

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

Dear Sir/Madam

**RE: STANDING COMMITTEE ON COMMUNICATIONS, TRANSPORT AND  
THE ARTS INQUIRY INTO THE RADIO INDUSTRY**

Please find attached this Commission's submission with attachments to the above mentioned inquiry.

The submission canvasses a wide range of issues pertaining to radio broadcasting throughout the vast Goldfields Esperance region of Western Australia. Radio continues to play an important role in the every day activities of the people of this region. It is therefore essential that regional radio broadcast content reflects the varied interests of those listeners, while providing the opportunity for input and feedback from the local community.

I commend the submission to you and trust that it assists in your deliberations and influences your recommendations to government.

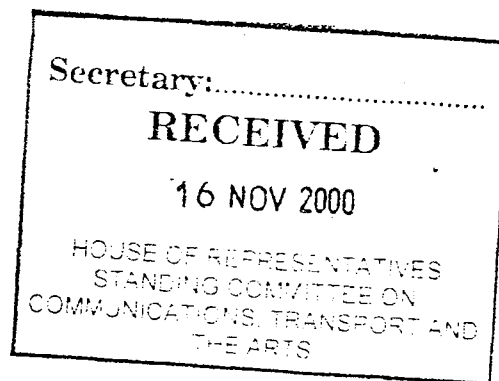
Yours sincerely



Colin Purcell  
Chief Executive Officer

10<sup>th</sup> November 2000

encl.



House of Representatives Standing Committee on Communications, Transport and the Arts	
Submission No:	205
Date Received:	16/11/00
Secretary:	Janet Holmes



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# A SUBMISSION TO THE HOUSE OF REPRESENTATIVES COMMUNICATIONS COMMITTEE INQUIRY INTO THE RADIO INDUSTRY

by

**The Goldfields Esperance Development Commission**

**Contact Person: Ray Ciantar - Manager - Infrastructure and Planning for the  
Goldfields Esperance Development Commission (ph:(08) 9091  
1166 fax:(08) 9021 7941 email: [ray.ciantar@gedc.wa.gov.au](mailto:ray.ciantar@gedc.wa.gov.au))**

**Learn more about GEDC at [www.gedc.wa.gov.au](http://www.gedc.wa.gov.au)**

**Read our newsletter at [www.gedc.wa.gov.au/fr-newsletter.html](http://www.gedc.wa.gov.au/fr-newsletter.html)**

**Date: 3<sup>rd</sup> November 2000**

## **Introduction**

The Goldfields Esperance Development Commission (GEDC); a State Government organisation responsible for the promotion of economic and social development of the Goldfields-Esperance region in Western Australia. This region covers about 771.276 square kilometres (making it over twice the size of the State of Victoria) in the south east corner of the state. The region is bounded by the South Australian and Northern Territory borders to the east, the Great Victoria Desert to the north, the Wheatbelt to the west and the Great Australian Bight to the south. It hosts a population of nearly 60.000 people (which equates to about 3.3 percent of the State's population and 11.9 percent of the population of regional Western Australia) and contributes more than \$3 billion annually to the state's economy through industries in mining, agriculture, manufacturing and tourism.

Nine local government authorities comprise the Goldfields Esperance region: Ravensthorpe, Esperance, Dundas, Coolgardie, Kalgoorlie-Boulder, Menzies, Leonora, Laverton and Ngaanyatjarraku.

## **Background**

The Boshe report (1997) identified that there was great discrepancy between the level of telecommunications services available to those living in regional Western Australia and those who live in the metropolitan area. Rural and remote communities contend with lower standards, fewer services and, in some cases, no services at all.

The Goldfields Esperance region is typified by small and remote communities based on mining, the pastoral industry and traditional heritage. The mining and pastoral industries have historically been the economic indicators for the region but current

struggles for buoyancy within those industries flag an immediate necessity for diversification.

### **Regional Broadcast Communications Issues**

In 1997, the Boshe Group <sup>1</sup> released a telecommunications audit that identified a number of critical telecommunications issues faced by regional Western Australia: The report revealed a widening gap developing between urban and regional populations in terms of current and future access to information technology and telecommunications infrastructure. In reference to regional broadcast communications the report stated:

*"There are significant numbers of regional dwellers that do not have access to national television and radio broadcast services, for which they have contributed their taxes and which they are entitled to receive. Even those in major regional centres have a far lesser choice of broadcast media than those in the metropolitan areas. Rural and remote area residents typically have even less choice and face added costs and inconvenience. Those who are distant from terrestrial transmitters have to purchase satellite reception equipment in order to receive a modest selection of television and radio services directly from the satellite. Even then, the satellite-direct radio services have very limited usefulness, because the reception equipment is not portable and requires an operating power source." (p.3)*

With specific reference to the Goldfields-Esperance region the Boshe Report commented as follows:

