



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.



\*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](http://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 Number30614)



## 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](http://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](http://www.livefm.com.au/donate)

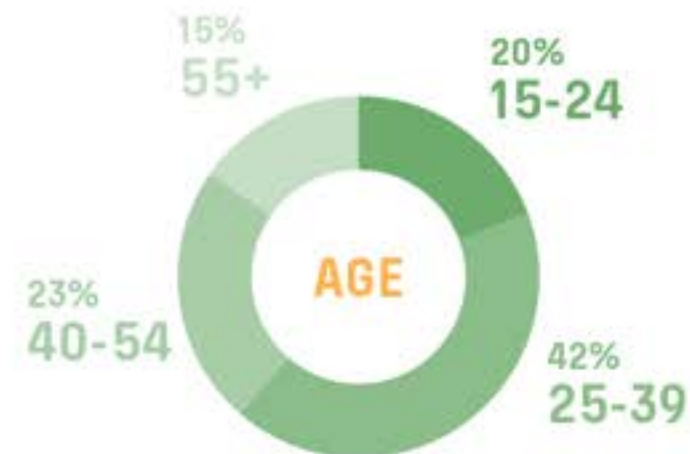
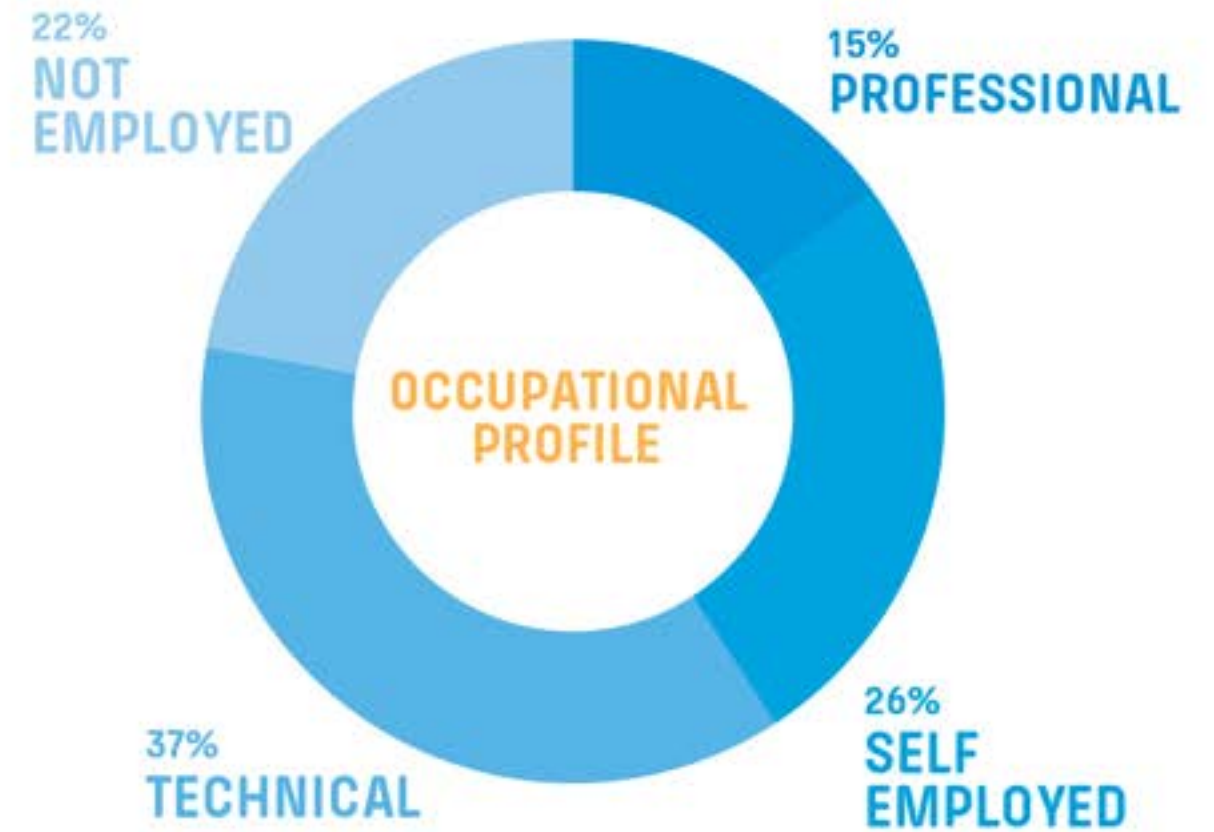
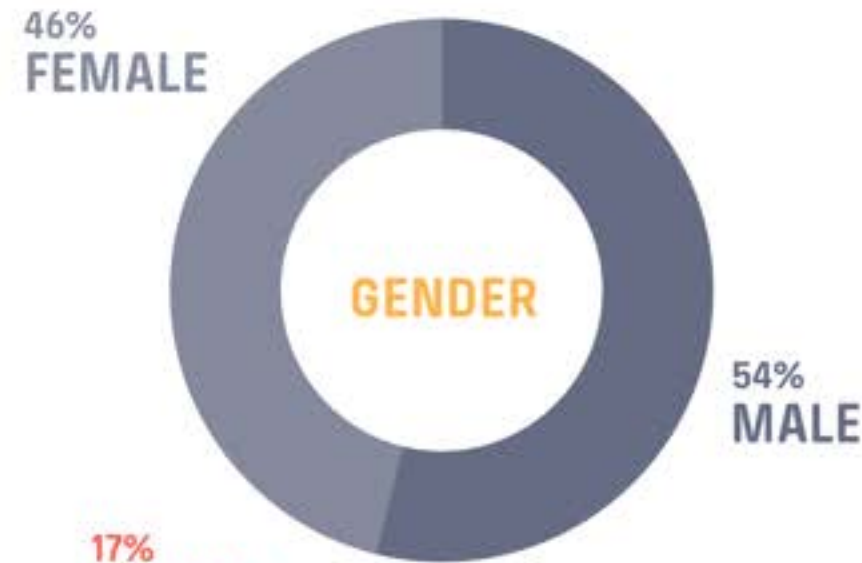


