



99.9 live FM
IT'S GOOD TO BE ALIVE

Townsville's Community Radio Station

- 99.9 LIVE FM -

ywam
medicalships
townsvillecampus

What makes us different?

Our Vision

To provide quality positive messaging, to help build our community and celebrate "It's GOOD to be ALIVE!"

Our Story

Live FM was first established in Townsville as an aspirant Christian Community Broadcaster in April 1993. A full-time broadcasting license was issued in August 1998. In 2016, the station moved into YWAM and came under new management. It's a new day, with new facilities and state of the art equipment!

Who We Are

Our Community Radio Station is a not for profit, aimed at serving our community and its interests. We broadcast content that is popular and relevant to our North Queensland region, to a specific audience that is often overlooked by commercial or mass-media broadcasters. Our Community Radio Station has broad appeal, it is operated, owned, and influenced by the communities we serve. We broadcast to more than 26,000 North Queenslanders per month, according to a McNair Report.

Care, Connect, Serve & Build

it's what we do...

26,000+
LISTENERS
PER MONTH





**Dan & Linds
in action!**

Achieving great outcomes together

In 2016, 99.9 Live FM relocated to the YWAM Medical Ships Townsville Campus in the heart of the CBD. Live FM's strong partnership with YWAM has helped build up the station through the following areas:

Shared values

99.9 Live FM and YWAM Medical Ships shared motivation is to care, connect, serve and build the North Queensland region. Both organisations value serving, strong relationships, generosity, cheering on local heroes, and sharing a positive message in the community that is life-giving and encouraging to individuals.

Training

YWAM Medical Ships Training's Certificate III in Screen and Media* and Certificate IV in Marketing and Communication** enables YWAM Medical Ships and 99.9 Live FM to provide students with an integrated, hands-on training program that is centred around maximising media as a tool to help build the North Queensland region.

Volunteers

Together with local volunteers, 99.9 Live FM utilises YWAM Medical Ships strong team of young, passionate volunteers to assist with the station's daily operations, community events, and Outside Broadcasts. In 2015 alone, YWAM's donated time and labour in the North Queensland region was estimated at 21.6 million AUD, according to a report from the AEC Group.

Live FM and YWAM Medical Ships' collective 50 years of experience in serving the North Queensland region helps ensure that the station continues to remain strong in their objectives as a non-profit, community station.

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*CUA31015 **BSB42415 (RTO Number 30614)

it's



Around one in 35 young
Australians aged 4-17
experience a depressive
disorder.



GOOD



To

Around one in three
young Australian adults
aged 18-24 years report
experiencing racial
discrimination
because of their skin
colour, ethnic origin or
religion.





Suicide is the biggest killer of young Australians and accounts for the deaths of more young people than car accidents



ALiVE

One in seven young Australians experience a mental health condition.



BE

Approximately ONE in THREE first marriages end in divorce



The number of deaths by suicide in young Australians is the highest it has been in 10 years



Fit for Purpose

Broadcasting Excellence

After much research and advice from experts in the sector, Live FM is now broadcasting with industry standard equipment which has positioned us to grow even further. Some of our recent upgrades include:

- Brand new, custom built studios and production room in the heart of the city
- Digital Studio Consoles
- Installation of a 5Kw main Transmitter, now broadcasting to Charters Towers, Ingham, Ayr and beyond
- Additional transmission and power supply equipment installed for redundancy
- Radio Data System (RDS) allowing text display in car audio units
- Upgrades to Outside Broadcasting equipment

A Community Station For The Community

Live FM's recent equipment upgrades mean that our engagement into the community is even more seamless and effective. We regularly give live updates, live crosses or Outside Broadcasts at schools, celebrations, community events or even giving 24/7 coverage of natural disasters like cyclones. We are committed to sharing local news and the good news stories.



Kim
Cooper

Get involved

www.livefm.com.au



Sponsorship

As a not-for-profit organisation, we are fully supported through our station sponsors and donors. Becoming a station sponsor means we'll promote your business or service to our listeners, while giving you the opportunity to invest into the local community.



Volunteer

We are primarily operated by volunteers who are passionate about serving the North Queensland region. If you have experience in radio broadcasting, IT, announcing, journalism, sound production, or just want to connect with community in a new way - lets talk!



Training

Our facility houses the Cert. III in Screen and Media* and Cert. IV in Marketing and Communication**. The courses are an integrated, hands-on training program that is centred around utilising media as a tool to help build the North Queensland region.