*"Nearly all residents in the Goldfields-Esperance region are able to receive at least one radio service. ABC Regional Radio reaches 96.6% of households and 84.5% of these listeners rated the quality of their reception as good or excellent. The ABC-JJJ reaches 48.2% of households, followed by ABC Radio National (39.4%) and ABC Classic FM (28.9%). Approximately half of those who were not able to receive ABC-JJJ or ABC Radio National said it would be desirable or highly desirable for them to receive these services.*

*Both Kalgoorlie-Boulder and Esperance have local commercial radio services and the WAFM program is retransmitted from a number of local translator stations. (WAFM is essentially a re-transmission of the PMFM signal from Perth, with windows for non-metropolitan news and advertising.)*

*Although a satellite transmission is provided for the ABC Radio National and WAFM services, very few residents in this region have invested in the equipment needed to receive these transmissions. Only 0.2% of households reported that they used a satellite dish to receive radio. Feedback from the consultations indicates that the satellite service does not adequately meet the needs of radio listeners in rural and remote areas as it lacks portability and needs a power source. (Most of those who require satellite dishes, also generate their own power, but do not do so on a 24-hour basis.) For these reasons the discontinued ABC short wave service VLW, is*

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<sup>1</sup> Communications Audit, The Needs of Regional Western Australians, Report for the Goldfields Esperance Region, The Boshe Group, May 1997.

*considered to have provided a better amenity for its rural and remote area listeners, despite the poor quality of its signal. (pp.25 & 26)*

Regionally the feeling is that the satellite radio service does not adequately replace the VLW short -wave radio service for rural and remote listeners as it is not portable and requires an operating power source. The provision of reliable power sources at pastoral stations, small towns and Aboriginal communities is an issue of major importance. The Boshe Report made the following observation on this point:

*"A common problem faced by communications users in rural and remote Western Australia is that their communication equipment requires a 240 volt power supply. However, many rural and remote households have to provide their own power and do not operate their generators 24 hours per day. Others, in small communities, may have access to a notional 24 hour power supplier, but find it is an unreliable source." (p.7)*

Since this report was written the situation has progressively deteriorated with the ever increasing cost of fuel for remote power generation.

### **Specific Goldfields-Esperance Broadcast Communications Issues**

#### **Local news and weather forecasts content in ABC Regional Radio broadcasts.**

For some years regional centres such as Leonora, Laverton, Menzies, Norseman, Ravensthorpe, Hopetoun, Warburton and Leinster received ABC regional radio from Karratha in the NW of WA. Those communities in the NE Goldfields (ie. all those listed above with the exceptions of Ravensthorpe and Hopetoun) were keen to receive regional radio emanating from Kalgoorlie given the "community of interest" and strong historical ties that exist between these communities.

After representations by this Commission, the ABC decided this year to establish a second Remote Area Broadcasting Service in Western Australia to be based in Kalgoorlie. The satellite based transmissions are scheduled to commence by December 2000. The capital cost of providing the equipment will be in the order of \$52,000 and the additional annual operating costs will be around \$100,000.

Although this is a major step forward, the area of coverage of the Remote Area Broadcasting Service from Kalgoorlie will be limited to the immediate surrounds of the centres receiving the satellite transmission, leaving large areas of the North Eastern Goldfields without coverage. The ABC in WA were investigating a remedy by relocating the 720 frequency transmitter from Perth to the NE Goldfields, which would provide ABC Regional Radio AM coverage to the NE Goldfields from Kalgoorlie. However recent advice from the ABC indicates that this unlikely to happen due to budget constraints.

### **Red FM Radio**

Since the Boshe Report was released in 1997, Red FM, a commercial operation from Perth, has commenced broadcasting to mine sites in the region. It is understood that

Red FM Radio is interested in extending its coverage to this region beyond mine sites but would continue to broadcast content from Perth.

### **Local Content and Control of Kalgoorlie's Commercial Radio Stations**

I have included a detailed submission from a person who has requested that their identity not be disclosed. If the content of the submission is accurate, and I am not in a position to comment one way or another, it would be a cause of concern that the level and quality of service to commercial radio listeners in Kalgoorlie has deteriorated markedly in the last few years.

### **The Tourism Industry and Regional Radio Broadcasting**

A submission from the Tourism Development Manager Goldfields - Esperance region of the Western Australian Tourism Commission is included for your consideration. The importance of regional radio providing local and up to date information and warnings on disasters and potential hazards to locals and tourists alike, should not be underestimated as it could result in the loss of life and property in a region that is huge, remote, rugged and sparsely populated. This is particularly important with the developing popularity of the Outback Highway through remote Western Australia. This was a major reason for seeking to have the 720 frequency transmitter relocated from Perth to Laverton.

### **Racing Radio**

The Leonora Shire has been attempting to get WA Tab Racing radio since the ABC ceased this service sometime ago. The Shire has been working its way through the broadcasting legislation regime and bureaucracy to obtain a licence to allow it to receive the racing station. Negotiations are continuing between the Shire, WA TAB racing and the Australian Broadcasting Authority.