## VIP Access

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](http://www.livefm.com.au/vip-access)



# North Queensland Audience Profile



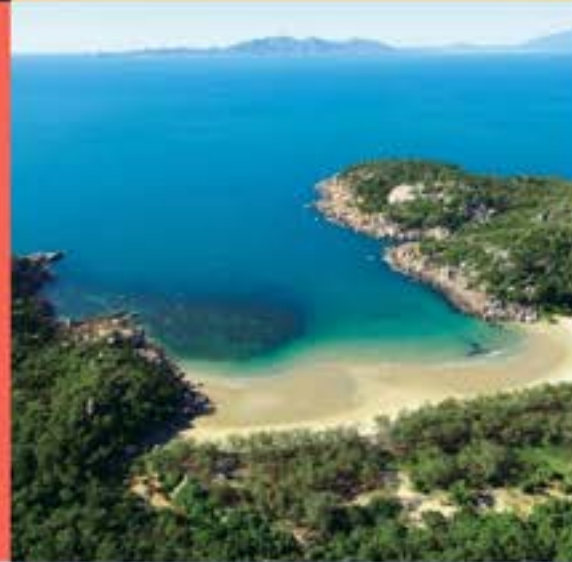
Religion: The majority of Australians in 2016 (60%) reported they had a religion. The most commonly reported religious affiliations were Christian denominations. However, the proportion of people reporting a Christian religion has decreased from almost three-quarters (74%) of Australians in 1991 to just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





# Regional Coverage

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



**42,000**  
**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



99.9 live FM  
LISTENERS TO BE ACTIVE

# 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



99.9 live FM  
IT'S GOOD TO BE ALIVE



**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!



Maverick Flying Car

250 Horsepower Subaru

Engine 408 Kilograms

0-100km/h in 3.9 seconds

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ywam  
medicalships  
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