**CUA31015*

***BSB42415*

(RTO Number 30614)



Tune in!

Tune into 99.9 Live FM and support the station that supports North Queensland. You'll find great, local content, fantastic competitions and, of course, the latest music with a positive message. You can also listen online at www.livefm.com.au/listen



Donate

99.9 Live FM is a not-for-profit registered charity. We are kept on air by our listeners who believe in investing in the community. Every gift over \$2 is fully tax deductible. Give online at www.livefm.com.au/donate

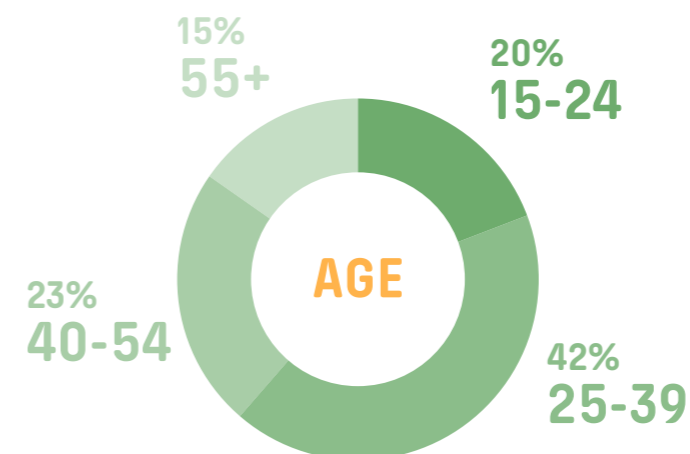
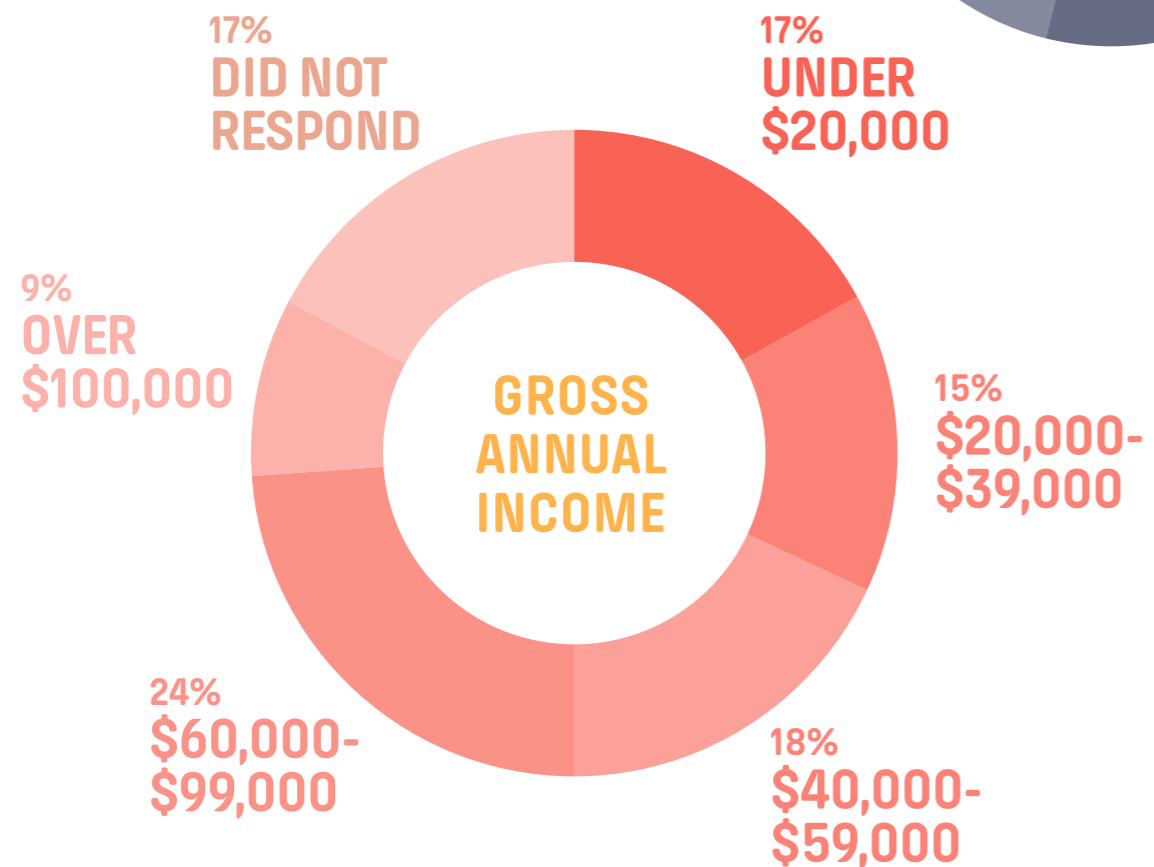
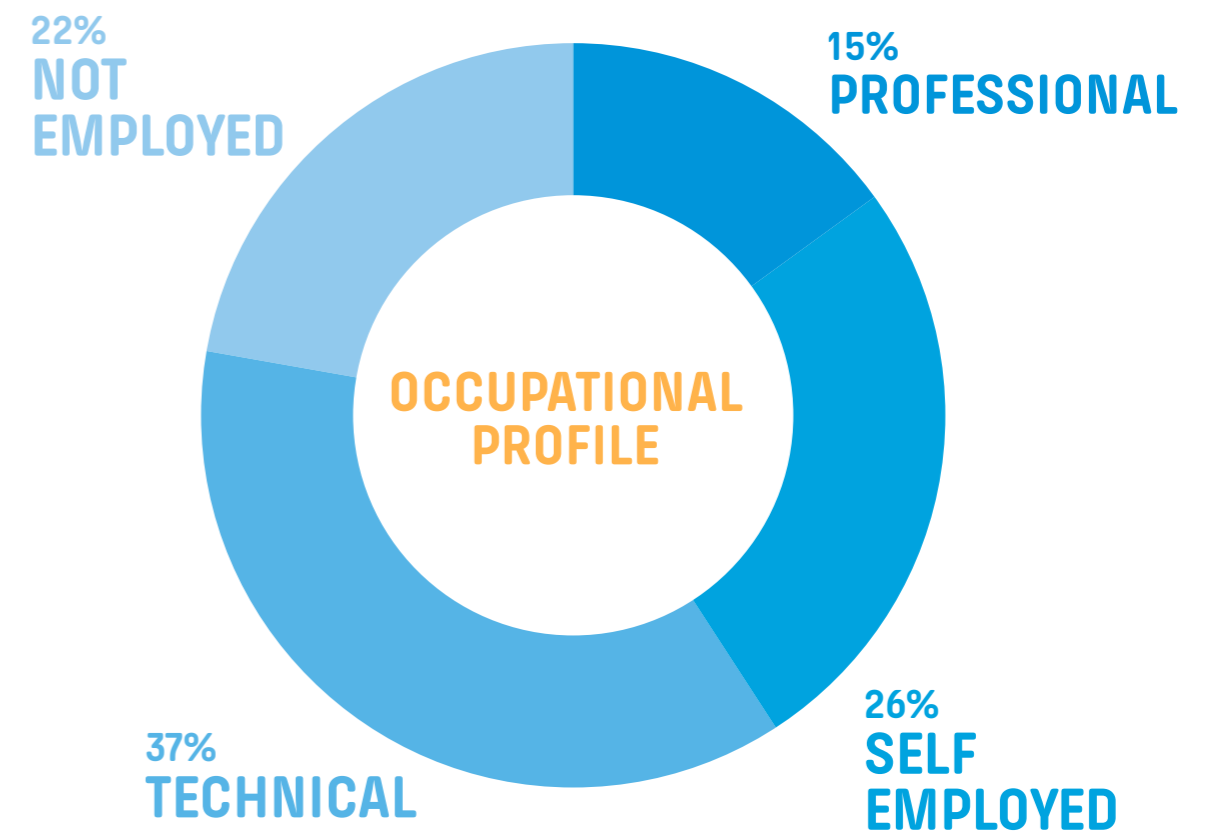
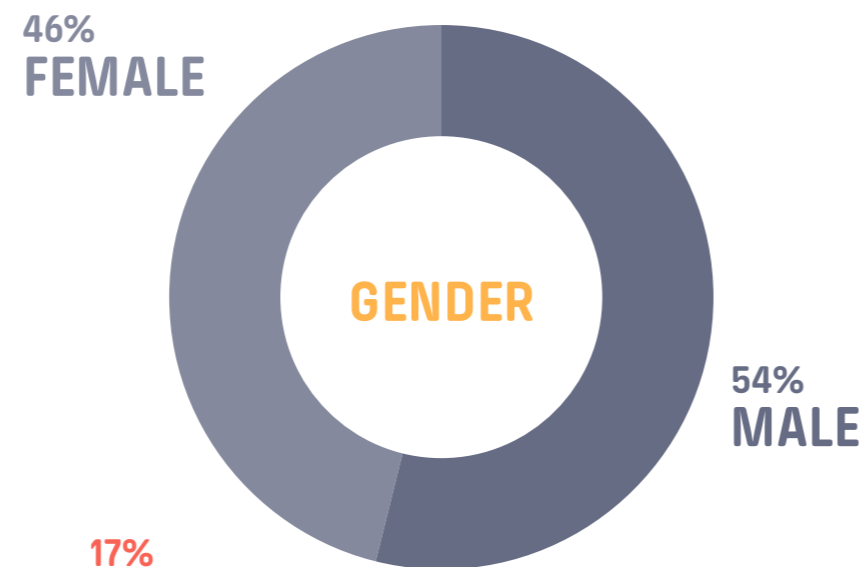