### **Summary**

Given the market forces at play in the commercial broadcasting sector and the distinct possibility of major funding cut backs to the ABC, the temptation by radio programmers to increase the number of programs and news bulletins being networked from outside the region must be high.

Local radio with local content continues to be an imperative in regional, rural and remote Australia. It adds to the social cohesion of communities scattered through out our expansive region, a cohesion that is under treat from many directions. As argued above, it could also mean the difference between life and death. Community based radio adds to the quality of life which is difficult to quantify.

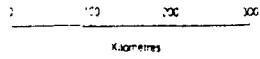
There is therefore a compelling case for this inquiry to make a strong recommendation to government to make it a requirement for the keeping of regional broadcasting licences, for holders to provide for a minimum of local content. Just as important is an effective mechanism to monitor this minimum of local content and a system of penalties for any breaches.

## **Attachments**

1. Map of Western Australia showing the nine Regional Development Commissions' areas with the Goldfields-Esperance region highlighted.
2. Submission regarding Kalgoorlie's commercial radio stations.
3. Submission from the Western Australian Tourism Commission.
4. Map of ABC Radio coverage in Western Australia.
5. Map showing estimated coverage area for Kalgoorlie-Boulder by ABC FM radio services.
6. Commercial Radio 6KG Goldfields 981 advertising guide containing various data.
7. Commercial Radio 6SE Esperance 747 advertising guide containing various data.

	Kalgoorlie-Boulder	Esperance	Coolgardie	Leonora	Ravensthorpe	Laverton	Dundas	Menzies	Ngaanyatjarraku
Distance from Perth (km)	603	725	558	832	536	980	724	730	1,542
Area (sq km)	95,228.50	42,450	30,400	31,743	12,872	183,198	92,725	125,000	159,948
Length of unsealed roads (km)	1,017.15	3,241	800.4	1,279	1,232	3,490	500	131.1	1,444
Population	30,488	12,500	5,653	4,190	1,455	2,000	1,800	230	1,550
Total rates levied	\$7,453,828.00	\$4,634,043.00	\$1,848,828.00	\$1,609,971.00	\$790,000.00	\$582,902.00	\$675,842.00	\$428,011.00	\$44,948.00
Total Council revenue	\$27,224,217.00	\$11,934,858.00	\$3,820,050.00	\$3,803,684.00	\$2,030,860.00	\$2,010,336.00	\$1,683,566.00	\$1,664,359.00	\$1,426,846.00
Debt to Assets	3.40%	6.20%	5.60%	0.00%	6.40%	0.30%	6.50%	0.00%	0.00%

