



McNair – CBA Survey 94.1FM - 79,000 weekly listeners

THE GOLD COAST'S OWN RADIO STATION

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WHAT WE ARE

94.1FM Gold Coast is a radio station which commenced on the Gold Coast in April 2013.

The studio is located at Suite 10 Rodman Centre, 11 Karp Court, Bundall in the heart of the Gold Coast. We broadcast from Tambourine Mountain on 5KW power the same as all major licenced Gold Coast Stations covering from South Brisbane to the Tweed Coast.

Our community charter is to provide music, news, sport and weather, local events and general community engagement and communication of information that is relevant to our Gold Coast/Tweed Coast listeners.

Our daytime playlist is a selection of great popular music from the past and today and we offer a variety of night-time “Special Programs” that focus on the different genres of music.

We extend to the Gold Coast/Tweed community FREE announcements to non-profit and charity entities. The station is associated with Lions, Rotary and many other community organisations and events. **94.1FM** has broadcast from community events such as The Annual Rotary Kokoda Run, Cooly Rocks On and many more.

94.1FM Gold Coast runs continuous giveaway competitions to attract listeners and supporters. We weekly giveaway show and movie tickets to major Gold Coast venues. We have also given away 2 Toyota Yaris Cars, an Oriental River Cruise and a Uni-World European River Cruise worth \$28,000. One of the biggest prizes on Gold Coast radio.

94.1FM Gold Coast has captured a very large audience (79,000 weekly listeners*) by offering a different listener experience with our philosophy of “MORE MUSIC – LESS TALK – MORE COMMUNITY INVOLVEMENT”. * McNair/CBAA Dec 2019 surveys - sources also show the station has the fastest growing audience on the coast.

WHO WE ARE

We have grown over time and now are lucky to have attracted some of the best professional radio voices in Australia. Many have been involved in radio and media in some capacity for most of their working lives. Our announcers are engaging, intelligent and most of all fun. They love the Gold Coast and they love “**what they do**” every day.

MONDAY - FRIDAY



BREAKFAST
5AM – 9AM
RICHARD FOWLER

Gold Coast’s Number 1 Breakfast Announcer for many years – Gold Coast Bulletin calls him “The King of Gold Coast Radio”



MORNING
9AM – Noon
RHONDA SHARRATT

TV Logie Award Winning Personality
Former 4GG Gold Coast Morning Personality
Gold Coast NRTV Personality



AFTERNOON
Noon – 3PM
JOHN PIERCE

Sydney & Brisbane/Gold Coast Radio
Personality Brisbane Radio Program
Director
Music Guru



DRIVE
3PM – 7PM
MARK IRVINE

3XY Melbourne & MMM Brisbane
“Irvine & Shirl (from Skyhooks)”

OUR MUSIC AND PROGRAMS

94.1FM Gold Coast plays popular music from the **80's**, some of the best new music from **TODAY** and selected Classic Hits from the **60's & 70's**. There is no doubt we have the biggest range of music on air every day and our feature programs at night offer the variety that people love.

These shows are all hosted by presenters who have a passion for music.

7PM NIGHTLY PROGRAMS

MONDAY – Blues

TUESDAY – Local Gig with Stewy Fairhirst

- Classic Album Show – Gary Boughen

WEDNESDAY – The Jazz Club

THURSDAY – Rock 'n' Roll Milkbar with JP

FRIDAY – Kerr's Country with John Kerr

- SOUNTRAX – Music from the Movies – Gary Boughen

SATURDAY – The Best Disco In Town with Gary & Deb

SUNDAY – Beatles Magical Musical Tour - 60's 70's & 80's Sunday Fun

FEATURE SHOWS

94.1FM Gold Coast produces "Feature Shows" in our studios at Bundall. A number of these shows are distributed to other stations across Australia. Two of our shows are Award Winning for their production, content and presentation.

The Countdown with Ian Cousins

The Beatles Magical Musical Tour – Gary Field

The Cruise And Travel Show

The Classic Album Hour

"Soundtrax" Music From The Movies

LOCAL NEWS

94.1FM Gold Coast in association with **7 Gold Coast News** produces a daily 5-minute Local Bulletin with Ian Cousins.

Our National & State News is sourced from AIR News (Australia Independent Radio News) and is heard hourly from 5am – 7pm.