VIP Access

Sign up to VIP Access to receive the inside scoop on the latest LiveFM happenings, products, free offers, discounts, and competitions! Go to www.livefm.com.au/vip-access



North Queensland Audience Profile



Religion: The majority of Australians in 2016 (60%) reported they had a religion. The most commonly reported religious affiliations were Christian denominations. However, the proportion of people reporting a Christian religion has decreased from almost three-quarters (74%) of Australians in 1991 to just over half in 2016 (52%).



Regional Coverage

15,000
LISTENERS
aged 15+ who listen to
99.9 Live FM each week



26,000
LISTENERS
aged 15+ who listen to
99.9 Live FM each month



10.7
HOURS PER WEEK
listeners tune into
99.9 Live FM each week



National Coverage Options

**We can
customise a
package for you
based on your
needs.**

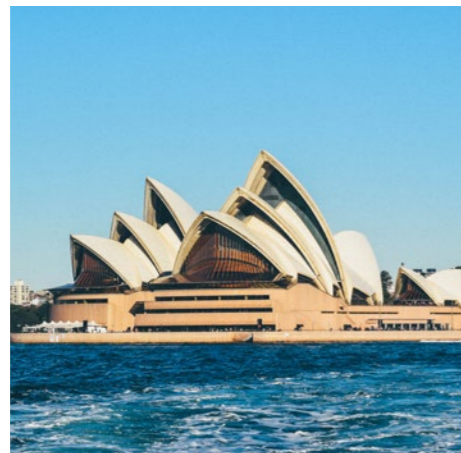
Across Australia, community media connects people; it speaks their language; it knows them – and gets them. At the heart of every community is a media that connects, serves, influences and entertains their community of listeners. It's media by the people, for the people.

Media Sales Australia provides a strategic platform for you to reach a national audience with authenticity and purpose.

Vision Christian Radio broadcasts in 670+ locations across Australia and can be heard 24/7 in major metros, provincial cities and regional towns across every state.

The Australian Christian Channel is broadcasted on all the major subscription TV (STV) providers.

*Source: McNair Ingenuity Christian Community Radio Listeners Survey: Sydney; Melbourne; Brisbane; Adelaide (January 2017) and Perth (July 2016). Cumulative Audiences, Monday to Sunday, 5am to midnight. All people 15+.