Source: The Western Australian Municipal Directory 1997-1998

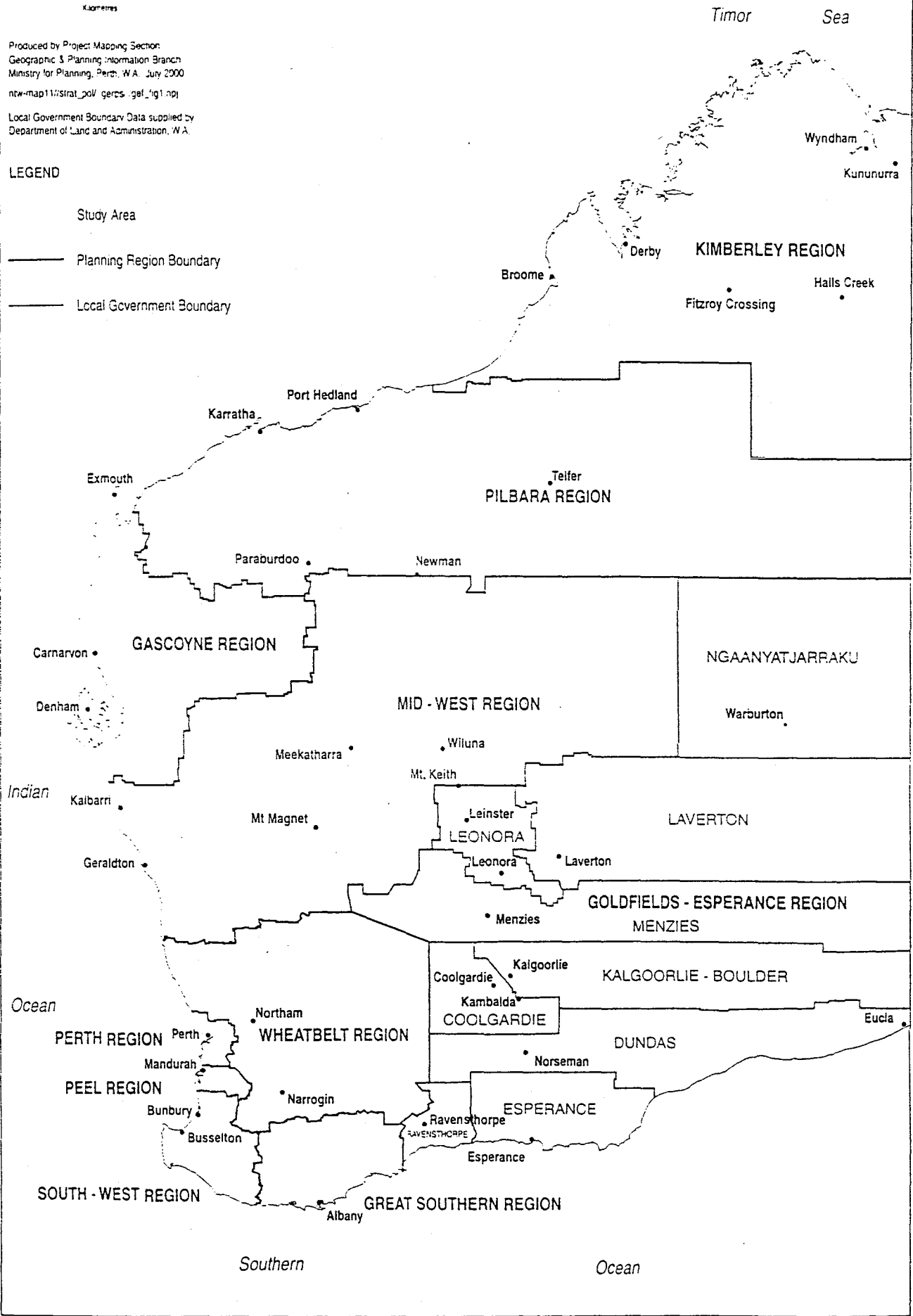


Produced by Project Mapping Section  
 Geographic & Planning Information Branch  
 Ministry for Planning, Perth, W.A. July 2000  
 ntw-map111\strat\_p01\gercs\_gel\_fig1.npi

Local Government Boundary Data supplied by  
 Department of Land and Administration, W.A.

**LEGEND**

- Study Area
- Planning Region Boundary
- Local Government Boundary



**Figure 1: Study Area**



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Ray Ciantar  
Goldfields Esperance Development Commission  
P.O. Box 751  
Kalgoorlie W.A. 6433

Inquiry into the Radio Industry in Regional and Rural Australia.

Kalgoorlie's Commercial Radio Stations. A.M. Band 6KG Radio West 981  
F.M. Band HOT FM 97.9

1. 6KG's future as Kalgoorlie's local commercial radio station is under a cloud.. Local broadcasting hours have been reduced. Replaced by relay programmes from Bunbury on a satellite link.
2. This satellite link affected by weather... Heavy rain at either Bunbury or Kalgoorlie causes loss of programme or bad break-up of audio signal. This link is Not all weather and is not totally reliable.. Both 6KG and HOT FM affected badly by this sub-standard technical link.
3. In 1993 6KG broadcasted from their local Kalgoorlie studios 18 hours per day 7 days per week... This year 2000, 6KG is only local Monday to Friday 6am to 10am. and 12 noon to 1pm.; Saturdays 9am to 12 noon. And Sundays 8am to 12 noon. On Public Holidays there is no local broadcasting at all..
4. In 1993 6KG had 6 announcers locally employed.... In 2000 only 2 announcers are locally employed..
5. HOT FM launched in 1997 has no local programmes at all. All programmes are on relay from Bunbury.
6. A large percentage of the time the Bunbury programmes on both stations are pre-recorded.. No actual announcer is on duty anymore to answer the phone from listeners or emergency service organisations.. Therefore both stations are unable to broadcast urgent civic announcements of vital interest to the local community.
7. Radio West 6KG provides no news services at all on weeknights after 6pm untill 6am the next day. On Saturdays the last news is at 12 noon and the next bulletin is not untill 8am Sunday. On Sundays last news is at 12 noon and the next is not untill 6am Monday.
8. HOT FM provides only 5 seconds of pre-recorded weather information and only following news updates.
9. Radio West 6KG on Saturday mornings from 7am until 9am broadcasts a gardening programme from Perth radio station 6PR via the bunbury radio relay system. This programme has mainly Perth listeners calling in to the 6PR studio.. Generally this programme is totally irrelevant to listeners in

Kalgoorlie which has different climatic and soil type conditions compared to Perth. Only a tiny percentage of this programme is of interest to Kalgoorlie listeners and then to only a very small percentage of listeners.

