radio) currently operates from the following 15 sites...

Dongara	Monkey Mia
Greenough	Carnarvon
Geraldton	Minya
Northampton	Exmouth
Ajana/Kalbarri turn-off	Karratha
Kalbarri	Port Hedland
Overlander	Broome
Denham	

For information on Tourist Radio 88FM please contact:

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