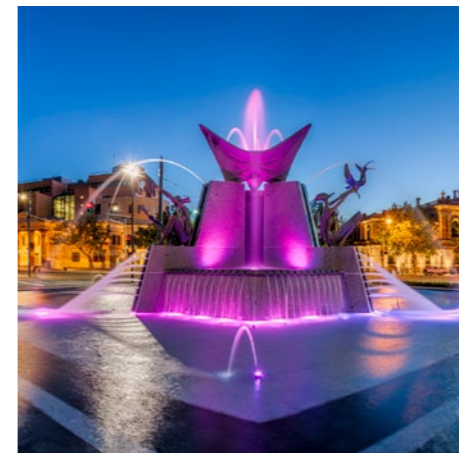
SYDNEY
683,000
monthly audience



MELBOURNE
1,040,000
monthly audience



BRISBANE
361,000
monthly audience



ADELAIDE
294,000
monthly audience



PERTH
326,000
monthly audience

5
Capital City
Radio Stations

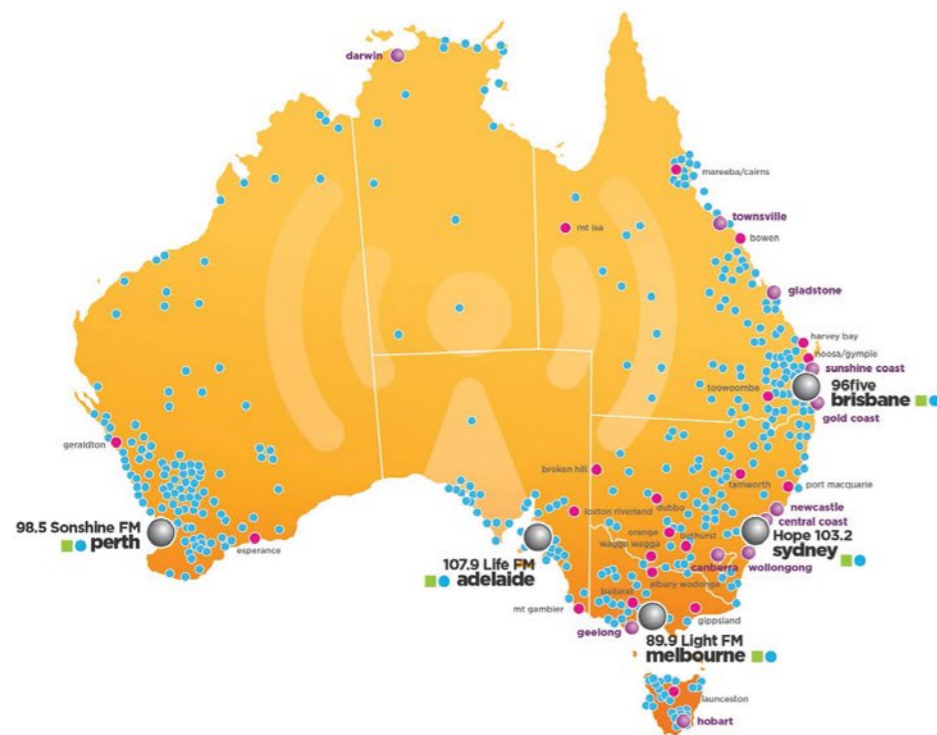
11
Provincial
Radio Stations

670
Vision Network
Radio Stations

20
Metropolitan
Radio Stations

5
DAB+
Radio Stations

1
STV
Channel



National Coverage



3.3 MILLION
LISTENERS



2.6 MILLION
VIEWERS



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15,000+
VEHICLES PER DAY

Exclusive Offer LED Billboard

LOCATION, LOCATION, LOCATION

Located along major arterials of morning and evening commuters, which are also the main routes used to access Townsville's iconic landmarks Castle Hill and The Strand

EXTEND REACH

Your message rotates throughout the entire day, extending your message across a broad range of demographics

CONNECT WITH COMMUNITY

Be amongst engaging local news and events. Your advertisement will be displayed on a community notice board

TAX DEDUCTIBLE

Securing your brand placement as a tax deductible business expense is strengthening the community

BE VERSATILE

Digital content is incredibly flexible allowing you versatility to communicate the most important messages when you need to get the word out now!





HIGH EXPOSURE

Only 12 customers in a rotation and 10 second screen rotations

ROBUST BRANDING

Be seen and heard across two mediums at the same time!

Market Comparison

LOCATION	Flinders St	LIVE FM Walker and Stanley St	Townsville Airport Collect and Connect	Blackwood Sturt St
PRICE	<ul style="list-style-type: none"> Under 1 year = \$6,000 per month 1 year booking = \$5,000 per month 2 year booking = \$4,000 per month 	<ul style="list-style-type: none"> Under 1 year = \$3,490 per month 1 year booking = \$2,990per month 2 year booking = \$2,490 per month 	<ul style="list-style-type: none"> Under 1year = \$2,500 per month 1 year booking = \$2,100 per month 2 year booking = \$1,800 per month 	<ul style="list-style-type: none"> Single week = \$1000 per week 2-5 weeks = \$800 per week 6+ weeks = \$500 per week
EXPOSURE	16,470 vehicles per day	15,000 vehicles per day	1,600 People per day	Unknown
QUANTITY	X1 16m² Screen	X2 20m² Screens	X4 Indoor Screens	X1 16m² Screen
PHOTO				



Maverick Flying Car

250 Horsepower Subaru Engine

408 Kilograms

0-100km/h in 3.9 seconds

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