10. Radio West 6KG's local Sunday morning show called SUNDAY GOLD is under threat of closure by the Bunbury based management.. This very popular programme with local listeners is seen by the Bunbury management as unnecessary and could be replaced by the Network programme on relay out of Bunbury. The Bunbury management are currently trying to remove the capacity to play vinyl records on air at 6KG by removing the on-air studio Turntables and Pick-Up arms etc. This is despite the very large and comprehensive collection of vinyl records in the station's record library.
11. Local 6KG/HOT FM management in Kalgoorlie are prevented, by a dictatorial style of management in Bunbury, from employing a 3<sup>rd</sup> local announcer. (Seen by local management as necessary to provide an adequate local service.)
12. Radio West 6KG recently dropped its long running local news broadcasts in the Monday to Friday Breakfast programme because of staff cuts enforced by the Bunbury management.
13. Most programming from Bunbury is PRE-RECORDED (Automated) music based only, with very limited information of any sort and is generally very boring radio.
14. Recent music policy changes at Bunbury have affected both HOT FM and Radio West 6KG.. Both stations are now generally playing very similar styles of music which is limiting the choice for local listeners.. This is against the SPIRIT and intention of the Supplementary licence scheme which had as a major goal "Providing listeners with greater programme choice" without affecting the commercial viability of the parenting station i.e. 6KG..
15. Music policy, enforced by Bunbury based management, is derived from Sydney where D.M.G. ( The stations owner) is headquartered in Australia. This policy on playlist material and rotation of play etc does not necessarily reflect the interests or musical tastes of Kalgoorlie listeners.
16. The company is also very slow to implement Technical/ Engineering upgrades and improvements as better and more modern Technology provides greater scope for improvements to the art of Radio broadcasting.
17. After office hours telephone contact with the Radio Stations and or the Network stations is almost totally impossible as there is usually no staff on duty at all anymore..
18. IN SUMMARY Kalgoorlie Radio Listeners today are served by two Commercial Radio Stations which fail to fully address the needs of local listeners to commercial radio in Kalgoorlie and surrounding areas. Local Kalgoorlie management is hindered by an arrogant and "Pig-headed" style of

3.

management in Bunbury from implementing changes to improve the level of service to the community.. The 1993 style of 6KG under the "then ownership" was a far better arrangement to reflect the needs of listeners and serve the community with appropriate programming..

20 October 2000

Mr. Ray Ciantar  
Goldfields Esperance Development Commission  
Viskovich House, 377 Hannan Street  
Kalgoorlie WA 6430



Dear Ray

### Radio Enquiry

The Western Australian Tourism Commission welcomes the opportunity to make comment on the

"House Of Representatives Standing Committee on Transport Communications and the Arts, enquiry into the Radio Industry"

In particular the Commission would like to comment on,

"The potential for new technology such as digital radio, to provide enhanced and more localised radio services in metropolitan, regional, and rural areas."

Broadly the Tourism industry is broken into 3 major components

1. The consumer or tourist who listens to the radio whilst driving, camping or staying in a location in one or more of the above areas.
2. The provider of services, being accommodation, tour services, attractions, wineries, eating houses and the like.
3. The broker of services, such as the tourist bureau, travel agent, or anyone who offers these services to the visitor.

In regional and rural Australia visitors cover vast distances primarily by road, where they are often out of touch with a radio network which can provide them with information.

A selection of requirements would include:

- 1 National and international news to provide them with immediate developments in Australia, and the World scene.
- 2 State information including weather forecasts, especially in coastal areas, and inland areas where high temperatures, or storms are likely to have an effect on the progress of their visit.

Continued.

3. Local information including activities, events, and attractions which can have a positive effect on the enjoyment of their visit. This information may include up to-date current affects of road closures, diversions, washaways etc affecting the security of their progress.
4. Emergency broadcasts which can notify of extreme weather conditions such as, cyclones, high winds, thunder storms and rains which can make progress extremely hazardous, or impassable.
5. In certain cases visitors who have become stranded in isolated locations need to be aware that, A. Their overdue arrival has been noticed, and they should remain where they are with the vehicle, and B,. An absence of information indicates that their overdue arrival has not been noticed, and they need to take measures to prolong their welfare.
6. In other cases announcements are necessary to ensure that visitors contact Police for certain emergency information.

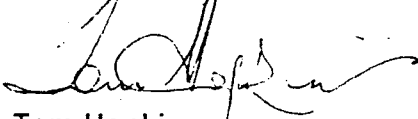
The second category usually wish to offer their services to visitors, and will take advantage of localised broadcasting to inform visitors of the potential benefit of their service. This is usually by sponsored announcement or paid advertising, or in some cases community service announcements which offer non- profit organisations the opportunity of maximising their message.

The Third category requires a wide range of opportunity to broadcast daily events and opportunities for visitors. This can be for future as well as daily information on current opportunities. In some cases a measure of success has been reached with pre-recording "Tourist Radio" licensed to cover a nominated area of coverage, and is funded either by local authorities, sponsorship, advertising or all of these. The quality and accuracy of "Tourist Radio" is often questionable due to the low ratio of financial support affecting the hours of input necessary to maintain currency.

The main issues raised above require confirmation that in all areas of Western Australia, a form of the combination of service is available for the purposes outlined. If the case exists, and perhaps it does, that these services are not universal, then perhaps for the reasons outlined steps should be taken to ensure that this is a target to be achieved for the future.