COVERING THE COAST

Bar & Seaway Reports from Southport & Tweed

Fishing & Boating with Paul Burt

Beach & Surf Report with Gold Coast City Council Lifeguards

Traffic with ATN's (Australian Traffic Network) Sallyanne Ryan



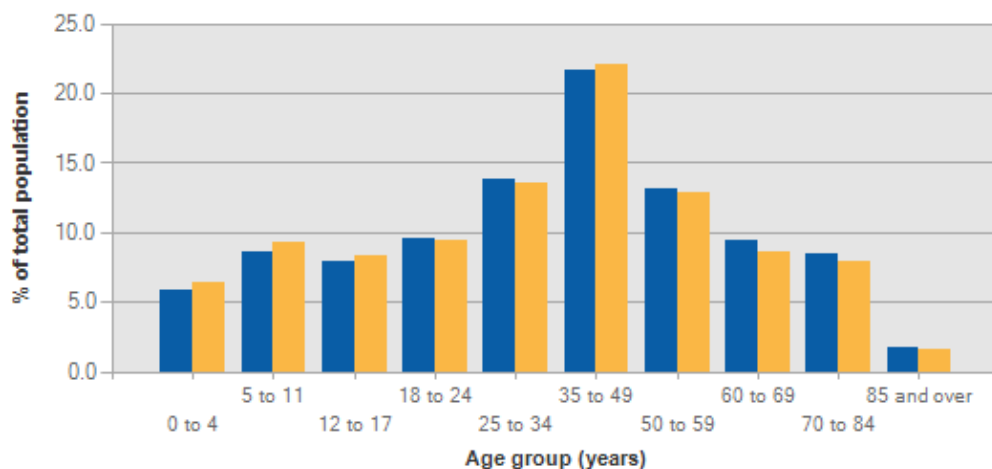
ONLY SUNSHINE COVERS THE COAST MORE THAN 94.1FM

WHAT WE CAN DO FOR YOU

94.1FM targets the Gold Coast mature audience of baby boomers and the top end of Gen X that's enjoying life and most with a substantial disposable income. This means they're buying and investing, so if you want to reach this audience you need to be on our station.

The graph shows the age group makeup of Gold Coast City.

(GCCC Graph)



94.1FM covers the 45 plus group, the largest group of “radio listeners”.

94.1FM is connecting with the Gold Coast, and the Gold Coast is connecting with us. Because we are offering listeners a new and mature listening experience we have a growing number of businesses who are including us in their budgets.

Our rates are competitive and we can offer specialised sponsorship packages to suit whatever business you have and offer incentives for sponsors who book with us long term.



(Gary Field – 94.1FM CEO)

Major businesses on The Coast are recognizing the reach of 94.1FM including **Grand Motors Toyota** who have sponsored the station's Rav-4 company vehicles.

REAL RESULTS

Txt Message to Ian Cousins/Richard Fowler

Hey Guys, just letting you know we just got our first sale at Panorama direct from 94.1FM! (Radio then website REA) priced at \$797,000 Jim now loves radio - Frank

PANORAMA
RESIDENCES

A fantastic response from the listeners of 94.1fm - One in Five!

Gary, this reiterates my comments to you on the day that our relationship with 94.1fm is absolutely crucial, and is a partnership that myself and Julie are extremely happy with. The constant support we get, not only from the listeners, but also from the staff and management are greatly appreciated and highly valued.

I look forward to continuing this partnership for the future!

Kind Regards



Neil Kirby

Joint Managing Director

Travel Masters & The Travel Studio

National Excellence Award Winners

Ph 07 5554 2722 Mob 0411 296611

Cotton & Ferry Sts, Nerang

PO Box 563, Nerang, QLD 4211

Hi Shaun

We truly appreciated the assistance along with your professional approach to follow up. We won't hesitate in a sponsorship with 94.1FM again. Just to have you phone to check on us throughout our campaign was encouraging and we would like to thank you for that.

It was also a pleasure to work with Ian Cousins. He is a wonderful advocate for 94.1FM and we appreciated his assistance and guidance.

Warm regards,



LOCKERIDGE FINANCIAL ADVISORY

BINDY MARSHALL

Aged Care Liaison Officer

PO Box 6289 GCMC, QLD 9276

Suite 2b, Level 1, 14 Carrara Street, Benowa QLD 4217

P: 07 5597 5550

www.lfa.net.au

Tracey Tucker Regal Shower Screens

"94.1FM- It's been amazing partnership this year. I always loved listening to them, then we decided as REGAL Shower Screens to become a sponsor with them. Honestly, they have been amazing to us. Everyone there is just so nice and really personable. They know you as a person, not just a company with them. Not just great easy listening music to de-stress your day, but wonderful people to go along with it. Thanks 94.1FM Gold Coast.

Unreal.

94.1FM Gold Coast external promotions have included **cinema** and **bus wraps** coupled with Outside Broadcasts from **The Star Gold Coast, Harvey Norman, Pimpama Shopping Centre, Bunnings and Air Gold Coast.**

94.1FM Gold Coast has an agenda to provide a professional alternative radio service to the Gold Coast. The station is managed by The Gold Coast Community Radio Association Inc. headed by CEO Gary Field with over 51 years Radio & Television management, presentation & production experience.

STATION CONTACT

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11 Karp Court
Bundall Qld 4217

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