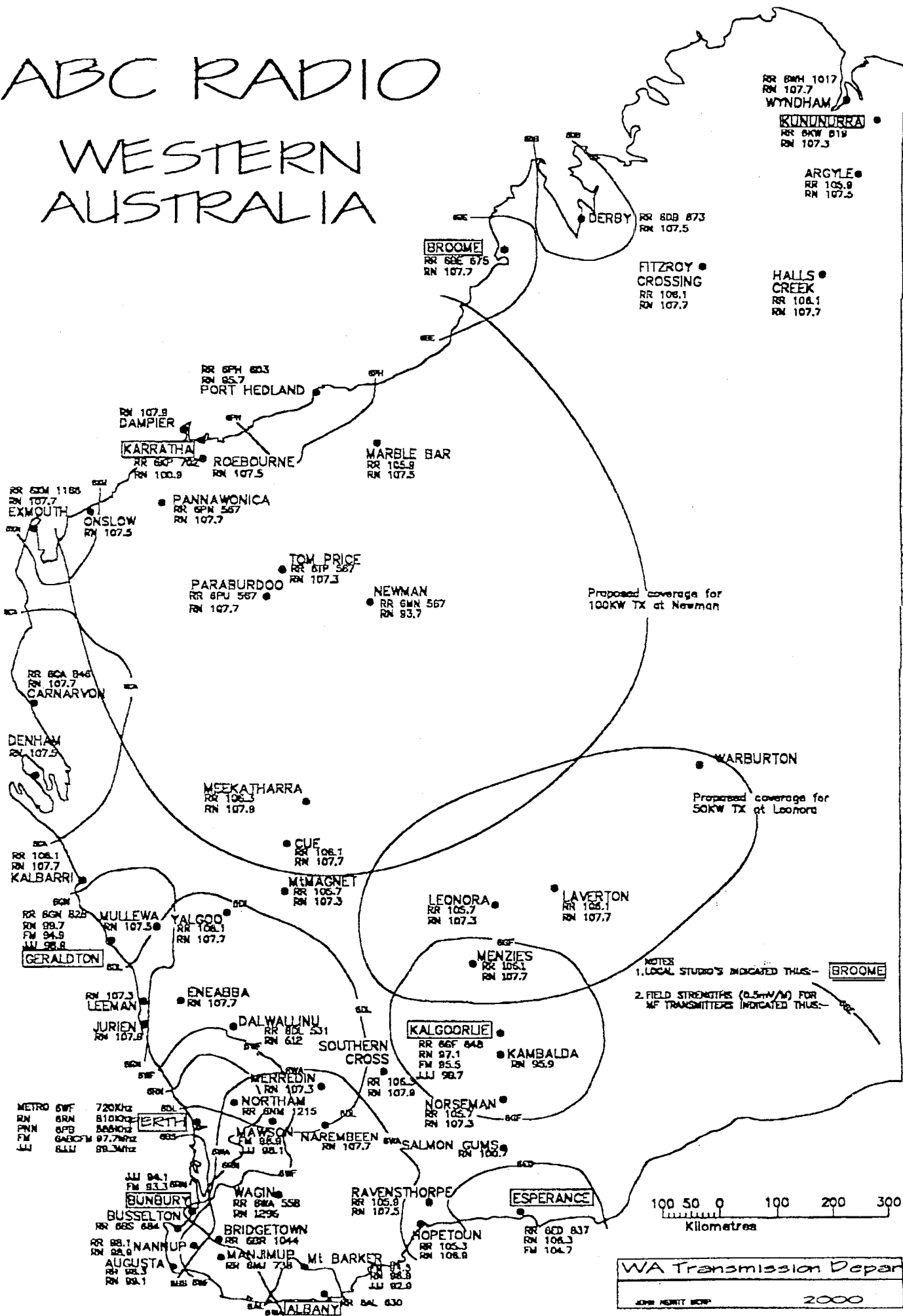
Many thanks,

Yours sincerely



**Tom Hopkins**  
**Tourism Development Manager Goldfields Esperance Regions.**

# ABC RADIO WESTERN AUSTRALIA



NOTES  
 1. LOCAL STUDIOS INDICATED THUS: **BROOME**  
 2. FIELD STRENGTHS (0.5mV/m) FOR MF TRANSMITTERS INDICATED THUS: **GERALDTON**

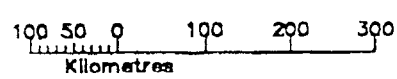
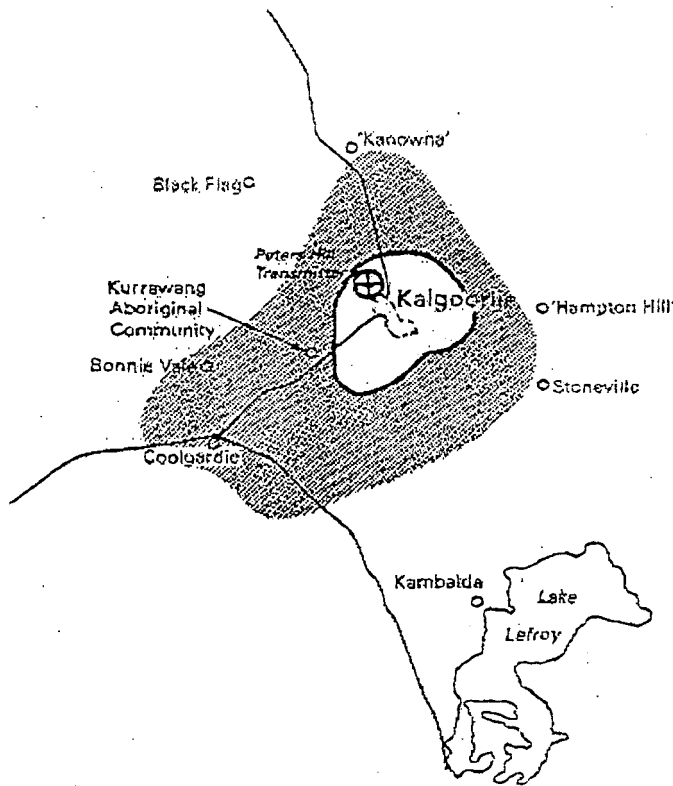



Image sourced from NTA triple j Broadcast Coverage Maps book.  
Book published February 1997

# FM RADIO



**NATIONAL  
TRANSMISSION  
AGENCY**  
November 1936



 Peters Hill

Estimated coverage area for  
Kalgoorlie  
Western Australia  
FM Radio Services  
6ABCFM, 95.5 MHz  
6ABCRN, 97.1 MHz  
6JJJ, 98.7 MHz



# RadioWest

6KG GOLDFIELDS 981

## A D V E R T I S I N G G U I D E

Radio is the local medium that delivers. Because it is the daily primary source of local information, radio delivers listeners; radio delivers results for you. Our listeners use radio for local information such as weather, news, sport, music and local advertising.

Radio is the personal medium, re-emerging as the popular medium amongst Australian adults as well as teenagers. Radio is always there, serving the local community 24 hours a day, every day of the year.

In Regional areas, almost 50% of shoppers tune in to commercial radio on the day of shopping. Almost double that of any other medium. Commercial radio's exposure to shoppers within one hour of shopping is more than 5 times that of any other medium.

Major Towns: Kalgoorlie-Boulder, Coolgardie, Kambalda, Norseman, Menzies, Ora Banda, Widgemooltha.

### OUR STATION

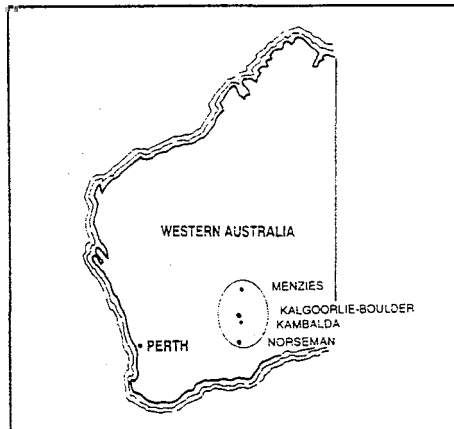
6KG is a contemporary radio station. A mix of current music and classic gold, professional presentation from a team of experienced announcers and a focus on the community ensures high listener loyalty.

### POPULATION

Kalgoorlie-Boulder, as the regional centre for the Eastern Goldfields Region has nearly 42,000 people in the city and near surrounding area. The city continues to grow, with heavy demand for houses and land. A major part of the population is younger people and young families. High incomes are common. The turn-over of population is constant, with a highly transient population.

### GEOGRAPHIC LOCATION

Kalgoorlie-Boulder is 600km east of Perth, and 400km inland from the south coast. As the regional centre for the Eastern Goldfields, it services Kambalda, Coolgardie, Norseman, Menzies, Leonora, Laverton and the many mine sites and isolated mining camps in the region. With an annual rainfall of only 250mm per year, it is a dry climate. The city's water is supplied by one of the world's great engineering feats, Mundaring Weir and the Goldfields pipeline (550km in length).



### MARKET FEATURES

The major focus in Kalgoorlie-Boulder is mining, its associated support industries and the pastoral industry. It is a bustling, vibrant city; the centre of exploration and mining; home to professionals and well paid miners and contractors.

It is serviced by a variety of air, bus and passenger rail services. Sporting and cultural facilities are excellent, and all major banks and retail chains are represented in the city.

### MAJOR INDUSTRIES

The Golden Mile, Paddy Hannan, these are the names that come to mind when Kalgoorlie-Boulder is mentioned.

**Nickel Mining:** This is also big business in the region, with the Kalgoorlie Nickel Smelter processing ore from around the area.

**Pastoral:** 81 huge pastoral properties stretch out onto the Nullarbor Plain and surround the city. Over 1/2 million sheep produce excellent wool in this \$12,000,000 industry.

**Tourism:** This is the 3rd biggest industry, with around 100,000 tourists visiting, most in private vehicles.

<b>RATES</b>	30 secs
Zone 1:	\$28
Run of Station:	\$20
Target:	\$21
<b>CONDITIONS</b>	
30 x 30 second Run of Station — through all sessions over 7 days. Target— through 3 sessions over 7 days. 15 second spots — 65% of 30 second rate 45 and 60 second spots — pro rata of 30 second rate. Live Reads: Add 25% Material Deadline: Noon the day prior to broadcast. Cancellation: Minimum 28 days notice required.	

## S T A T I O N D E M O G R A P H I C S

0-14	15-24	25-39	40-54	55+	TOTAL
10 528	7 520	13 321	6 255	4 156	41 780



# RadioWest

6SE ESPERANCE 747

## A D V E R T I S I N G G U I D E

Radio is the local medium that delivers. Because it is the daily primary source of local information, radio delivers listeners; radio delivers results for you. Our listeners use radio for local information such as weather, news, sport, music and local advertising.

Radio is the personal medium, re-emerging as the popular medium amongst Australian adults as well as teenagers. Radio is always there, serving the local community 24 hours a day, every day of the year.

In Regional areas, almost 50% of shoppers tune in to commercial radio on the day of shopping. Almost double that of any other medium. Commercial radio's exposure to shoppers within one hour of shopping is more than 5 times that of any other medium.

Major Towns: Esperance, Ravensthorpe, Salmon Gums, Gibson, Lake Grace, Lake King, Norseman and Hopetoun.

### OUR STATION

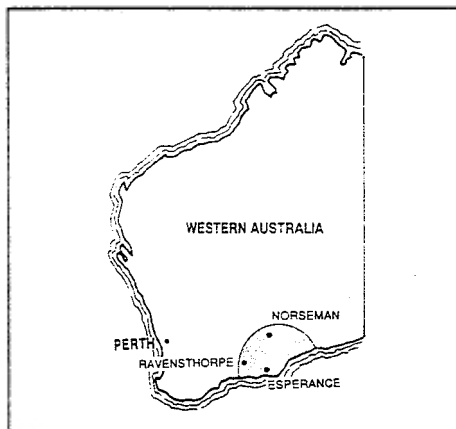
6SE is a contemporary radio station. A mix of current music and classic gold, professional presentation from a team of experienced announcers and a focus on the community ensures high listener loyalty.

### POPULATION

On the south coast, Esperance is home to over 20,000 permanent residents. Many Goldfields people go to Esperance in retirement. During the summer, Goldfielders flock to the area to enjoy the beaches and coastal scenery, while year round, tourists by the thousand pass through the region on their east-west journey. Around 7000 vehicles per month, all loaded with free spending holiday makers and interstate travellers pass through Esperance.

### GEOGRAPHIC LOCATION

Located 720kms from Perth amongst the grandeur of the Recherche Archipelago on the south coast, Esperance is unique. With over 100 islands, sparkling white beaches, clear, translucent water with blue and green hues, the majesty of Frenchman's Peak, the natural beauty of National Parks, it is little wonder 120,000 visitors soak up the sights each year. No other part of Western Australia's vast coastline is rimmed by as many islands and reefs.



### MARKET FEATURES

Esperance is the regional centre for the vast South-East farming and agricultural district. As a consequence, businesses in the area cater for all the needs of the various farming sectors. The major rural companies are represented in the region, there are a number of engineering workshops, machinery and vehicle sales and distribution companies, spare parts suppliers and a wide range of retail stores and service providers.

### MAJOR INDUSTRIES

As would be expected, these reflect the agricultural, fishing and tourism aspects of Esperance.

**Farming:** The district produces excellent beef, sheep (for meat and wool), wheat, barley, oats and other crops. The area produces nearly 20% of the state's rural output.

**Fishing:** The size of the total catch gives Esperance a vigorous fishing industry. The Tuna catch comprises 65% of WA's production. Abalone, pilchards, herring, garfish, and southern rock lobster are a regular part of the catch. The port also services all manner of shipping, including mineral exports.

**Tourism:** On National Highway 1, Esperance is a natural stopping off point for all interstate travellers, attracting 120,000 holiday makers a year.

<b>RATES</b>	30 secs
Zone 1:	\$25
Run of Station:	\$17
Target:	\$18
<b>CONDITIONS</b>	
30 x 30 second Run of Station — through all sessions over 7 days. Target— through 3 sessions over 7 days. 15 second spots — 65% of 30 second rate 45 and 60 second spots — pro rata of 30 second rate. Live Reads: Add 25% Material Deadline: Noon the day prior to broadcast. Cancellation: Minimum 28 days notice required.	

S T A T I O N      D E M O G R A P H I C S					
0-14	15-24	25-39	40-54	55+	TOTAL
5255	2658	5789	3681	3067	20 450